



Kriss Worthington

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CONSENT CALENDAR

September 20, 2011

To: Honorable Mayor and Members of the City Council
From: Councilmember Kriss Worthington
Councilmember Jesse Arreguin

Subject: City Sponsorship of the “Making Cents: Forging A New California in a Time of Crisis” Conference

RECOMMENDATION:

Adopt a Resolution co-sponsoring the “Making Cents: Forging a New California in a Time of Crisis” Conference.

BACKGROUND:

Several UC Berkeley graduate students have organized the “Making Cents: Forging a New California in a Time of Crisis” Conference on October 22, 2011 at Berkeley Law. The conference will bring together student leaders across UC, CSU, and community college campuses, with local public officials, public interest attorneys, academics, journalist, public sector employees, teachers, youth leaders, parents, and grassroots community organizers.

The purpose of the conference is three fold: 1) to build common understanding and language across sectors about the budget crisis facing the and possible long-term solutions, 2) to discuss concrete ways that we can organize our own constituents and build across sectors to move California closer to a lasting solution, 3) to harness the power of storytelling as an organizing tool to change hearts and minds. In sum, the purpose of the conference is to educate the public on the impact of the budget crisis. This is NOT a lobbying activity; rather it is a public policy event.

FINANCIAL IMPLICATIONS:

None. City co-sponsorship of the event will be limited to the use of the City’s name and logo on marketing material.

CONTACT PERSON:

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RESOLUTION NO. ##,###-N.S.

CITY SPONSORSHIP OF THE "MAKING CENTS: FORGING A NEW CALIFORNIA IN
A TIME OF CRISIS" CONFERENCE

WHEREAS, the 2011 "Making Cents: Forging a New California in a Time of Crisis" Conference will be held on October 11th; and

WHEREAS, the Conference will bring together student leaders across UC, CSU, and community college campuses, with local public officials, public interest attorneys, academics, journalist, public sector employees, teachers, youth leaders, parents, and grassroots community organizers; and

WHEREAS, the conference is three fold: 1) to build common understanding and language across sectors about the budget crisis facing the and possible long-term solutions, 2) to discuss concrete ways that we can organize our own constituents and build across sectors to move California closer to a lasting solution, 3) to harness the power of storytelling as an organizing tool to change hearts and minds; and

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City of Berkeley hereby co-sponsors "Making Cents: Forging a New California in a Time of Crisis" Conference; and

BE IT FURTHER RESOLVED that the "Making Cents: Forging a New California in a Time of Crisis" Conference has permission to use the City's name and logo in the event's promotional materials and signage naming the City of Berkeley as a co-sponsor for the purpose of the City indicating its policy endorsement of the event.