

**ROSEVILLE**  
**REQUEST FOR COUNCIL ACTION**

Date: August 12, 2019  
Item No.: 7.h

Department Approval



City Manager Approval



Item Description: Consider budget 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.

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.

At the July 22 meeting, the Commission presented their recommendations for programming for Hispanic Heritage Month. This month is celebrated September 15- October 15, 2019. At that meeting, Council gave preliminary support for additional programming with the understanding that the Commission would bring back further refined details including costs for the recommendation.

The HRIEC has met with the Parks and Recreation commission and staff has been collaborating to work through some of the logistics needed to provide this programming. Due to the short amount of time between now and the proposed event, the amount of planning and logistical details that need to be worked out, and the desire to have a successful event, staff believes the original proposal would need to be scaled back for this year in order to be able to plan it efficiently. With this in mind, staff has provided three different scenarios for Council to consider. Those scenarios are listed below. Staff has attached a spreadsheet (Attachment A) which outlines some of the logistics that need to be worked out for each scenario as well as the estimated budget impact.

**A. Option 1** (Preferred Option by Hispanic Community Representative)

Location: Central Park  
Date: Saturday, October 5, 2019  
Event: Hispanic Music/Band  
Food Truck(s)

**B. Option 2**

Location: OVAL  
Date: Saturday, October 5, 2019  
Event: Movie – Coco  
Food Truck(s)

38 C. **Option 3** (Original Proposal)

39 Location: Central Park  
40 Date: 2020  
41 Event: Hispanic Music/Band  
42 Food Truck(s)  
43 Snacks for children  
44 Movie - Coco

45 **CONSIDERATIONS**

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47 Option 1 (preferred option based on the representative that is working with the HRIEC).

- 48 • This option provides for an opportunity for community members to interact with each other  
49 around music and food in a location that is comfortable and easily accessible.
- 50 • There are more logistics to work out with this option, such as neighborhood notification,  
51 noise management/mitigation, and coordination which would take significantly more staff  
52 time.

53 Option 2:

- 54 • This option leverages already existing infrastructure and format (Roll-in movies) and allows  
55 for fewer logistics to plan for in a limited timeframe.
- 56 • The location is not as ideal as Central Park, and would require attendees to bring their own  
57 chairs/blankets. Depending on weather, this could be prohibitive.

58 Option 3:

- 59 • This option allows for a much more traditional planning and marketing cycle to ensure a  
60 successful event.
- 61 • The cost of a larger event would increase depending on event plan.

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63 **POLICY OBJECTIVE**

64 One of the City's aspirations is to be welcoming, inclusive and respectful. Identifying, and providing  
65 key opportunities for all members of the community to participate in events can help strengthen  
66 inclusiveness and feelings of welcomeness in our community.

67 **BUDGET IMPLICATIONS**

68 The budget implications depend on the option the Council chooses. Currently the city has not  
69 budgeted for this event however, in the 2019 budget there is \$2,000 allocated for HRIEC events such  
70 as the Rosefest parade, t-shirts for commissioners who participate, Party in the Park materials, and  
71 Essay Contest winner prizes. Of that, roughly \$1,000 is available and could be used for an event.

72 **STAFF RECOMMENDATION**

73 Based on the limited timeline available for planning and marketing the event, potential weather  
74 issues for an outdoor event and the logistics and budget for an event in Central Park, staff  
75 recommends Option 2. This option would be the most cost efficient for both out-of-pocket dollars,  
76 but also in staff time needed to plan for and execute the event. Although this option is not the  
77 preferred option of the representative (s), staff feels as though it would have the best opportunity to  
78 be successful.

