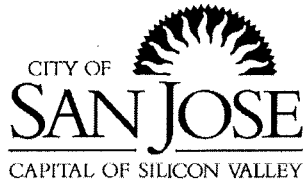


2.10 *César Chavez Day Flag Raising and Reception.



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Raul Perez
Councilmember Sergio
Jimenez

SUBJECT: SEE BELOW

DATE: March 24, 2017

APPROVED:

3/24/17

SUBJECT: RETROACTIVE APPROVAL OF CESAR CHAVEZ DAY FLAG RAISING AND RECEPTION SPONSORED BY COUNCIL DISTRICT 3 AND COUNCIL DISTRICT 2 AS A CITY COUNCIL SPONSORED SPECIAL EVENT TO EXPEND CITY FUNDS AND ACCEPT DONATIONS OF MATERIALS AND SERVICES FOR THE EVENT

RECOMMENDATION

1. Retroactively approve the César Chavez Day Flag Raising and reception scheduled on Thursday, March 23, 2017, as a City Council sponsored Special Event and approve the expenditure of funds.
2. Retroactively approve and accept donations from various individuals, businesses, or community groups to support the event.
3. Place the item on the April 4, 2017 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 César Chavez Day Flag Raising and reception will be held on Thursday, March 23, 2017 at San Jose City Hall, in the West Plaza and sponsored by Councilmembers Raul Perez and Sergio Jimenez. This special event, with support from local businesses and community volunteers includes the 6th annual raising of the United Farm Workers (UFW) Flag in observance of César Chavez Day on Thursday, March 31, 2017. The UFW flag, featuring the black eagle, which represents the plight of farm workers; the red background, which symbolizes the union members' hard work and sacrifice; and the white circle signifying the people's hope and aspirations. The UFW flag became a national symbol, not only for the Farm Workers union, but of the Mexican American civil rights movement and other causes. The event is free and open to the public.

HONORABLE MAYOR AND CITY COUNCIL

March 24, 2017

Subject: César Chavez Day Flag Raising

Page 2

The display of the UFW Flag is permitted under Council Policy 2-1, Section C - Flags Displayed in Conjunction With Official Ceremonial Items: "Other flags may be displayed in conjunction with official actions.

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 Raul Peralez 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 3, 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 March 29, 2017 Rules Committee Agenda and the April 4th, 2017 City Council Agenda.

CEQA

- ☒ Not a Project, File No. PP10-069(c), City Administrative Activities.
- ☐ 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.