



AGENDA BILL

Agenda Item No. 7

Date: February 2, 2016
To: El Cerrito City Council
From: Suzanne Iarla, Assistant to the City Manager
Subject: Establishing a City Council Subcommittee and a Task Force to Plan for the City's Centennial Celebration

ACTION REQUESTED

Staff requests that Council take the following actions:

1. Adopt a resolution establishing the Centennial Celebration Planning Task Force, an advisory body charged with making recommendations to the City Council regarding events and activities to carry out in 2017 to celebrate El Cerrito's 100 year history as an incorporated city; and
2. Establish a Council Subcommittee comprised of the Mayor and Mayor Pro Tem to work with the Centennial Celebration Planning Task Force.

BACKGROUND

In the City's Strategic Plan (adopted in 2013 and updated in 2015), the City Council identified the objective to "Develop plans for the City's 100th year anniversary" as a strategy to help achieve the City's goal to "Deepen a sense of place and community identity."

El Cerrito incorporated as a City on August 23, 1917, after a "spirited" vote by the residents of the un-incorporated areas of Stege Junction (near San Pablo and Potrero Avenues) and Rust. Two other small communities were also included in the new town: Schmidville (which was centered around Schmidt Lane) and Schindler (the area near today's Fairmount Ave. and Richmond St.), giving El Cerrito an estimated initial population of 1,400.

In 2017, the City will celebrate its 100th anniversary as a city. Our rich history has contributed to the City's identity and quality of life, and there is much to be proud of.

In order to gather, prioritize and articulate ideas on how best to mark and celebrate El Cerrito's proud history, staff is proposing a process to engage the community in planning for the celebration. The proposed process and timeframe is outlined in Attachment 2.

ANALYSIS

Council Subcommittee

From time to time, the City Council has created a subcommittee to work on a specific issue, program or plan. The Centennial Celebration Planning subcommittee would provide input and guidance to both staff and the Task Force on this topic.

Task Force

The City currently has a number of standing boards, commissions and committees that provide advice and support on specific subjects. The City Council has the ability to establish a task force to convene for a limited period of time to work on a specific objective, in this case, to make a recommendation to the Council on how to celebrate the cityhood centennial in 2017. The task force would collect and prioritize ideas from the whole community, then develop a proposal and make a recommendation to the City Council regarding the Centennial Celebration.

Staff would develop an application form similar the form used for other advisory bodies. The Council would review the applications and appoint 7 to 10 people to serve on the Task Force. The appointed Task Force members would then work with staff and the subcommittee to carry out their tasks. Task Force meetings will be open to the public.

STRATEGIC PLAN CONSIDERATIONS

Taking steps to plan for the City to mark and celebrate its centennial helps to fulfill the specific strategy identified in the Strategic Plan towards achieving the goal to “Deepen a sense of place and community identity.”

FINANCIAL CONSIDERATIONS

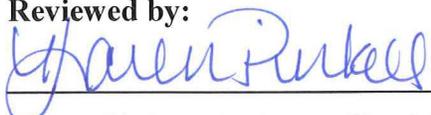
There may be minimal costs associated with the Task Force, such as purchasing standard office supplies and printing that can be absorbed within the City Manager’s Office existing budget appropriations.

In the Spring of 2016, the City Council would consider the Task Force’s recommendations and appropriate funds for centennial celebration events and activities as part of the normal budget deliberation process for Fiscal Year 2016-17.

LEGAL CONSIDERATIONS

None at this time.

Reviewed by:



Karen Pinkos, Assistant City Manager

Attachments:

1. Resolution
2. Proposed Centennial Planning Process Timeline

RESOLUTION NO. 2016-XX

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EL CERRITO CREATING THE
CENTENNIAL CELEBRATION PLANNING TASK FORCE

WHEREAS, El Cerrito incorporated as a City on August 23, 1917, and

WHEREAS, in 2017, the City will celebrate its 100th anniversary as a city, and our rich history has contributed to the City's identity and quality of life; and

WHEREAS, in the City's Strategic Plan, the City Council identified the objective to "Develop plans for the City's 100th year anniversary" as a strategy to help achieve the City's goal to "Deepen a sense of place and community identity"; and

WHEREAS, the City Council intends to engage the community in planning for the celebration.

NOW THEREFORE, BE IT RESOLVED that the City Council of the City of El Cerrito hereby establishes a Centennial Celebration Planning Task Force, with the necessary staff liaison assigned by the City Manager, with the following duties and responsibilities:

- 1) To serve in an advisory capacity to the City Council, staff, other boards, commissions, and committees, and the residents of the City with regard to the Centennial Celebration within the City of El Cerrito;
- 2) To collect and prioritize ideas from the whole community, develop proposals and make recommendations to the City Council regarding the Centennial Celebration; and
- 3) To assist, as needed, with the implementation of the Centennial Celebration plans once approved by the City Council.

BE IT FURTHER RESOLVED, that this Task Force shall be open to all El Cerrito residents and representatives of El Cerrito businesses with knowledge of, interest in, and/or involvement in the Centennial Celebration; and that the Council's intention is to appoint an initial group of seven to ten individuals to serve as members of the Task Force.

BE IT FURTHER RESOLVED, that this Task Force will dissolve upon conclusion of its mission and duties as determined by the City Council.

I CERTIFY that at a regular meeting on February 2, 2016, the City Council of the City of El Cerrito passed this Resolution by the following vote:

AYES:

NOES:

ABSENT:

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Attachment 1

IN WITNESS of this action, I sign this document and affix the corporate seal of the City of El Cerrito on February X, 2016.

Cheryl Morse, City Clerk

APPROVED:

Janet Abelson, Mayor Pro Tem

Proposed - Centennial Planning Process Timeline

1. Council Establish Subcommittee and Task Force – Tuesday, February 2

2. Initial Brainstorming Workshop – Thursday, February 11

Invite all current advisory board members and representatives from each co-sponsored group to attend initial brainstorming workshop

- Develop list of ideas
- Ask attendees to spread the word about getting involved

3. Online Community Input (February)

- Upload ideas from brainstorming workshop to “Open El Cerrito”
- Allow community members to “like”, comment, and add their own ideas
- Structure the entries to include: Title, Brief Description, Budget Range, Time, Frequency

4. Council Appoint Task Force (March)

- Council select and appoint 7 to 10 people to the working group

5. Convene Staff Committee

- February: solicit ideas from City employees; post ideas on “Open El Cerrito”
- March-April: Meet with Task Force; give input and help to solidify ideas

6. Convene Task Force

- Mid-March: Review submissions, select top choices
- Early April: Refine, elaborate and develop realistic expense estimates
- Mid-April: Work with staff on logistics such as estimated staff time required, resources available, etc.
- Late April/May: Make recommendation including a budget appropriation for FY 2016-17.

7. Submit Recommendation to Council

As part of budget process, estimated in May 2016