

**DRAFT MINUTES  
SUNNYVALE CITY COUNCIL COMMUNITY EVENT GRANT DISTRIBUTION SUBCOMMITTEE  
TUESDAY, FEBRUARY 8, 2011**

**I. CALL TO ORDER**

Mayor Melinda Hamilton called the meeting to order at 10:30 a.m. in the Council Conference Room.

**II. ROLL CALL**

**PRESENT:** Mayor Melinda Hamilton  
Council Subcommittee Member Anthony (Tony) Spitaleri  
Council Subcommittee Member Ron Swegles

**ABSENT:** None

**STAFF PRESENT:** Assistant City Manager Robert Walker  
Communications Officer John Pilger

**III. PUBLIC COMMENTS**

None.

**IV. PUBLIC HEARINGS/GENERAL BUSINESS**

1. Selection of subcommittee chairperson

MOTION: Mayor Hamilton moved and Councilmember Swegles seconded the motion to select Councilmember Spitaleri as the Subcommittee Chair.

VOTE: 3 – 0

2. Subcommittee discussion and possible direction of the special events grant distribution process.

MOTION: Subcommittee Chair Spitaleri moved and Mayor Hamilton seconded the motion to recommend that beginning in Fiscal Year 2011/12, a Community Event Grant application will not be funded if the applicant owes a debt to the City.

VOTE: 3 – 0

MOTION: Mayor Hamilton moved and Subcommittee Chair Spitaleri seconded the motion to recommend that applicants for Community Event Grant funding must submit a marketing plan with the application to include the type of advertisements to be used; where they were placed; and if the applicant wishes to use KSUN in their marketing. Furthermore, in the post-event evaluation from a successful event, the applicant must report what advertising/marketing was conducted and its frequency. The applicant must include a copy of any billing for ads and a tear-sheet or other copy of the advertisements.

VOTE: 3 – 0

MOTION: Mayor Hamilton moved and Subcommittee Chair Spitaleri seconded the motion to recommend to disallow the use of Community Event Grant program awards for fundraising events.

VOTE: 3 – 0

MOTION: Subcommittee Chair Spitaleri moved and Councilmember Swegles seconded the motion to recommend that grant funding is not intended to be an ongoing funding source for an event; each year each application needs to be evaluated; funding in one year is not a guarantee of future funding. Subcommittee Chair Spitaleri clarified the motion to also include both grant application forms and post-event evaluation forms must include a four-year event sustainability plan.

VOTE: 3 – 0

MOTION: Mayor Hamilton moved and Councilmember Swegles seconded the motion to recommend the City not waive any fees; grant awards may be used to cover any cost, including City costs payable to the City.

VOTE: 3 – 0

MOTION: Subcommittee Chair Spitaleri moved and Mayor Hamilton seconded the motion to recommend that the grant application form include language that the subcommittee may request an interview with the applicant.

VOTE: 3 – 0

MOTION: Subcommittee Chair Spitaleri moved and Mayor Hamilton seconded the motion to recommend future subcommittee membership will be by mayoral appointment and confirmed that the subcommittee will make its recommendations to the full Council.

VOTE: 3 – 0

## **V. ADJOURNMENT**

Subcommittee Chair Spitaleri adjourned the meeting at 11:35 a.m.