

ROSEVILLE
REQUEST FOR COUNCIL ACTION

Date: July 22, 2019
Item No.: 7.c

Department Approval



City Manager Approval



Item Description: Consider recommendation from the Human Rights, Inclusion and Engagement Commission regarding potential programming for Hispanic Heritage Month

BACKGROUND

In May, 2018 the Human Rights, Inclusion and Engagement Commission (HRIEC) presented a concept regarding a pilot proclamation program for 2019. This included having a featured proclamation with additional programming and/or outreach to highlight the topic, raise awareness, educate the community and engage with specific communities within the city to demonstrate the City is working toward meaningful progress related to the proclamation. At that time, the HRIEC identified two months to pilot this program in 2019. Those months were:

<u>Month</u>	<u>Proclamation</u>
January	Human Trafficking Awareness Month
September	Hispanic Heritage Month

In January, the Commission worked with organizations and groups as well as city staff to host an event surrounding the topic of Human Trafficking awareness month. This event had a good turnout and was positively received within the community.

The Commission has been working on programming ideas for September Hispanic Heritage Month. Commissioners have met with representatives from the Hispanic community to determine their level of interest in having additional programming on this topic in the city as well as to brainstorm ideas that would be culturally relevant to the celebration of Hispanic Heritage month.

Hispanic Heritage Month is celebrated September 15- October 15, 2020. Attached you will find the suggested programming ideas that came directly from the representatives of the Hispanic community in Roseville. The proposal is a one-day event that would incorporate festivities such as a Hispanic band or music, Hispanic food trucks, treats for children and culminating with a viewing of the movie “Coco”. Commission members will be present to provide more detail.

The Commission is seeking feedback from the Council on whether they would like to pursue the activities identified. If the Council is receptive to the programming, a budget would need to be identified and logistical work would need to begin immediately with staff.

POLICY OBJECTIVE

One of the City’s aspirations is to be welcoming, inclusive and respectful. Identifying, and providing key opportunities for all members of the community to participate in events can help strengthen

28 inclusiveness and feelings of welcomeness in our community.

29 **BUDGET IMPLICATIONS**

30 A budget has not been specifically identified, however, listed below are items that *may* require
31 financial commitment from the city in regard to the proposed programming.

- 32 • Licensing for movie
- 33 • Fee for food truck
- 34 • Fee for band/music
- 35 • Printing of flyers, signage
- 36 • Treats for kids
- 37 • Staff time

38 **STAFF RECOMMENDATION**

39 Staff recommends receiving the recommendation from the HRIEC, and providing feedback
40 regarding programming for Hispanic Heritage Month and authorizing the commission and staff to
41 work together to host a one-day event .

42 **REQUESTED COUNCIL ACTION**

43 Authorize the Human Rights, Inclusion and Engagement commission to begin working with staff on
44 programming for a celebration of Hispanic Heritage Month.

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46 Prepared by: Rebecca Olson, Assistant City Manager
Attachments: A: Pilot Project Recommendation for Hispanic Heritage Month

Pilot Project 2019 Hispanic Heritage Month.

The Council of the city of Roseville approved two pilot projects linked to proclamations recognized by the city.

Commissioners Bolinger and Djevi volunteered to connect with members of the Hispanic community living in Roseville.

A preliminary meeting was held on 1/12/19 for brainstorming with a follow-up teleconference on 6/29/19 to finalize activities members of the Hispanic community in Roseville view as culturally relevant to the celebration of Hispanic Heritage Month.

The group has agreed that there will be one event: festive celebrations followed by the watching of the movie Coco.

A- Festivities:

- Hispanic music/bands

- Hispanic food trucks

- Treats for the children: Mexican Lollipops, Mexican candies.

Members of the Hispanic community are working on identifying local Hispanic musical bands and/or other ways of playing Hispanic music for the event.

Members of the Hispanic community are also working on food trucks for the event.

B- Information Desk:

- Sign up sheet to identify possible ambassadors willing to become contact individuals in the Hispanic community living in Roseville for future engagement projects.

- Information from Police Chief/ PD policy on immigration

- Spanish speaking officers and fire department staff.

C- Movie Coco

D- Location: Central Park Amphitheater is option #1 (preferred by the community), Oval Option #2.

E- Date: 10/5/19. Time TBD. Suggestion 5 PM.

F- Budget