



Item No. 10 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: MARCH 15, 2023

SUBJECT: REVIEW RECOMMENDATIONS AND PROVIDE DIRECTION REGARDING THE TOWN’S CENTENNIAL CELEBRATION.

RECOMMENDATION

It is recommended that the Council review recommendations and provide direction regarding the Town’s Centennial Celebration.

BACKGROUND

The Council appointed Councilmembers Elizabeth Lewis and Rick DeGolia to serve as a Standing Committee of the Council for the Centennial Celebration. The Standing Committee met on March 1, 2023 to begin discussions for planning the event. The minutes of that meeting are attached.

ANALYSIS

At the March 1 meeting, the Committee discussed the 100-Year Celebration event, ideas for the event, a date, and activities. The Committee recommends that the Council consider the following:

Date of Event: Sunday, September 24, from 1 pm to 5 pm

Budget for the Event: \$60,000 (\$50,000 for the event and \$10,000 for the Oak Tree Giveaway)

Celebration Activities (modeled after the June 3, 2022 Grand Opening Celebration):

- Music Stations
- Catered Food
- Children’s Activities (themed cookie decoration)
- Giveaway/Raffle of 100 Oak Trees (15 gallon)
- Shuttle from the Park
- Commemorative Gift (ornament, coin, keychain)
- Dignitary Presentations (Elected Officials)
- History Stations (up to 6)

- Telling the Story of Incorporation
- Telling the History of the Atherton Train Station
- Telling the Story of Atherton Neighborhoods (Lindenwood, Walsh Road, Lloyd Park, Selby Lane, Victoria Manor, etc.)
- History of Holbrook Palmer Park
- History of the Circus Club
- History of Menlo College
- Advertising & Social Media
- 100-Year Birthday Cake
- Vendors/Fair/Balloon/Face Painting

The Standing Committee will meet every other week on Wednesdays at 1 pm. The meetings are open to the public. Subcommittees of volunteers will be recruited to manage/implement key areas of the event.

Members of the Standing Committee can provide additional information, as needed. If the Council supports the direction of the Standing Committee above, the Council should approve a budget for the event of \$60,000. Staff will return with the required budget amendment at a future meeting. Since the planning and activities for the event will take place over the course of two fiscal years, staff will request the full budget amendment in FY 2022/23 and encumber the funds into the next FY.

FISCAL IMPACT

A budget amendment of \$60,000 is requested. These funds would come from the Town's Unallocated General Fund balance.

GOAL ALIGNMENT

This Report and its contents are in alignment with the following Council Policy Goals:

- Goal Area B – Preserve Small Town Character and Quality of Life
- Goal Area E – Strengthen Community Engagement and Transparency

POLICY FOCUS

Celebration of the Town's Centennial is a unique opportunity for the Town. It is recommended that the Council discuss the scale of the event and the budget proposal. Details of event planning and activities will be managed by the Standing Committee and staff.

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town's electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town's electronic News Flash publications. Subscribers include residents

as well as stakeholders –to include, but be not limited to, media outlets, school districts, Menlo Park Fire Protection District, service providers (water, power, and sewer), and regional elected officials.

COMMISSION/COMMITTEE FEEDBACK/REFERRAL

This item has not been before a Town Committee or Commission

ATTACHMENTS

1. Minutes of the March 1, 2023 100-Year Celebration Standing Committee