



Cheryl Davila
Councilmember
District 2

CONSENT CALENDAR
July 28, 2020

To: Honorable Mayor and Members of the City Council

From: Councilmember Cheryl Davila and Councilmember Ben Bartlett

Subject: Support Berkeley Humane Society's Nonprofit Bark (& Meow) for the Around the Block Adoption Event and Family Street Fair in West Berkeley on August 29, 2020, organized by Berkeley Humane Society: 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 including \$250 from Councilmember Cheryl Davila, to Berkeley Humane Society's Nonprofit Bark (& Meow) for the Around the Block Adoption Event and Family Street Fair in West Berkeley on August 29, 2020, organized by Berkeley Humane Society, with funds relinquished to the City's general fund for this purpose from the discretionary Council Office Budgets of Councilmember Davila, the Mayor and any other Councilmembers who would like to contribute. *(COVID-19 Update: If it is not safe to hold the one-day event a month-long virtual adopt-a-thon will be held instead to find homes for over 100 shelter pets).*

BACKGROUND

The eighth annual Bark (& Meow) Around the Block Adoption Event and Family Street Fair will take place on Saturday, August 29, 2020, in West Berkeley. This annual pet adoption event, free to the public, is a large community based, family-friendly street fair and adopt-a-thon complete with great food, live entertainment, vendors (pet and non-pet), and fun activities for all ages.

Last year, Bark (& Meow) Around the Block stretched over two long city blocks, attracted at least 2,500 attendees, over 40 diverse vendors, and 20 local partner animal rescue organizations. Over 165 shelter and rescue animals were placed into loving homes in just a few hours.

The festival will draw a significant number of families, potential pet adopters, and the general public including current pet guardians out to engage with a pet-friendly event that includes local food trucks, live music, and a variety of vendors.

Additionally, the COVID19 caused more animals in the shelters that need opportunities to find loving homes. This event will go a long way in helping to connect new families with pets who need a second chance.

The Bark (& Meow) Around the Block Adoption Event and Family Street Fair will also have media impact and will:

(1) Focus on Berkeley by the entire Bay Area, thanks to promotions by NBC Bay Area and Telemundo live broadcast, radio coverage, social media, and more.

(2) Very low cost for the city relative to the benefits because the vast majority of costs are borne by the nonprofit organization

For 125 years, Berkeley Humane has served animals and our community by providing life-saving programs for cats and dogs, cultivating compassion, and strengthening the human-animal bond. Berkeley Humane continues to expand and adapt the services of the organization to meet the ongoing needs of the community's animals and their human guardians. Berkeley Humane's work would not be possible without its strong partnerships with local animal welfare groups and the support from animal-loving friends who share the Society's vision. Today, Berkeley Humane has thousands of supporters and volunteers and remains steadfast in its practices to curb pet overpopulation in the East Bay and give pet guardians the tools they need to ensure that their pets remain happy and healthy in their homes for the rest of their lives.

FINANCIAL IMPLICATIONS

No General Fund impact. \$250 is available from Councilmember Cheryl Davila's Council Office Budget discretionary account (011-11-102-000-0000-000-411).

ENVIRONMENTAL SUSTAINABILITY

Protecting our pets is itself an act of environmental sustainability.

CONTACT PERSON

Cheryl Davila
Councilmember District 2
510.981.7120
cdavila@cityofberkeley.info

ATTACHMENTS:

1. Resolution

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

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BERKELEY SUPPORTING BERKELEY HUMANE SOCIETY'S NONPROFIT BARK (& MEOW) FOR THE AROUND THE BLOCK ADOPTION EVENT AND FAMILY STREET FAIR IN WEST BERKELEY ON AUGUST 29, 2020, ORGANIZED BY BERKELEY HUMANE SOCIETY: RELINQUISHMENT OF COUNCIL OFFICE BUDGET FUNDS TO GENERAL FUND AND GRANT OF SUCH FUNDS

WHEREAS, The eighth annual Bark (& Meow) Around the Block Adoption Event and Family Street Fair will take place on Saturday, August 29, 2020, in West Berkeley. This annual pet adoption event, free to the public, is a large community based, family-friendly street fair and adopt-a-thon complete with great food, live entertainment, vendors (pet and non-pet), and fun activities for all ages.

WHEREAS, Last year, Bark (& Meow) Around the Block stretched over two long city blocks, attracted at least 2,500 attendees, over 40 diverse vendors, and 20 local partner animal rescue organizations. Over 165 shelter and rescue animals were placed into loving homes in just a few hours.

WHEREAS, The festival will draw a significant number of families, potential pet adopters, and the general public including current pet guardians out to engage with a pet-friendly event that includes local food trucks, live music, and a variety of vendors.

WHEREAS, Additionally, the COVID19 caused more animals in the shelters that need opportunities to find loving homes. This event will go a long way in helping to connect new families with pets who need a second chance.

WHEREAS, The Bark (& Meow) Around the Block Adoption Event and Family Street Fair will also have media impact and will:

- (1) Focus on Berkeley by the entire Bay Area, thanks to promotions by NBC Bay Area and Telemundo live broadcast, radio coverage, social media and more.
- (2) Very low cost for the city relative to the benefits because the vast majority of costs are borne by the nonprofit organization

WHEREAS, For 125 years, Berkeley Humane has served animals and our community by providing life-saving programs for cats and dogs, cultivating compassion, and strengthening the human-animal bond. Berkeley Humane continues to expand and adapt the services of the organization to meet the ongoing needs of the community's animals and their human guardians. Berkeley Humane's work would not be possible without its strong partnerships with local animal welfare groups and the support from animal-loving friends who share the Society's vision. Today, Berkeley Humane has thousands of supporters and volunteers and remains steadfast in its practices to curb pet overpopulation in the East Bay and give pet guardians the tools they need to ensure that their pets remain happy and healthy in their homes for the rest of their lives.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley hereby approve the expenditure of an amount not to exceed \$250 per Councilmember including \$250 from Councilmember Cheryl Davila, to Berkeley Humane Society's Nonprofit Bark (& Meow) for the Around the Block Adoption Event and Family Street Fair in West Berkeley on August 29, 2020, organized by Berkeley Humane Society, with funds relinquished to the City's general fund for

this purpose from the discretionary Council Office Budgets of Councilmember Davila, the Mayor and any other Councilmembers who would like to contribute. *(COVID-19 Update: If it is not safe to hold the one-day event a month-long virtual adopt-a-thon will be held instead to find homes for over 100 shelter pets).*