79 **REQUESTED COUNCIL ACTION**

80 Direct staff on which option is the consensus of the Council to pursue, if any.

81 Prepared by: Rebecca Olson, Assistant City Manager  
Attachments: A: Logistics and Budget Spreadsheet

B: Draft Council minutes 7/22/19

# Hispanic Heritage Month Programming Options

	Option 1	Option 2	Option 3
<b>Location</b>	Central Park	OVAL	Central Park
<b>Date</b>	Saturday, October 5, 2019	Saturday, October 5, 2019	2020
<b>Event</b>	Hispanic Music/Band Food Truck(s)	Movie- Coco Food Truck(s)	Hispanic Band/Music Food Truck(s) Information Booths Children's Snacks Movie- Coco
<b>Notes</b>	Preferred Option by Hispanic Representative	Staff Recommendation	
<b>Considerations</b>	The location provides a community feel and welcoming atmosphere in Central Park. This is a central location that offers a lot of amenities, and options to gather and for children to play. The location is easy to get to and is within walking distance for many community members.	The OVAL is already set up to show movies and has had success with this format/location	The advanced timeline allows for better planning of a larger event, in addition, could choose a day earlier in September to help mitigate weather issues.
	Music and food provide opportunities for community members to mingle, interact, engage, dance, and eat together.	Does not conflict with other events	The larger event would have additional costs associated with it, but could potentially draw a larger crowd. Potential for sponsors to offset some costs.
	There is another planned event in Central Park that day that will limit the amount of time available for set up.	Attendees will need to bring their own chairs or blankets	Marketing/advertsing could be done on a larger scale or the event could be held in conjunction with already established activities.
	Logistics to consider are: band set up and/or equipment needs; notification of the surrounding neighborhood due to potential noise; negotiating a band contract; development of an event plan that includes waste and recycling plan, weather contingency, staff time, noise monitoring	Logistics to consider are: staff time to run the movie, and an event plan that includes waste and recycling plan, clean up, weather contingency.	Logistics to consider include: band set up/or equipment needs;notification of surrounding neighborhood, contracts, development of an event plan.
<b>Budget Impact</b>	Band - \$800 Food Truck(s) - \$0-\$1500 Neighborhood notification - \$200 Staff time - estimated 5-6 hours overtime for 3 or more staff in addition to potential public safety staff needed for safe crossing of Lexington after event Marketing - flyers - \$50-\$75  Total Estimated Impact: \$1,050 (plus staff OT) - \$2,575 (plus staff OT)	Movie - \$435 Food Truck(s) - \$0-\$1500 Staff time - estimated 5-6 hours overtime for 3 or more staff Marketing - flyers \$50-\$75  Total Estimated Impact: \$485 (plus staff OT) - \$2,010 (plus staff OT)	Band - \$800 Food Truck(s) - \$0-\$1500 Movie - \$435 +\$3000 for screen Neighborhood notification - \$200 Staff time - estimated 6-8 hours overtime day of event for 5 or more staff + Public Safety staff Marketing - can leverage publications that are already used, such as P&R catalog, newsletter, etc.  Total Estimated Impact: \$4,435 (plus staff OT) - \$5,935 (plus staff OT)

**a. Consider Recommendation from the Human Rights, Inclusion and Engagement Commission Regarding Potential Programming for Hispanic Heritage Month.**

Assistant City Manager Rebecca Olson briefly highlighted this item as detailed in the RCA and related attachments dated July 22, 2019.

Commissioner Bolinger and Vice Chair Peterson reviewed the Hispanic Heritage Month programming planned for October 2019.

Ms. Olson noted in regard to budget, there is some money available in the Commission budget for an event. She did not have specifics but could give the Council general information on some of the movie licensing and food truck rental. The Commission would like to get the Council's feedback and based on what the Council is looking for, the Commission can come back with a more solid budget.

Councilmember Groff thought that was some very good work the Commission has done. He liked that the Commission reached out to the community and got their input. He thought the ideas the community came up with are some of the things the Commission has talked about to form community. The other thing he liked about this idea is that it would reach out to many residents in Roseville, possibly being a unifier for the City. He like those aspects of it. He liked the food truck and movie idea, noting the Commission has thought of a range of things that would interest the people and would be a very family friendly event so he would support it.

Councilmember Etten agreed with the positives and appreciated the direct connections into the different members of the Hispanic communities in Roseville and the Roseville area. He thought the sub-titles were a great gateway. He questioned of seeking sponsors had been discussed, as the budget is probably not very big so he suggested looking to sponsors. He also suggested researching into food trucks and how many would be needed. He thought it was excellent to work with the Park and Recreation Department and agreed that time is of the essence at this point. He also thought the Commission should research the timeline more to see if a band is needed based on the time of sunset and when the movie is shown.

Councilmember Groff thought it would be a good idea for the Commission to reach out to the Spanish Immersion School.

Mayor Roe suggested La Tapatia in Roseville as a sponsor because that restaurant also has a food truck and could donate the food truck. He thought this was a well thought out plan overall and he liked it. He thought the Council should make sure to be there as well and the plans should proceed with the budget laid out.

Vice Chair Peterson thanked the Council for the feedback and indicated the Commission will work toward the next steps and report back to the Council quickly.