



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Cohen
District 4

SUBJECT: SEE BELOW

DATE: October 13, 2021

APPROVED:

SUBJECT: APPROVAL OF THE DAY ON THE BAY 2021 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 Day on the Bay 2021 to be held on October 16, 2021 as a City Council Sponsored Special Event, approve the expenditure of funds and approve the purchase of gift cards intended as prizes.
2. Approve and accept donations from various individuals, businesses or community groups to support the events.
3. Place the item on the October 19, 2021 City Council Agenda for action.

BACKGROUND

On February 1, 2005, the City Council adopted Resolution No. 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.

Day on the Bay 2021 will be held on October 16, 2021 at Alviso Marina County Park, 1195 Hope Street, Alviso, CA 95002 from 10:00 a.m.-3:00 p.m. and is sponsored by Councilmember David Cohen.

This special event will include a resource fair focused on health and environmental sustainability. It will showcase the beautiful Alviso Marina, and this is a wonderful opportunity to share information, services, and resources with the local community. Attendees can meet non-profit, government, and community-based organizations to learn about, and even receive, services. Historically, Day on the Bay has drawn approximately 10,000 to 15,000 people annually to enjoy activities, rich in diversity and talent, and abundant in cultural expression. 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.

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. Approval of this memorandum will allow Council District 4 to purchase gift cards with a value of up to \$50 to be used as raffle prizes at 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 October 13, 2021 Rules Committee Agenda and the October 19, 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.