

# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Councilmember Arenas  
District 8

**SUBJECT:** SEE BELOW

**DATE:** June 20, 2018

APPROVED:

**SUBJECT: RETROACTIVE APPROVAL OF VIVA PARKS SPONSORED BY  
COUNCIL DISTRICT 8 AS A CITY COUNCIL SPONSORED SPECIAL  
EVENT TO EXPEND CITY FUNDS AND ACCEPT DONATIONS OF  
MATERIALS AND SERVICES FOR THE EVENT**

## RECOMMENDATION

1. Retroactively approve the Viva Parks scheduled on June 13<sup>th</sup>, 18<sup>th</sup>, 21<sup>st</sup> and 25<sup>th</sup> as a City Council sponsored Special Event and approve the expenditure of funds.
2. Approve the Viva Parks scheduled on July 2<sup>nd</sup>, 9<sup>th</sup>, 23<sup>rd</sup>, 25<sup>th</sup> and 30<sup>th</sup>, and August 13<sup>th</sup>, 20<sup>th</sup>, 22<sup>nd</sup> and 29<sup>th</sup> as a City Council sponsored Special Event and approve the expenditure of funds.
3. Approve and accept donations from various individuals, businesses or community groups to support the event.
4. Approve advertising expenditures for the promotion of the Special Event not to exceed \$2,000.
5. Place the item on the June 26th 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.

Viva Parks will be held on June 13<sup>th</sup>, 18<sup>th</sup>, 21<sup>st</sup> and 25<sup>th</sup>, July 2<sup>nd</sup>, 9<sup>th</sup>, 23<sup>rd</sup>, 25<sup>th</sup> and 30<sup>th</sup>, and August 13<sup>th</sup>, 20<sup>th</sup>, 22<sup>nd</sup> and 29<sup>th</sup> at Aborn Park, Brigadoon Park, Meadowfair Park, and Welch Park and sponsored by Councilmember Arenas. This special event allows San Jose residents to enjoy games and movies while enjoying our city parks. The event is free and open to the public.

HONORABLE MAYOR AND CITY COUNCIL

June 20<sup>th</sup>, 2016

Subject: Viva Parks

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**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 Arenas 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 8, 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 June 20<sup>th</sup> Rules Committee Agenda and the June 26<sup>th</sup> City Council Agenda.

**CEQA**

- Not a Project, File No. PP17-010, City Organization & Administrative Activities resulting in no changes to the physical environment.
- Not a Project, File No. PP17-011, Temporary Special Events resulting in no changes to the physical environment.
- Exempt, File No. PP12-080. Minor temporary use of land having negligible or no permanent effect on the environment.
- Exempt, File No. PP13-056, Activities associated with citywide litter clean-up activities.
- Exempt, File No. PP11-046, Graffiti removal services.

Reviewed by:

  
TONI TABER/CMC  
City Clerk

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