



COUNCIL AGENDA: 10/19/2021

ITEM: 2.16

FILE NO: 21-2274

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Toni J. Taber, CMC
City Clerk

SUBJECT: SEE BELOW

DATE: October 19, 2021

SUBJECT: Approval of Coronado Ave Activation Series Sponsored by Council District 2 as City Council Sponsored Special Events to Expend City Funds and Accept Donations of Materials and Services for the Events

Recommendation

As recommended by the Rules and Open Government Committee on October 13, 2021:

(a) Approve the Coronado Ave Activation Series scheduled from October 8, 2021 through November 12, 2021 as City Council sponsored Special Events and approve the expenditure of funds for the series:

- (1) Retroactively Approve the Culture Night Market scheduled on October 8, 2021;
- (2) Retroactively Approve the Culture Night Market scheduled on October 15, 2021 (tentative);
- (3) Approve the Halloween Costume Contest and Street Dancing scheduled on October 29, 2021; and
- (4) Approve the Villagefest scheduled on November 12, 2021.

(b) Approve the expenditure of District 2 office budget funds to purchase gift cards and other prizes not to exceed \$50 for a free raffle; and

(c) Approve and accept donations from various individuals, businesses, or community groups to support the events.

CEQA: Not a Project, File No. PP17-011, Temporary Special Events resulting in no changes to the physical environment. (Jimenez)

[Rules Committee referral 10/13/2021 - Item G.1.b]



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Jimenez
District 2

SUBJECT: SEE BELOW

DATE: October 7, 2021

APPROVED:

**SUBJECT: APPROVAL OF DISTRICT 2 EVENTS AS CITY COUNCIL SPONSORED
SPECIAL EVENTS TO EXPEND CITY FUNDS AND ACCEPT
DONATIONS OF MATERIALS AND SERVICES FOR THE EVENTS**

RECOMMENDATION

1. Approve the *Coronado Ave Activation Series* scheduled from October 8, 2021 through November 12, 2021 as City Council sponsored Special Events and approve the expenditure of funds for the series;
 - a. October 8, 2021 Culture Night Market, retroactive approval
 - b. October 15, 2021 (tentative) Culture Night Market, retroactive approval
 - c. October 29, 2021 Halloween Costume Contest and Street Dancing
 - d. November 12, 2021 Villagefest
2. Approve the expenditure of District 2 office budget funds to purchase gift cards and other prizes not to exceed \$50 for a free raffle;
3. Approve and accept donations from various individuals, businesses and/or community groups to support the events.
4. Place the items on the October 19, 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.

Councilmember Jimenez was granted funding through the June 2021 Budget Message to explore the option of permanently closing a small stretch of Coronado Ave with the Village Oaks shopping center to vehicle traffic and creating a pedestrian friendly outdoor dining and recreational space. The series of scheduled events from October 8- November 12 will activate the space with an outdoor culture market on October 8 and 15, a Halloween Costume Contest and Street Dance Party on October 29, and the District's annual Villagefest on November 12. Villagefest is a resource fair with community driven activities. These special events will provide

food, family friendly games, activities, health and wellness resources and community engagement to the residents of San José all while bringing customers and business to the Village Oaks shopping center. The events will be held in collaboration with Culture Night Market, Local Color, San Jose Jazz-Boom Box and other partners.

These events are outdoor, 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 Jimenez 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 2, 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 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.