



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Cohen
District 4

SUBJECT: SEE BELOW

DATE: April 1, 2021

APPROVED: *David Cohen*

**SUBJECT: APPROVAL OF THE 15th ANNUAL SANTOS FAMILY CAR SHOW
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. Approve the 15th Annual Santos Family Car Show scheduled on September 4, 2021 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 April 13, 2021 City 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 14th Annual Santos Family Car Show will be held on September 4, 2021 at 5202 N. First Street, Alviso, CA 95002 from 8:00 a.m.-3:00 p.m. and is sponsored by Councilmember David Cohen. This special event highlights an extensive array of vintage and classic cars from around the Bay Area. Many car enthusiasts arrive before 5:00 a.m. for prime parking along North First Street, Alviso's main thoroughfare, as neighboring streets and parking lots tend to fill up with classic cars, trucks, and hot rods. The atmosphere is festive and vibrant, with classic hits from the 1950s setting the tone and vendors scattered throughout, selling auto parts, arts & crafts, food, jewelry, and more. It has been sponsored and organized by the Santos family since its inception, and is free and open to the public and will follow all appropriate local public health rules, including requiring masks and social distancing. The District 4 sponsorship of this community event is intended to attract visitors to Alviso and for residents to discover the Alviso Marina along with area restaurants and amenities.

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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 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 April 7, 2021 Rules Committee Agenda and the April 13, 2021 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.