



Legislation Details (With Text)

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Title: FORMALIZE COMMUNITY SERVICES DEPARTMENT EVENT IMPROVEMENTS

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5/8/2018	1	City Council	approved	Pass

PREPARED BY: ANDREA MENDEZ **DATE OF MEETING:** 05/07/18

SUBJECT:
FORMALIZE COMMUNITY SERVICES DEPARTMENT EVENT IMPROVEMENTS

CITY MANAGER RECOMMENDATION

Approve by Minute Order

COMPLIANCE STATEMENTS

FY 2018-21 Council Priority Workplan

Marketing and Community Outreach is an adopted policy item under the adopted FY 2018-21 Council Priority Workplan, effective November 1, 2017.

CEQA Compliance Statement

This is not an item that is defined by CEQA

BACKGROUND

Each year the Community Services Department offers events to the community for little to no cost. These events are held in different locations throughout the City and are typically very well attended by our community.

Our special events are run with many City resources including staff, supplies, City dollars, community resources, collaborative partnerships and more. After each event, staff debriefs and discusses in detail, ways to potentially improve on the event the following year, with our goal being to continuously offer events that are both interesting and resourceful for the community and staff.

On April 10, 2018, the power point presentation was taken before the Community Services Standing Committee (Calloway/Morris) where they unanimously supported the recommendations listed and agreed to move the presentation forward to City Council.

Staff recommendations are intended to allow the City to continue to offer these wonderful annual events in our community. The following recommendations include incorporating new concepts, locations, or enhancements that will hopefully improve the experience for those in attendance, while not overextending staff and city resources.

RECOMMENDATIONS:

1. Move the Spring Egg Hunt to the San Pablo Community Center and rename it as the Eggstravaganza Event. We will utilize the resources and format that has been applied to the San Pablo Olympics and now combine it with this event. We will provide a carnival style setting, with egg style games while incorporating the same “Healthy Eating, Active Living,” message along with similar vendors, health booths, and games at this event. It will truly be an event for the entire family.
2. Changing our current configuration of City Hall-O-Ween, which has a variety of 8 departments put together a themed booth and offer healthy items to the community and now decreasing the number of departments to a maximum of 4 teams (same amount of staff will participate, just combining teams) to maximize on the space, thus increasing the capacity to hold the number of anticipated participants.
3. In order to have a consistent day of the week for the Veterans’ Day Event, we recommend having it on the Saturday prior to the actual Veteran’s Day itself. We will also be developing a policy to encourage a proper disposal of American Flags.

FISCAL IMPACT

There are no fiscal impacts for these recommendations.