



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Raul
Perez
District 3

SUBJECT: SEE BELOW

DATE: February 5, 2019

APPROVED:

2/5/19

**SUBJECT: APPROVAL OF THE CESAR E. CHAVEZ DAY FLAG RAISING
SPONSORED BY COUNCIL DISTRICT 3 AS A CITY COUNCIL
SPONSORED SPECIAL EVENT TO EXPEND CITY FUNDS AND ACCEPT
DONATIONS OF MATERIALS AND SERVICES FOR THE EVENT**

RECOMMENDATION

1. Approve the César E. Chavez Day Flag Raising scheduled on Wednesday, March 27, 2019, 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 February 26, 2019 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 César E. Chavez Day Flag Raising will be held on Wednesday, March 27, 2019 in the City Hall Plaza and sponsored by Councilmember Raul Perez. This special event will celebrate the 8th annual raising of the United Farm Workers (UFW) Flag in observance of César E. Chavez Day on Sunday, March 31, 2019. The UFW flag, featuring the black eagle, which represents the plight of farm workers; the red background, which symbolizes the union members' hard work and sacrifice; and the white circle signifying the people's hope and aspirations. The UFW flag became a national symbol, not only for the Farm Workers union, but of the Mexican American civil rights movement and other causes. The event is free and open to the public.

The display of the UFW Flag on Wednesday, March 27, 2019, is permitted under Council Policy 2-1, Section C.2 – Flags Displayed in Conjunction With Official Ceremonial Items: “Other flags

may be displayed in conjunction with official actions, ceremonial items, or proclamations of the City Council.”

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 Raul Peralez 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 3, 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 February 13, 2019 Rules Committee Agenda and the February 26, 2019 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 J. TABER, CMC
City Clerk

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