



Agenda Report

24-24

Agenda Date: 3/4/2024

REPORT TO GOVERNANCE AND ETHICS COMMITTEE

SUBJECT

Review and Discussion on Council Policy 020 ("Proclamations, Commendations and Certificates of Recognition") and Council Policy 009 ("City Representation at Meetings, Ceremonies and Special Events")

BACKGROUND

As part of the 2023 Governance and Ethics Committee (Committee) workplan, Council Policy 020 was scheduled to return to the December 4, 2023 Committee meeting for review. On September 5, 2023, Vice Mayor Anthony Becker brought forth the following written petition request:

"Consideration to normalize and make consistent speaking at public events and in addition, for a policy to include powers for Councilmembers to declare proclamations in their respective districts. While this is not prevented, a narrow interpretation of supported policies often leaves Councilmembers without a channel to address their constituents, even within their own districts. An inclusive policy would allow Councilmembers to address the public regardless of jurisdiction, especially within their representative districts. These interactions would be scheduled or agendaized for each event and opportunity and coordinated with event planners, just like multi-jurisdictional events outside of the city. In addition, I would like this policy to also include powers for Councilmembers to declare proclamations in their respective districts."

The written petition was placed on the September 12, 2023 City Council meeting agenda. The City Council voted to bring the written petition to a future City Council meeting agenda for discussion. The item was placed on the agenda for the December 12, 2023 City Council meeting and the City Council voted to refer this item back to the Governance and Ethics Committee. At this March 4, 2024 Governance and Ethics Committee meeting, staff will bring forward the current policies and background information for Committee review and discussion.

DISCUSSION

Ceremonial Recognition:

Proclamations were originally included in the policy and procedure manual established by City Council direction in 1989. On January 26, 2021, Council Policy 020 ("Proclamations, Commendations and Certificates of Recognition") (Attachment 1) was revised to include the addition of commendations and certificates of recognition. In accordance with the policy, a copy of the proclamations and commendations distributed in 2023 is recorded in an annual list (Attachment 2).

Council Policy 020 provides guidelines to identify the authority, criteria, and procedure for the recognition of individuals, groups, organizations, businesses, special periods of observance, or special occasions through the issuance of proclamations, commendations, or certificates of

recognition.

Council Policy 020 outlines the current procedure:

- (1) All proclamations, commendations, and certificates of recognition are ceremonial documents and shall be made at the sole discretion of the Mayor.
 - a. Proclamations are issued to give special recognition to issues, actions, and/or programs of significance and to honor special periods of observance (e.g., days, weeks, or months), civic celebrations, or community, regional, state, or national occasions.
 - b. Commendations are issued to individuals, groups, organizations, or businesses with a connection to the City for milestones or major achievements that have community-wide significance.
 - c. Certificates of Recognition are issued to individuals, groups, organizations, or businesses with a connection to the City for individual or group achievement, exceptional contributions to the Santa Clara community, or commemorative events or occasions.

The current policy states Proclamations, Commendations and Certificates of Recognition are issued at the discretion of the Mayor. City Councilmembers may request the Mayor to issue them on behalf of the City.

As a benchmark, staff reviewed policies and procedures in place for neighboring cities. The following list includes current practices of other cities:

Jurisdiction	Approval Process	Document Bears Signature	Council Districts
City of Campbell	The Mayor is designated to authorize proclamations. City Councilmembers make their requests to the Mayor.	Mayor	5
City of Cupertino	The Mayor is designated to authorize proclamations and certificates of appreciation. City Councilmembers make their requests to the Mayor.	Mayor	None
City of Fremont	The Mayor is designated to authorize ceremonial resolutions, proclamations, certificates of recognition or appreciation. City Councilmembers make their requests to the Mayor.	Mayor	6
City of Milpitas	The Mayor is designated to authorize Proclamations and Commendations. City Councilmembers make their requests to the Mayor.	Mayor	None
City of Palo Alto	The Mayor is designated to authorize Proclamations, Commendations and Certificates of Recognition. City Councilmembers make their requests to the Mayor.	Mayor	None

City of San Jose	Proclamations and Commendations requests are made through the agenda services manager and approved by the Mayor.	Mayor, City Councilmembers, and City Clerk	10
City of Sunnyvale	The Mayor is designated to authorize Proclamations, Commendations and Certificates of Recognition. City Councilmembers make their requests to the Mayor.	The Mayor shall determine whether a proclamation is signed by only the Mayor, or by the entire City Council.	6

Speaking at Events:

As background, Council Policy 009 (“City Representation at Meetings, Ceremonies & Special Events”) (Attachment 3) was established on November 7, 1995. Policy 009 addresses how invitations and requests for Mayor and/or Council representation at meetings, ceremonies, or special events are processed.

Council Policy 009 outlines the current procedure:

- 1) The City shall be officially represented at meetings, ceremonies, and special events by the Mayor and/or City Council.
- 2) If staff receives a request for representation of the City at an event or as a speaker, the following protocol is observed:
 - a. The invitation shall be referred to the Mayor.
 - b. If the Mayor is unable to attend, the invitation shall be referred to the Vice Mayor.
 - c. If the Vice Mayor is unable to attend, the invitation shall be referred to Councilmembers in order of seniority.
 - d. The City Manager (or a designee) shall be requested to represent if the Mayor and Council are not available.
- 3) The City Council may officially request a City Board or Commission member to represent the City on certain occasions.

As a benchmark, staff reviewed policies and procedures in place for neighboring cities with Council districts. The following list includes current practices:

Jurisdiction	Policy	Council Districts
City of Campbell	The Mayor is the ceremonial head of the City and the designated speaker. District representatives are always recognized.	5
City of Fremont	The Mayor is the ceremonial head of the City and the designated speaker. The Vice Mayor serves if the Mayor is not present. On occasion, City Councilmembers are invited to speak as typically determined by the City Manager.	6
City of San Jose	The Mayor is the ceremonial head of the City and the designated speaker. The City Councilmember who represents the district of the event locations is also invited to speak.	10

City of Sunnyvale	The Mayor is the ceremonial head of the City and the designated speaker. Vice Mayor serves if the Mayor is not present. City Councilmembers may represent the City at ceremonial functions at the request of the Mayor.	6
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The Governance and Ethics Committee shall discuss and bring forth any recommendations or proposed amendments to the existing Council policies, as they pertain to the written petition request for speaking at events and recognition items.

ENVIRONMENTAL REVIEW

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

FISCAL IMPACT

There is no fiscal impact to the City other than staff time.

COORDINATION

This report was coordinated with the City Manager's Office and the City Attorney's Office.

PUBLIC CONTACT

Public contact was made by posting the Governance and Ethics Committee agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Approve Recommendations, if any, to amend Council Policy 020 ("Proclamations, Commendations and Certificates of Recognition") and amend Council Policy 009 ("City Representation at Meetings, Ceremonies and Special Events"), and bring forth to full City Council for Consideration and Approval.

Reviewed by: Maria Le, Assistant to the City Manager

Approved by: Jōvan D. Grogan, City Manager

ATTACHMENTS

1. Council Policy 020 Proclamations, Commendations and Certificates of Recognition
2. Annual List of 2023 Awarded Proclamations and Commendations
3. Council Policy 009 City Representation at Meetings, Ceremonies & Special Events