



Memorandum

TO: CITY COUNCIL

FROM: Councilmember Raul Peralez
Councilmember Magdalena Carrasco

SUBJECT: SEE BELOW

DATE: June 2, 2021

Approved by:

Date: 06.02.21

SUBJECT: APPROVAL OF THE ALZHEIMER'S AND BRAIN AWARENESS MONTH PROCLAMATION AND TOWER AND ROTUNDA LIGHTING SPONSORED BY COUNCIL DISTRICT 3 AND DISTRICT 5 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 Alzheimer's and Brain Awareness Month proclamation and Tower and Rotunda lighting from June 20-25, 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 June 22, 2021 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.

Alzheimer's and Brain Awareness Month takes place every year in the month of June and is an opportunity to help raise awareness about the disease as well as show support for the millions of people worldwide living with Alzheimer's. It is also a time to recognize

caregivers for the support they provide to those living with the condition. The Tower and Rotunda will be lit in purple from June 20-25, 2021. Lighting the Tower and Rotunda in purple is a symbol of awareness and support for people living with Alzheimer's or other forms of dementia. The event will be held virtually and is free and open to the public.

ANALYSIS

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. 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 and 5, 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 9, 2021 Rules Committee Agenda and the June 22, 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.

The signers of this memorandum have not had, and will not have, any private conversation with any other member of the City Council, or that member's staff, concerning any action discussed in the memorandum, and that each signer's staff members have not had, and have been instructed not to have, any such conversation with any other member of the City Council or that member's staff.