



Memorandum

**TO: HONORABLE MAYOR AND
CITY COUNCIL**

FROM: DENNIS HAWKINS

SUBJECT: SEE BELOW

DATE: JUNE 7, 2012

**SUBJECT: APPROVAL OF TASTE OF BERRYESSA AS A CITY SPONSORED
SPECIAL EVENT, TO EXPEND CITY FUNDS AND AUTHORIZATION
TO ACCEPT DONATIONS OF MATERIALS AND SERVICES FOR THE
EVENT**

RECOMMENDATION

1. Approve the Taste of Berryessa as a City-sponsored Special Event.
2. Approve and accept donations from various individuals, businesses or community groups to support the event.
3. Agendize for the June 19, 2012 City Council meeting.

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.

The Taste of Berryessa is a celebration where restaurants, food vendors, and service businesses gather together to showcase what the Berryessa Community has to offer. This event will take place on Saturday, September 22, 2012 from 2:00 p.m. to 5:00 p.m. at the Berryessa Community Center located at 3035 Berryessa Road. The event is a partnership between Councilmember Chu, the Berryessa Business Association, and the North Valley Community Association. The Parks, Recreation and Neighborhood Services Department will provide support for the event. Finally, local businesses will have the opportunity to promote their business and to present to the community why their restaurant or business is unique to the area.

ANALYSIS

Approval by the City Council of the event will ensure compliance with the Council's prior direction regarding Council Special Events. Council District 4 may use some District funds to pay event costs. In compliance with existing fundraising disclosure requirements,

Councilmember Chu will report any cash or in-kind donations received for the event in his Disclosure of Fundraising Report. Approval of this memorandum will enable Council District 4 and the Office of the City Clerk to proceed with the event. If any solicitation results in the receipt of cash donations, 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 Councilmember Chu will issue an information memo detailing the results of the event.

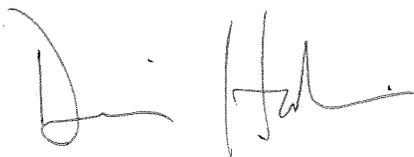
PUBLIC OUTREACH/INTEREST

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 June 13, 2012 Rules and Open Government Committee and the subsequent June 19, 2012 Council meeting.

- 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)**

CEQA

Not a project.



DENNIS D. HAWKINS, CMC
City Clerk

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