



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Dev Davis
District 6

SUBJECT: SEE BELOW

DATE: July 15, 2021

APPROVED:

SUBJECT: APPROVAL OF THE BLUE ZONES PROJECT PRESENTATION AND RECEPTION SPONSORED BY COUNCIL DISTRICT 6 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 Blue Zones Project Presentation and Reception on August 18, 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 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.

The Blue Zones Project Presentation and Reception will take place in the City Hall Council Chambers and Rotunda and is sponsored by Councilmember Dev Davis. This special event is a community-wide well-being initiative designed to make healthy choices easier. Blue Zones encourage sustainable changes in our built environment and social networks, often suggesting systems-level changes in key settings such as worksites, schools, restaurants, grocery stores, faith-based communities, and neighborhoods. By helping people live longer and better through behavior change, we can lower healthcare costs, improve productivity, and enjoy a higher quality of life as we live, learn, work, and grow. The Blue Zones Project is based on principles identified during a ten-year worldwide longevity study commissioned by National Geographic and detailed in Dan Buettner's New York Times best-seller. The event is free and open to the public.

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 Davis 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 6, 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.