



COUNCIL AGENDA: 10/17/2017
ITEM: 2.15 (17-214)

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Toni J. Taber, CMC
City Clerk

SUBJECT: SEE BELOW

DATE: October 12, 2017

SUBJECT: SILICON VALLEY ORGANIZATION DISTRICT 4 MERCHANT WALK.

RECOMMENDATION: As recommended by the Rules and Open Government Committee on October 11, 2017:

- (a) Retroactively approve the Silicon Valley Organization District 4 Merchant Walk held on October 4, 2017 as a City Council sponsored Special Event and approve the expenditure of funds.
- (b) Approve and accept donations from various individuals, businesses, or community groups to support the event.



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Lan Diep
District 4

SUBJECT: Silicon Valley Organization
District 4 Merchant Walk

DATE: 10/03/2017

APPROVED:

**SUBJECT: RETROACTIVELY APPROVE OF THE SILICON VALLEY
ORGANIZATION DISTRICT 4 MERCHANT WALK SPONSORED BY
COUNCIL DISTRICT 4 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 Silicon Valley Organization District 4 Merchant Walk scheduled on October 4th, 2017 as a City Council sponsored Special Event and approve the expenditure of funds.
2. Approve and accept donations from various individuals, businesses or community groups to support the event.
3. Place the item on the October 17th, 2017 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.

Silicon Valley Organization District 4 Merchant Walk was held on October 4th, 2017, will begin at The Silicon Valley Organization at 101 W. Santa Clara St. and then transition to the sites of various businesses in District 4. It is being sponsored by Councilmember Lan Diep. This special event aimed to improve connectivity and outreach from the City to businesses in District 4.

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

HONORABLE MAYOR AND CITY COUNCIL

****Date of Memo****

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requirements, Councilmember Lan Diep 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 October 11th, 2017 Rules Committee Agenda and the October 17th, 2017 City Council Agenda.

CEQA

- X Not a Project, File No. PP15-077, Temporary Special Events.
- ☐ Not a Project, File No. PP10-069(c), City Administrative Activities.
- ☐ 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 J. TABER, CMC
City Clerk

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