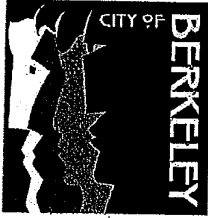


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Jesse Arreguín
Councilmember, District 4

RECEIVED AT
COUNCIL MEETING OF:

JUN 04 2013

OFFICE OF THE CITY CLERK
CITY OF BERKELEY

REVISED AGENDA MATERIAL

Meeting Date: June 4, 2013

Item Number: 15

Item Description: North Shattuck Association Chocolate and Chalk Art Festival:
Relinquishment of Council Office Budget Funds to General
Fund and Grant of Such Funds

City Co-Sponsorship has been added to allow for the usage of the City's logo for
publicity purposes.

***Consideration of corrected agenda material is subject to approval by a two-thirds
vote of the City Council. (BMC 2.06.070)***

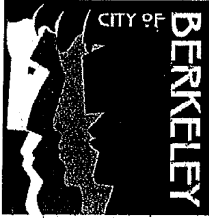
Distribution Checklist:

This completed cover page must accompany every copy.

- Mayor 2 copies
- Councilmembers 8 copies (1 copy each)
- City Manager 5 copies
- City Attorney 1 copy
- City Auditor 1 copy
- City Clerk 25 copies + ORIGINAL

Total: 42 COPIES

*(NOTE: This cover sheet should be used only if the agenda item the material refers to is
in addition to or is a revision of the material included in the original report)*



Jesse Arreguín
Councilmember, District 4

CONSENT CALENDAR

June 4, 2013

To: Honorable Mayor and Members of the City Council

From: Councilmember Jesse Arreguín

Subject: North Shattuck Association Chocolate and Chalk Art Festival: City Sponsorship and Relinquishment of Council Office Budget Funds to General Fund and Grant of Such Funds

RECOMMENDATION

Adopt a Resolution approving:

1. City Co-sponsorship of the North Shattuck Association Chocolate and Chalk Art Festival; and
2. The expenditure of an amount not to exceed \$250 per Councilmember to the North Shattuck Association with funds relinquished to the City's general fund for this purpose from the discretionary Council Office Budgets of Councilmember Jesse Arreguín, and any other Councilmembers who would like to contribute.

FISCAL IMPACTS OF RECOMMENDATION

No General Fund impact; funds are available from Councilmember Arreguín's Council Office Budget discretionary accounts.

BACKGROUND:

The 17th Annual Chocolate and Chalk Art Festival will be held on June 1, 2013. The event, which will be held for the fourth year along the North Shattuck commercial district, takes place from 10:00 am to 5:00 pm. The event will feature chalk art drawings along North Shattuck sidewalks; anyone who would like to participate free of charge is assigned part of the sidewalk to create chalk drawings. There will be a Chalk Art Contest in which all drawings will be judged and winners selected. The event also features a chocolate festival, which will include the tasting of chocolate within various businesses along North Shattuck.

This event is a fun and colorful way to bring the community together, showcase local artists, create public art and support local businesses by highlighting one of Berkeley's most unique commercial districts. Funds contributed by Council office budgets will help the North Shattuck Association fund the cost of the event.

CONTACT PERSON:

Jesse Arreguin, Councilmember, District 4

981-7140

Attachments:

1. Resolution

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

CO-SPONSORING THE CHOCOLATE AND CHALK ARTS FESTIVAL ON JUNE 1, 2013 ON NORTH SHATTUCK AVENUE AND AUTHORIZING THE EXPENDITURE OF SURPLUS FUNDS FROM THE OFFICE EXPENSE ACCOUNTS OF THE MAYOR AND COUNCILMEMBERS FOR A GRANT TO PROVIDE PUBLIC SERVICES FOR A MUNICIPAL PUBLIC PURPOSE

WHEREAS, Councilmember Jesse Arreguin have surplus funds in his office expenditure account (budget code 010-0242-410); and

WHEREAS, a California non-profit tax exempt corporation, the North Shattuck Association, seeks funds in the amount of \$250 to provide the following public services: to organize the 17th Annual Chocolate and Chalk Art Festival; and

WHEREAS, the provision of such services would fulfill the following municipal public purposes: bringing together community members to create public art; to celebrate the artistic and cultural character of the Berkeley community; promote economic development and support local businesses; and showcase and celebrate one of Berkeley's unique commercial districts.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that funds relinquished by the Mayor and Councilmembers from their Council Office Budget up to \$250 per office shall be granted to the North Shattuck Association to help organize the 17th Annual Chocolate and Chalk Art Festival.

BE IT FURTHER RESOLVED by the Council of the City of Berkeley that the City of Berkeley hereby co-sponsors The Chocolate and Chalk Arts Festival, and The Chocolate and Chalk Arts Festival 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 cosponsor solely for the purpose of the City indicating its policy endorsement of the event.



City Council

ACTION CALENDAR

June 11, 2013

(Continued from June 4, 2013)

To: Honorable Mayor and Members of the City Council

From: Councilmember Jesse Arreguín

Subject: North Shattuck Association Chocolate and Chalk Art Festival:
Relinquishment of Council Office Budget Funds to General Fund and
Grant of Such Funds

RECOMMENDATION

Adopt a Resolution approving the expenditure of an amount not to exceed \$250 per Councilmember to the North Shattuck Association with funds relinquished to the City's general fund for this purpose from the discretionary Council Office Budgets of Councilmember Jesse Arreguín, and any other Councilmembers who would like to contribute.

FISCAL IMPACTS OF RECOMMENDATION

No General Fund impact; funds are available from Councilmember Arreguín's Council Office Budget discretionary accounts.

BACKGROUND:

The 17th Annual Chocolate and Chalk Art Festival will be held on June 1, 2013. The event, which will be held for the fourth year along the North Shattuck commercial district, takes place from 10:00 am to 5:00 pm. The event will feature chalk art drawings along North Shattuck sidewalks; anyone who would like to participate free of charge is assigned part of the sidewalk to create chalk drawings. There will be a Chalk Art Contest in which all drawings will be judged and winners selected. The event also features a chocolate festival, which will include the tasting of chocolate within various businesses along North Shattuck.

This event is a fun and colorful way to bring the community together, showcase local artists, create public art and support local businesses by highlighting one of Berkeley's most unique commercial districts. Funds contributed by Council office budgets will help the North Shattuck Association fund the cost of the event.

CONTACT PERSON:

Jesse Arreguin, Councilmember, District 4

981-7140

Attachments:

1. Resolution

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

AUTHORIZING THE EXPENDITURE OF SURPLUS FUNDS FROM THE OFFICE EXPENSE ACCOUNTS OF THE MAYOR AND COUNCILMEMBERS FOR A GRANT TO PROVIDE PUBLIC SERVICES FOR A MUNICIPAL PUBLIC PURPOSE

WHEREAS, Councilmember Jesse Arreguin have surplus funds in his office expenditure account (budget code 010-0242-410); and

WHEREAS, a California non-profit tax exempt corporation, the North Shattuck Association, seeks funds in the amount of \$250 to provide the following public services: to organize the 17th Annual Chocolate and Chalk Art Festival; and

WHEREAS, the provision of such services would fulfill the following municipal public purposes: bringing together community members to create public art; to celebrate the artistic and cultural character of the Berkeley community; promote economic development and support local businesses; and showcase and celebrate one of Berkeley's unique commercial districts.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that funds relinquished by the Mayor and Councilmembers from their Council Office Budget up to \$250 per office shall be granted to the North Shattuck Association to help organize the 17th Annual Chocolate and Chalk Art Festival.

