

COUNCIL AGENDA: 11-27-12  
ITEM: 2.20

## Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Dennis Hawkins, CMC  
City Clerk

**SUBJECT:** SEE BELOW

**DATE:** 11-10-12

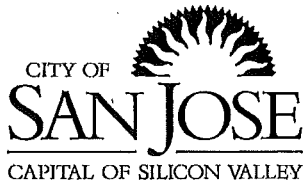
---

**SUBJECT: OPERATION PROM DRESS**

### RECOMMENDATION

As recommended by the Rules and Open Government Committee on November 7, 2012 and outlined in the attached memo previously submitted to the Rules and Open Government Committee:

- (a) Approve Operation Prom Dress as a City Council sponsored Special Event; and
- (b) Approve and accept donations from various individuals, businesses, or community groups to support Operation Prom Dress.



# Memorandum

**TO: HONORABLE MAYOR AND  
CITY COUNCIL**

**FROM: DENNIS HAWKINS**

**SUBJECT: SEE BELOW**

**DATE: November 2, 2012**

---

**SUBJECT: APPROVAL OF THE DESIGNATION OF OPERATION PROM DRESS  
AS A CITY COUNCIL SPONSORED SPECIAL EVENT AND  
AUTHORIZATION TO ACCEPT DONATIONS OF MATERIALS AND  
SERVICES FOR THE EVENT**

## **RECOMMENDATION**

1. Approval of the Operation Prom Dress as a City Council sponsored Special Event.
2. Approval and acceptance of donations from various individuals, businesses or community groups to support the Operation Prom Dress.
3. Place the item on the November 27, 2012 Council Agenda for action.

## **BACKGROUND**

On February 1, 2005 the City Council adopted Resolution 72517 which required Councilmembers to submit a memorandum to the Rules Committee regarding proposed City Council sponsored Special Events and the proposed use of any funds in Special Event Accounts.

Vice Mayor Nguyen has initiated an effort to secure donated prom dresses that will be distributed to San Jose high school students so that they may participate in upcoming proms and balls at their respective schools.

Operation Prom Dress is a free city-wide event that is open to the public. The activity involves cooperation from General Services, Library and Parks, Recreation and Neighborhood Services Departments for City facilities as collection and distribution sites.

The public is invited to donate new or gently used prom dresses between December 3, 2012 and March 8, 2013. No representations are or will be made to donors regarding the tax deductibility of their donations and no receipts will be issued for the donated items. Several dry cleaners are donating their services to clean the dresses which will be distributed on Sunday, March 10, 2013 at the Seven Trees Community Center.

**ANALYSIS**

Approval by the Rules and Open Government Committee and the City Council of the event will ensure compliance with the spirit of the Council's prior direction. In compliance with existing fundraising disclosure requirements, Vice Mayor Nguyen will report the number of donated dresses as well as the value of services provided by the dry cleaning firms in her Disclosure of Fundraising Report. Approval of this memorandum will enable Council District 7, the City departments and the Office of the City Clerk to proceed with the event. It is anticipated that donations will be limited to the dresses and dry cleaning services. At this time, no cash contributions or the donation of other items or services are anticipated. If cash donations are received, the Office of the City Clerk will follow the City's normal cash collection and appropriation of funds procedures.

**EVALUATION AND FOLLOW-UP**

The Office of the City Clerk and Vice Mayor Nguyen will issue an information memo detailing the results of the event.

**PUBLIC OUTREACH/INTEREST**

This action does not meet the criteria set below; however the Office of the City Clerk will post the item on the City's Website for the November 7, 2012 Rules and Open Government Committee and subsequent Council Agenda.

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
  
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
  
- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

///

///

///

HONORABLE MAYOR AND CITY COUNCIL

November 2, 2012

Subject: Operation Prom Dress

Page 3

**CEQA**

Not a project.

A handwritten signature in black ink, appearing to read "Dennis Hawkins", written over a horizontal line.

DENNIS D. HAWKINS, CMC  
City Clerk

For questions, please contact Dennis Hawkins, City Clerk, at (408) 535-1275.