



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Zulma Maciel

**SUBJECT:** SEE BELOW

**DATE:** January 12, 2022

Approved

Date

01/13/22

**SUBJECT: RETROACTIVELY APPROVE CITY HALL TOWER AND ROTUNDA LIGHTING EVENTS DURING JANUARY 2022 AND FEBRUARY 2022 IN COLORS ASSOCIATED WITH THE CELEBRATION OF DR. MARTIN LUTHER KING JR. DAY, AND TET VIETNAMESE AND CHINESE NEW YEAR FESTIVALS.**

## **RECOMMENDATION**

Retroactively approve City Hall Tower and Rotunda lighting scheduled from January 2, 2022 through February 12, 2022 in colors associated with the celebration of Martin Luther King Jr. Day, and Tết Vietnamese and Chinese New Year festivals as a Ceremonial Item.

## **OUTCOME**

The recommended Council action will authorize the illumination of the City Hall Tower and Rotunda during January and February 2022 in colors associated with the celebration of Martin Luther King Jr. Day, and Tết Vietnamese and Chinese New Year festivals.

## **BACKGROUND**

City Council Policy 7-14, City Hall Event Lighting Policy, Sections B.1 and C.1 allows Rotunda and Tower lighting in conjunction with proclamations for official actions or ceremonial items as approved by City Council. The Office of Racial Equity, together with the Office of Economic Development and Cultural Affairs, proposes that the Tower and Rotunda at City Hall be illuminated in the colors associated with the celebration of Martin Luther King Jr. Day, and Tết Vietnamese and Chinese New Year festivals during the months of January and February 2022. The lighting will begin on January 2, 2022 and end on February 12, 2022.

## **ANALYSIS**

According to Census 2020, 38.5% of San Jose residents are Asian. Illuminating City Hall with colors celebrating the life of Dr. Martin Luther King Jr., and the Tết Vietnamese and Chinese New Year festivals will demonstrate respect for and acknowledge the beliefs and customs of fellow San Joséans. It will also create business vibrancy and welcome the public to our city's urban core.

The lighting of both the City Hall Tower and Rotunda will celebrate San José's cultural diversity and the following events:

- 1) Martin Luther King Jr. Day, an American federal and state holiday, marking the birthday of Reverend Dr. Martin Luther King, Jr. It is observed on the third Monday of January each year, which is around Dr. King's birthday, January 15. He was the nation's most prominent leader and chief spokesperson for non-violent activism in the Civil Rights Movement, which successfully protested racial discrimination in federal and state law.
- 2) Tết Vietnamese Festival is the most important celebration in Vietnamese culture. Tet celebrates the arrival of spring. Many Vietnamese spend New Year's Eve (January 31st) following rituals of cleaning the house, doing laundry, preparing special dishes to place on the ancestor altars, etc. prior to midnight. On the first day of the new year, they follow customs such as visiting homes, ancestor worship, wishing New Year's greetings, giving lucky money in red envelopes to children and elders, and opening a shop.
- 3) Chinese New Year celebrates the beginning of a new year on the traditional Chinese calendar. Lunar New Year is also known as the Spring Festival. At midnight before the New Year, the celebration begins. It is customary to clean house and make new purchases, which signifies getting ready for a new start before the new year arrives. Auspicious words or pictures are cut on red paper and pasted on windows to express good wishes for the future. Gathering with family is a main theme for all Lunar New Year celebrations.

<b>Holiday</b>	<b>Illumination Dates</b>	<b>Colors</b>
Dr. Martin Luther King, Jr. Day (Jan. 17, 2022)	1/17/2022 – 1/22/2022	Rotunda: Tower: Red & green (alternate every 2 floors)
Tết Vietnamese Festival (Feb. 1 – 5, 2022)	1/31/2022 – 2/6/2022	Rotunda: Yellow Tower: Red
Chinese New Year (Feb. 1– 15, 2022)	2/7/2022 – 2/12/2022	Rotunda: Red Tower: Yellow

## **CONCLUSION**

Illumination of the City Hall Tower and the Rotunda will be a symbolic and colorful representation of the cultural diversity of our City.

## **EVALUATION AND FOLLOW-UP**

The Offices of Racial Equity and Event Services will coordinate the City Hall Tower and Rotunda lighting per the table outlined in the Analysis section of this memorandum.

## **CLIMATE SMART SAN JOSE**

The recommendation in this memorandum does not affect Climate Smart San José energy, water, or mobility goals.

## **PUBLIC OUTREACH**

This memorandum will be posted on the City website for the January 25, 2022 City Council meeting.

## **COORDINATION**

This memorandum has been coordinated with the Office of Economic Development and Cultural Affairs and the City Attorney's Office.

## **COMMISSION RECOMMENDATION/INPUT**

No commission recommendation or input is associated with this action.

## **COST SUMMARY/IMPLICATIONS**

No significant cost summary/implications are associated with this action.

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January 12, 2021

**Subject: Tower and Rotunda Lighting Cultural Holidays**

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**CEQA**

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

/s/

ZULMA MACIEL

Director, Office of Racial Equity

For questions, please contact Bige Yilmaz at (408) 535-4835.