



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Sylvia Arenas
District 8

SUBJECT: SEE BELOW

DATE: June 24, 2021

APPROVED: *Sylvia Arenas*

6/24/2021

SUBJECT: APPROVAL OF BREASTFEEDING AWARENESS MONTH SPONSORED BY COUNCIL DISTRICT 8 AS A CITY COUNCIL SPONSORED SPECIAL EVENT TO EXPEND CITY FUNDS AND ACCEPT DONATIONS OF MATERIALS AND SERVICES FOR THE EVENT

RECOMMENDATION

1. Approve Breastfeeding Awareness Month scheduled on Tuesday, August 3, 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 Tuesday, August 3, 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.

Breastfeeding Awareness Month will be recognized on Tuesday, August 3, 2021 and sponsored by Councilmember Sylvia Arenas. This special event recognizes August 2021 as Breastfeeding Awareness Month, which is an annual campaign to raise awareness and celebrate breastfeeding efforts including the promotion, support, research, and the normalizing of breastfeeding.

National Breastfeeding Month has been recognized since August 2011 when it was officially declared by the United States Breastfeeding Committee (USBC). This year the USBC chose the theme, Every Step of the Way, to provide breastfeeding support among diverse communities. The event is free and open to the public and will follow all appropriate local public health rules, including requiring masks and social distancing.

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 Arenas 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 8, 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 July 28, 2021 Rules Committee Agenda and the August 3, 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.