



**TOWN OF LOS GATOS
COUNCIL POLICY COMMITTEE REPORT**

MEETING DATE: 06/27/2023

ITEM NO: 2

DATE: June 20, 2023
TO: Council Policy Committee
FROM: Laurel Prevetti, Town Manager
SUBJECT: Direct Potential Modifications to Town Council Policy 2-17: Solicitation and Donation Policy to Align with the Council's Strategic Priorities

RECOMMENDATION:

Direct potential modifications to Town Council Policy 2-17: Solicitation and Donation Policy to align with the Council's Strategic Priorities.

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:

Staff welcomes the Committee's discussion and direction with respect to potential changes to the Solicitation and Donation Policy. In staff's review, 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.

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

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DISCUSSION:

If the Committee is interested, the section titled "Procedure for Establishing Council Approved Town Needs" could include a specific reference to the Council's Strategic Priorities. For example, the first sentence in this section could be amended 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 underlined.

CONCLUSION:

Staff looks forward to the Committee's discussion and direction.

COORDINATION:

This report was coordinated with the Town Attorney and Finance Director.

FISCAL IMPACT:

There is no fiscal impact associated with the Committee directing modifications for future consideration by the Town Council.

ENVIRONMENTAL ASSESSMENT:

This is not a project defined under CEQA, and no further action is required.

Attachments:

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