



# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Lee Price, MMC

**SUBJECT:** SEE BELOW

**DATE:** August 28, 2009

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**SUBJECT: APPROVAL OF DISTRICT 8 SENIOR FAIR AND DAY IN THE PARK AS A CITY SPONSORED SPECIAL EVENTS, TO EXPEND CITY FUNDS AND AUTHORIZATION TO ACCEPT DONATIONS OF MATERIALS AND SERVICES FOR THE EVENTS**

## **RECOMMENDATION**

1. Approve the District 8 Senior Fair as a City Council sponsored Special Events.
2. Approve the District 8 Day in the Park as a City Council sponsored Special Events.
3. Approve and accept donations from various individuals, businesses, or community groups to support the events.
4. Place the item on the September 15 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.

**Senior Fair:** The District 8 Senior Fair was held on Saturday, May 30 at Eastridge Mall. The event was co-sponsored by the Eastridge Mall and featured activities and information for the Evergreen senior community. Limited City services were provided through General Services in the form of tables, chairs, podium and flags.

**Day In the Park:** The Day in the Park is a free district event, open to the public scheduled for Lake Cunningham Park on Saturday, October 3, 2009. Consistent with the City Council's Special Parks Use Policy, the event will be the Council Office's one free park use for the fiscal year. The activity involves staff support by multiple City departments including Parks, Recreation and Neighborhood Services, General Services, Transportation, Fire, and Police Departments, and others. Additionally, many City departments will provide information booths and other resources at the event. The event collaborators include a wide variety of community-based organizations, schools, neighborhood businesses, and community volunteers.

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### ANALYSIS

Approval by the Rules and Open Government Committee and the City Council of the event will ensure compliance with the Council's prior direction regarding Council Special Events. In the case of the Senior Fair event, retroactive approval is requested. For Day in the Park, Council District 8 will be using District funds to pay some event expenses. In compliance with existing fundraising disclosure requirements, Councilmember Herrera will report any cash or in-kind donations received for the event in her Disclosure of Fundraising Report. Approval of this memorandum will enable Council District 8, the City departments and the Office of the City Clerk to proceed with the event. If cash donations are received, the Office of the City Clerk will deposit the funds to the City's Gift Trust fund and follow the City's normal cash collection procedures. Subsequently, the City Clerk will return to the City Council for necessary actions involving the receipt and appropriation of funds consistent with the Special Events resolution and standard City procedures.

### EVALUATION AND FOLLOW-UP

The Office of the City Clerk and Councilmember Herrera will issue an information memo detailing the results of the events.

### 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 September 15, 2009 Council Agenda.

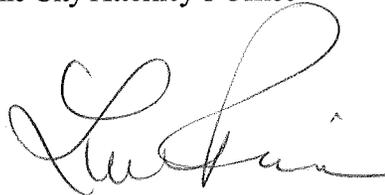
- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(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)**

### COORDINATION

This memorandum has been coordinated with the City Attorney's Office

### CEQA

Not a project.



LEE PRICE, MMC  
City Clerk

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