



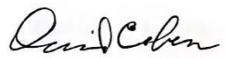
Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Cohen
District 4

SUBJECT: SEE BELOW

DATE: July 19, 2021

APPROVED: 

SUBJECT: RETROACTIVE APPROVAL OF THREE SPECIAL EVENTS SPONSORED BY COUNCIL DISTRICT 4 AS CITY COUNCIL SPONSORED SPECIAL EVENTS TO EXPEND CITY FUNDS AND ACCEPT DONATIONS OF MATERIALS AND SERVICES FOR THE EVENTS

RECOMMENDATION

1. Retroactively approve the Alviso Community Ice Cream Social scheduled for Saturday, July 17, 2021 as a City Council sponsored Special Event, and approve the expenditure of funds.
2. Retroactively approve the e-Waste Collection Event scheduled for Saturday, July 17, 2021 as a City Council sponsored Special Event, and approve the expenditure of funds.
3. Approve the 2021 Berryessa Arts Festival to be held on Sept. 18, 2021 as a City Council sponsored Special Event and approve the expenditure of funds.
4. Approve and accept donations from various individuals, businesses or community groups to support the event.
5. Place the item on the Tuesday, Aug. 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.

The Alviso Community Ice Cream Social was held on Saturday, July 17, 2021 at North First Street and was sponsored by Councilmember Cohen. This special event helped to build a sense of community and provided a safe, family-friendly environment for residents. The e-Waste Collection Event was held on Saturday, July 17, 2021 at Murphy Avenue and was sponsored by Councilmember Cohen. This special event provided residents with an opportunity to bring a wide array of electronic items to dispose of safely and conveniently. The 2021 Berryessa Arts Festival will be held from 11 a.m.-3:00 p.m. on Saturday, Sept. 18 and is sponsored by Councilmember David Cohen. This special event offers the community a place to gather

July 19, 2021

Subject: Community Ice Cream Social e-Waste Collection Event, and Berryessa Arts Festival

Page 2

outdoors to enjoy one another's company, food, drinks, entertainment and vendors in a safe, family-friendly environment. These events were free and open to the public, and followed all appropriate local public health rules.

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 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 Wednesday, July 28, 2021 Rules Committee Agenda and the Tuesday, Aug. 3 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.