



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember David Cohen
District 4

SUBJECT: SEE BELOW

DATE: September 27, 2023

APPROVED:

**SUBJECT: APPROVAL OF MULTIPLE DISTRICT 4 EVENTS AS CITY COUNCIL
SPONSORED SPECIAL EVENTS TO EXPEND CITY FUNDS AND ACCEPT
DONATIONS OF MATERIALS AND SERVICES FOR THE EVENT**

RECOMMENDATION

1. Retroactively approve the District 4 Groundbreaking Ceremony for Mercado and Bruzzone Parks held on Sunday, October 1, 2023 as a City Council sponsored Special Event and approve the expenditure of funds.
2. Approve the Day on the Bay that will be held on Saturday, October 14, 2023 as a City Council sponsored Special Event and approve the expenditure of funds.
3. Approve the District 4 Pumpkin Giveaway that will be held on Wednesday, October 18, 2023 as a City Council sponsored Special Event and approve the expenditure of funds.
4. Approve the Cherrywood Elementary School Fall Festival that will be held on Friday, October 27, 2023 as a City Council sponsored Special Event and approve the expenditure of funds.
5. Approve the Halloween Spooktacular that will be held on Friday, October 27, 2023 as a City Council sponsored Special Event and approve the expenditure of funds.
6. Approve and accept donations from various individuals, businesses, or community groups to support the event.
7. Place the item on the Tuesday, October 17, 2023 Council Agenda for action.

BACKGROUND

On February 1, 2005, the City Council adopted Resolution No. 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 District 4 Groundbreaking Ceremony for Mercado and Bruzzone Parks was held on Sunday, October 1, 2023 from 11:00am to 12:00pm at Sierra Road and Mercado Way. The purpose of this

event was for San Jose Residents to commemorate the start of construction at Mercado and Bruzzone Parks. This event was free and open to the public.

The Day on The Bay will be held on Saturday, October 14, 2023 from 10:00am to 3:00pm at the Alviso Marina County Park. The purpose of this event is for San Jose Residents to create lasting memories with family and community members while enjoying aquatic activities, performances from local artists, and resource tables. This event is free and open to the public.

The District 4 Pumpkin Giveaway will be held on Wednesday, October 18, 2023 from 5:00pm to 7:00pm at 1376 Piedmont Road. The purpose of this event is to celebrate Halloween with San Jose residents by providing free full-sized pumpkins for individuals to decorate. This event is free and open to the public.

The Cherrywood Elementary School Fall Festival will be held on Friday, October 27, 2023 from 5:00pm to 7:00pm at Cherrywood Elementary School. The purpose of this event is to foster community engagement among families and their community organizations. There will be a Trunk or Treat, Pumpkin Decorating Contest, food trucks, and games. This event is free and open to the public.

The Halloween Spooktacular will be held on Friday, October 27, 2023 from 6:00pm to 8:30pm at the Berryessa Community Center. The purpose of this event is to cultivate community connections among San Jose residents while they enjoy a costume contest, haunted house, pumpkin patch, and crafts. This event is open to the public.

ANALYSIS

Approval by the City Council of the event will ensure compliance with the Council's prior direction regarding Council Special Events. In observance of existing fundraising disclosure requirements, Councilmember David Cohen 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 4, 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 Wednesday, October 4, 2023 Rules Committee Agenda and the Tuesday October 17, 2023 City Council Agenda.

CEQA

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

HONORABLE MAYOR AND CITY COUNCIL

09/27/2023

Subject: District 4 Special Event

Page 2

Reviewed by:

TONI J. TABER, CMC

City Clerk

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