



Item No. 18 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: JANUARY 15, 2020

SUBJECT: REPORT FROM AD HOC SUBCOMMITTEE ON NAMING OPPORTUNITIES, OUTREACH AND DONOR PROGRAMS; PROVIDE DIRECTION TO AD HOC SUBCOMMITTEE ON NEXT STEPS

RECOMMENDATION

Receive the Report from the Ad Hoc Subcommittee on Naming Opportunities, Outreach and Donor Programs and provide direction to the Ad Hoc Subcommittee on next steps.

BACKGROUND | ANALYSIS

At the December 2019 City Council meeting the Mayor appointed an Ad Hoc Subcommittee of Vice Mayor Lewis and Council Member Widmer to review the Town Center Naming Opportunities and provide a recommendation on outreach and donor programs.

The Council asked that the Ad Hoc Subcommittee report back to the Council at the January meeting on their work.

FISCAL IMPACT

None at this time.

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 District, service providers (water, power, and sewer), and regional elected officials.

COMMISSION/COMMITTEE FEEDBACK/REFERRAL

This item ___ has or X has not been before a Town Committee or Commission.

- ___ Audit/Finance Committee (meets every other month)
- ___ Bicycle/Pedestrian Committee (meets as needed)
- ___ Civic Center Advisory Committee (meets as needed)
- ___ Environmental Programs Committee (meets every other month)
- ___ Park and Recreation Committee (meets each month)
- ___ Planning Commission (meets each month)
- ___ Rail Committee (meets every other month)
- ___ Transportation Committee (meets every other month)

ATTACHMENTS

None.