



TOWN OF LOS GATOS
DEI COMMISSION REPORT

MEETING DATE: 06/13/2024

ITEM NO: 3

DATE: June 10, 2024
TO: Diversity, Equity, and Inclusion Commission
FROM: Holly Young, Senior Management Analyst
SUBJECT: Discuss Potential Participation in the Town's 4th of July and/or Screen on the Green Events (Work Plan Item Regarding Town Events, Goal B., Item 1.a.) and Determine Potential Materials for Future Commission Outreach Activities

RECOMMENDATION:

Discuss potential participation in the Town's 4th of July and/or Screen on the Green events (Work Plan Item Regarding Town Events, Goal B., Item 1.a.) and determine potential materials for future Commission outreach activities.

BACKGROUND:

On May 9, 2024, the DEI Commission received a report regarding the Town's four annual events. The Commission was also invited to offer input regarding how to make Town events more welcoming and inclusive, and to participate in person with a table, craft, and/or activity at each of them.

Also on May 9, 2024, the Commission discussed potential materials for future Commission outreach activities. The Commission requested that staff provide options for using the Commission's budget to purchase business cards, a tablecloth, and/or a banner. The Commission received a budget of \$2,500 for the 2023/24 Fiscal Year (FY) which ends on June 30, 2024. So far, staff has purchased stickers for use at the Spring Into Green event for the Commission, costing \$29.38 and there is \$2,470.62 remaining in the budget for this FY.

DISCUSSION:

The next two upcoming Town events are the Fourth of July Symphony in the Park on July 4, 2024 from 10:30 a.m. to 2:30 p.m. and Screen on the Green on September 20, 2024 at 6:30 p.m. Both of these events take place at Oak Meadow Park. The Commission is welcome to discuss potentially participating in one or both events with a table and also possibly a craft or activity.

PREPARED BY: Holly Young
Senior Management Analyst

DISCUSSION (continued):

The Town typically provides a standard set up for a Commission at a Town event including a 6-foot table, a 10 x 10-foot easy up canopy tent, and two chairs. Options and pricing for business cards, a tablecloth, and a banner are detailed below for the Commission's consideration.

Business Cards

Attachment 1 contains a generic business card proof for the Commission. An individual Commissioner's name can be added if desired. The layout is similar to one that other Commissions have used to stay generally consistent. The price for one-sided business cards is \$39.95 for 500 business cards. Lesser quantities could be ordered, but the price would remain at \$39.95 for up to 500 business cards.

The initial set-up fee for the new layout is \$25.00. If the Town orders other versions of the same layout by adding a name, it would be included in the \$39.95 price for the 500 cards. All unused cards would need to be returned to the Town once a Commissioner has completed their service whether or not their name is printed on it.

Tablecloth

Attachment 2 contains a price quote and two design options for a 6-foot tablecloth. The general design and colors presented (green background, white text, and Town seal) are consistent with what other Commissions are using so that Commission tables would have a similar look if they are at the same event. The cost is \$344.82.

Banner

The Commission could choose to purchase either a horizontal or vertical banner.

Vertical Banner

Attachment 3 contains options for a 6 ½ x 2 ¾-foot (79" x 33.25") vertical banner with either a green background or a white background. The cost is \$342.00 which includes the design, banner, stand, and carrying bag. There is also an option to purchase an LED spotlight for the banner for another \$80.00.

Horizontal Banner

Attachment 4 contains options for an 8 x 2 ½-foot horizontal banner with hanging grommets. The cost is \$81.99 (before shipping and tax) and there is a white option or a green option. The banner could be hung at the back of the booth (a photo of what this looks like from a vendor booth at Spring Into Green is shown for reference in Attachment 4). There are a couple of different options for hanging the banner. Bungee cords (as pictured in Attachment 4) could be used which would prevent the banner from blowing in the wind. Zip ties or reusable Velcro cable ties can also be used through the grommets along the top. Attachment 5 contains

PAGE 3 OF 3

SUBJECT: Town Event Participation and Commission Outreach Materials

DATE: June 10, 2024

DISCUSSION (continued):

options for cable ties and bungee cords the Commission may purchase to hang a horizontal banner.

Staff looks forward to the Commission's discussion.

Attachments:

1. Business Card Proof
2. Tablecloth Options
3. Vertical Banner Options
4. Horizontal Banner Options
5. Horizontal Banner Hanging Options