



**TOWN OF LOS GATOS  
COUNCIL AGENDA REPORT**

MEETING DATE: 08/01/2023

ITEM NO: 8

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DATE: July 19, 2023  
TO: Mayor and Town Council  
FROM: Laurel Prevetti, Town Manager  
SUBJECT: Approve the Modification to Town Council Policy 2-17: Solicitation and Donation Policy as Recommended by the Policy Committee

**RECOMMENDATION:**

Approve the modification to Town Council Policy 2-17: Solicitation and Donation Policy (Attachment 4) as recommended by the Policy Committee.

**BACKGROUND:**

In 2015, the Town Council established a Solicitation and Donation Policy (Attachment 1) to recognize the annual donations from the Friends of the Library, Police Foundation, and other organizations. The Policy also allows for solicitations which were needed when the Town operated Music in the Park and sought in-kind and other support for this beloved concert series.

Every year, consistent with the Policy, the Council identifies specific donation opportunities and adopts a list when it considers the annual Budget. Attachment 2 contains the approved list for Fiscal Year 2023-24.

During the Council discussion of the donation list, the Council requested that the Town Council Policy Committee review the Solicitation and Donation Policy to determine potential changes needed to align with the Council's Strategic Priorities (Attachment 3).

**DISCUSSION:**

In June, the Policy Committee discussed the Solicitation and Donation Policy. The Policy itself sets forth definitions, parameters, and procedures without directing any specific requirements for establishing the Town Council's annual list of donation opportunities. Members of the public were present at the meeting and did not provide comments on this item.

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Reviewed by: Town Manager, Assistant Town Manager, Town Attorney, and Finance Director

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PAGE 2 OF 2

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DISCUSSION (continued):

After discussion, the Committee voted to recommend to the Town Council to amend the first sentence in the section titled "Procedure for Establishing Council Approved Town Needs" to read, "The Council shall direct the Town Manager to develop a list of recommended Town needs for donation opportunities, including but not limited to items related to the Town Council's Strategic Priorities, Town programs, and/or capital project needs." The proposed new language is redlined in Attachment 4.

CONCLUSION:

The proposed modification clarifies the alignment between the Strategic Priorities and the annual donation opportunities list, consistent with Council's original direction.

COORDINATION:

This report was coordinated with the Town Attorney.

FISCAL IMPACT:

There is no fiscal impact associated with the Town Council considering modifications to the Donation Policy.

ENVIRONMENTAL ASSESSMENT:

This item is not a project defined under the California Environmental Quality Act, and no further action is required.

Attachments:

1. Existing Town Council Policy 2-17: Solicitation and Donation Policy
2. Donation Opportunities for Fiscal Year 2023-24
3. Strategic Priorities
4. Proposed Town Council Policy 2-17: Solicitation and Donation Policy - Redlined