



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Peter Ortiz

SUBJECT: SEE BELOW

DATE: July 26th, 2024

APPROVED: 

SUBJECT: RETROACTIVE APPROVAL AND APPROVAL OF VARIOUS EVENTS SPONSORED BY COUNCIL DISTRICT 5 AS CITY COUNCIL SPONSORED SPECIAL EVENTS TO EXPEND CITY FUNDS AND ACCEPT DONATIONS OF MATERIALS AND SERVICES FOR THE EVENTS.

RECOMMENDATION

1. Retroactively approve the Mothers Day Celebration at Gramercy Event Held on May 10th, 2024, as a City Council sponsored Event and approve the expenditure of funds.
2. Retroactively approve the Alum Rock Village Dumpster Day held on May 18th, 2024, as a City Council sponsored Special Event and approve the expenditure of funds.
3. Retroactively approve the Poco Way Beautification Event held on May 25th, 2024, as a City Council sponsored Special Event and approve the expenditure of funds.
4. Retroactively approve the Cafe Para Todos Event held on May 30th, 2024, as a City Council sponsored event and approve the expenditure of funds.
5. Retroactively approve the Alum Rock Park Road Reopening event held on June 14th, 2024, as a City Council sponsored Special Event and approve the expenditure of funds.
6. Retroactively approve the Snack with Matt event held on June 25th, 2024, as a City Council sponsored Special Event and approve the expenditure of funds.
7. Retroactively approve the Capitol Park Dumpster Day held on June 29th, 2024, as a City Council sponsored Special Event and approve the expenditure of funds.
8. Approve the San José Lowrider Day event held on September 1st, 2024, as a City Council sponsored Special Event and approve the expenditure of funds.
9. Approve the *Grito de Independencia* event held on September 14th, 2024, as a City Council sponsored Special Event and approve the expenditure of funds.
10. Approve the Culture Fest event held on October 12th, 2024, as a City Council sponsored Special Event and approve the expenditure of funds.
11. Approve the District 5 Christmas Tree Giveaway and Holiday Celebration event held on December 4th, 2024, as a City Council sponsored Special Event and approve the expenditure of funds.

12. Approve the Cinco de Mayo Parade & Festival event held on May 4th, 2025, as a City Council sponsored Special Event and approve the expenditure of funds.
13. Place the item on the August 13th, 2024, Council Agenda for action.

BACKGROUND

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

The 10 events were/will be free, open to the public, and sponsored by Councilmember Peter Ortiz.

ANALYSIS

The Alum Rock Village Dumpster Day was held on May 18th, 2024, at James Lick High School, and allowed residents of the district to discard of unwanted items/garbage for free. The Poco Way Beautification Event was held on May 25th, 2024, on McCreery Avenue, and allowed residents of the Poco Way neighborhood the chance to beautify their neighborhood through service projects such as graffiti abatement and litter pick-ups, as well as gain valuable resources from various non-profit partners. The Alum Rock Park Road Reopening event was held on June 14th, 2024, at Alum Rock Park and allowed residents of East San José the ability to experience the recently renovated road into the park as well as gain valuable resources from various non-profit/governmental partners. The Snack with Matt event was held on June 25th, 2024, at Vito's Pizza and connected residents of East San José with their Mayor and Councilmember to gain valuable legislative and community updates. The Capitol Park Dumpster Day held on June 29th, 2024, at Capitol Park, and allowed residents of the district to discard of unwanted items/garbage for free. The San José Lowrider Day event will be held on September 1st, 2024, at San José City Hall and will connect residents of the city with a lowrider showcase, highlighting the extensive lowriding history and culture present in the city. The Grito de Independencia event will be held on September 14th, 2024, at San José City Hall and will connect residents of the city with traditional Mexican and Mexican-American traditions, celebrating the Independence day of México in San José. The Culture Fest event will be held on October 12th, 2024, at James Lick High School and will connect residents of the city with multicultural traditions, showcasing the diverse ethnic makeup of the city. The District 5 Christmas Tree Giveaway and Holiday Celebration event will be held on December 4th, 2024, at Emma Prusch Farm Park and will connect residents of the district to a free Christmas Tree as well as various other resources and goods. The Cinco de Mayo Parade & Festival event will be held on May 4th, 2025, along King Road and at Emma Prusch Farm Park and will connect residents of the city with a Latino cultural showcase, highlighting the historical connections between the Cinco de Mayo celebration and San José

Approval by the City Council of the events will ensure compliance with the Council's prior direction regarding Council Special Events. In observance of existing fundraising disclosure requirements, Councilmember Peter Ortiz will report any cash or in-kind donations received for the event on their Disclosure of Fundraising Report (DFR-1). Approval of this memorandum will enable Council District 5, City departments and the Office of the City Clerk to proceed with the event. Any cash donations received will be processed pursuant to the City's normal financial and budgetary procedures.

PUBLIC OUTREACH/INTEREST

The Office of the City Clerk will post the item on the City's Website for the August 7th, 2024, Rules Committee Agenda and the August 13th, 2024, City Council Agenda.

CEQA

CEQA: Not a Project, File No. PP17-011, Temporary Special Events resulting in no changes to the physical environment.

Reviewed by:

TONI J. TABER, CMC
City Clerk

For questions, please contact Toni Taber, City Clerk, at (408) 535-1260.