



Item No. 22 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: SEPTEMBER 4, 2013

SUBJECT: ADOPT RESOLUTION NO. 13-XX AUTHORIZING A BUDGET AMENDMENT OF \$5,000 FOR PUBLIC OUTREACH RELATED TO THE CIVIC CENTER PROJECT

RECOMMENDATION

Adopt Resolution No. 13-XX authorizing a Budget Amendment of \$5,000 for Public Outreach related to the Civic Center Project.

BACKGROUND

The Public Outreach Committee of the Civic Center Advisory Committee has requested that the City Council consider authorization of a Budget Amendment of \$5,000 to assist with public outreach expenses related to the Civic Center Project.

HMC, Civic Center Master Plan Consultant, will be conducting a public outreach program associated with the Master Plan Scoping process. However, the Civic Center Advisory Committee will be conducting a simultaneous outreach program designed to target specific local residents and resident groups.

The Committee has requested that the Council consider a budget authorization of \$5,000 toward mailers, flyers, and other outreach methods to solicit resident participation. One mailer to the entire community costs approximately \$1,000-\$1,200. It is estimated that there could be two to three mailers during the Master Plan scoping process in addition to outreach through the consultant – all depending on the number of public meetings undertaken.

FISCAL IMPACT

A budget amendment of \$5,000 is requested from the Town's unallocated general fund reserve.

RESOLUTION NO. 13-xx

**A RESOLUTION OF THE CITY COUNCIL OF THE TOWN OF
ATHERTON AUTHORIZING A BUDGET AMENDMENT FOR
PUBLIC OUTREACH RELATED TO THE CIVIC CENTER PROJECT**

WHEREAS, the Town has hired HMC to conduct a Civic Center Master Plan; and

WHEREAS, HMC will be conducting a public outreach campaign as part of the Master Plan Scoping process; and

WHEREAS, the Civic Center Advisory Committee will be conducting a simultaneous outreach program designed to target specific local residents and resident groups.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the Town of Atherton does hereby approve an amendment to the FY 2013-14 Town Budget to enact the changes specified in Exhibit A attached hereto.

PASSED AND ADOPTED at a meeting of the City Council of the Town of Atherton held on the 4th day of September, 2013 by the following vote:

AYES: Council Members:
NOES: Council Members:
ABSENT: Council Members:

Elizabeth Lewis, MAYOR
Town of Atherton

ATTEST:

Theresa N. DellaSanta, City Clerk

APPROVED AS TO FORM:

Resolution No. 13-XX
September 18, 2013
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William B. Conners, City Attorney

Exhibit A

**Town of Atherton
Budget Amendment**

Transfer \$5,000 from:

**2013/14
Unappropriated General Fund Reserve**

To:

**2013/14
Account 406-25-54015-025
Civic Center Master Plan**