



TOWN OF LOS GATOS
COMMISSION AGENDA REPORT

MEETING DATE: 10/10/2024

ITEM NO: 3

DATE: October 4, 2024
TO: Diversity, Equity, and Inclusion Commission
FROM: Monica Renn, Economic Vitality Manager
SUBJECT: Discuss the DEI Commission's Participation in Los Gatos in Lights, the Town's Annual Winter Celebration, Through Winter Messaging Displayed at the Event and Provide Direction to Staff on the Messaging and Display Options

RECOMMENDATION:

Discuss the DEI Commission's participation in Los Gatos in Lights, the Town's Annual Winter Celebration, through winter messaging displayed at the event and provide direction to staff on the messaging and display options.

BACKGROUND:

Each year, on the first Friday in December, the Town implements a special event at Town Plaza Park. This community celebration blends the decades long tradition of lighting a tree in Town Plaza Park and Santa Claus arriving by fire truck, with the new traditions of a winter celebration that lights up the entire park, delivers snow flurries, offers live music from community youth groups, and more to kick off a festive season of celebrations in Town. The intent of the event is to be a fun, youthful, and light-hearted community celebration where community members all feel welcome. This event is now branded as the Town's annual Winter Celebration, *Los Gatos in Lights*.

In 2023, Town staff placed lawn signs around Town Plaza Park during the event that included the phrase "Happy Holidays" in the five most spoken languages in Santa Clara County, including English, Spanish, Tagalog, Chinese, and Russian. Staff received feedback from a community member during the event that they would like to see Ukrainian added in the future.

DISCUSSION:

As staff plans Los Gatos in Lights for 2024, it is looking to the Commission to understand if it would like to provide direction on a multi-language welcome sign at the event. Staff is recommending that the Commission choose a brief phrase or word to be translated, and direct

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staff on the languages in which the phrase shall be translated. Staff will use the online design tool, Canva, to create and translate the messaging, then cross check it with at least one other online source to strive for accuracy in the translation. Canva offers the following language translations:

- **Asia Region** - Arabic, Armenian, Assamese, Bengali, Bhojpuri, Cebuano, Chinese (Simplified), Chinese (Traditional), Dhivehi, Dogri, Filipino (Tagalog), Georgian, Gujarati, Hebrew, Hindi, Hmong, Ilocano, Indonesian, Japanese, Javanese, Kannada, Kazakh, Khmer, Konkani, Korean, Kurdish, Kurdish (Sorani), Kyrgyz, Lao, Maithili, Malay, Malayalam, Marathi, Meiteilon (Manipuri), Mizo, Mongolian, Myanmar (Burmese), Nepali, Odia (Oriya), Pashto, Persian, Punjabi, Sanskrit, Sindhi, Sinhala (Sinhalese), Sundanese, Tagalog (Filipino), Tajik, Tamil, Telugu, Thai, Turkish, Turkmen, Urdu, Uyghur, Uzbek, and Vietnamese
- **North, Central & South America, Caribbean & Oceania Region** - Aymara, English, Guarani, Haitian Creole, Hawaiian, Portuguese (Brazil), Quechua, Spanish, and Samoan
- **Europe Region** - Albanian, Dutch, French, Azerbaijani, Basque, Belarusian, Bosnian, Bulgarian, Catalan, Corsican, Croatian, Czech, Danish, Esperanto, Estonian, Finnish, Frisian, Galician, German, Greek, Hungarian, Icelandic, Irish, Italian, Latin, Latvian, Lithuanian, Luxembourgish, Macedonian, Maltese, Norwegian, Polish, Portuguese (Portugal), Romanian, Russian, Scots Gaelic, Serbian, Slovak, Slovenian, Spanish, Swedish, Tatar, Ukrainian, Welsh, and Yiddish
- **Africa Region** - Afrikaans, Amharic, Bambara, Ewe, Hausa, Igbo, Kinyarwanda, Krio, Lingala, Luganda, Malagasy, Nyanja (Chichewa), Oromo, Sepedi, Sesotho, Shona, Somali, Swahili, Tigrinya, Tsonga, Twi (Akan), Xhosa, Yoruba, and Zulu

This year, instead of individual yard signs, staff recommends that the messaging be displayed on two large standing banners, prominently placed with lighting. The banners will be aligned with the branding for the Los Gatos in Lights marketing. A sample of the general aesthetic and layout of a banner is Attachment 1 to this report for the Commission's reference.

The Commission may wish to continue with the phrase "Happy Holidays" or choose an alternative word or short well-wishing phrase. Staff also recommends that language similar to the following be added near the sign messaging:

The Town's Diversity, Equity, and Inclusion Commission welcomes you to Los Gatos in Lights! The translations reflected here are made in a good faith effort to be accurate, respectful, and inclusive. Should a community member realize an inaccuracy, please share your feedback with us. Thank you! specialevents@losqatosca.gov

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CONCLUSION:

As the Commission discusses this item, staff is requesting the following information be specifically addressed. Staff is under a time constraint for ordering custom banner or sign materials and asks that the Commission provide full direction within this discussion.

1. Would the Commission like to provide a multi-language welcome message at the 2024 Los Gatos in Lights event?
2. What word or single phrase would the Commission like to have displayed? Options include: Welcome, Hello, Warm Wishes, Celebrate, Cheers, Happy Winter, Happy Holidays, or similar greeting.
3. What languages would the Commission like to have included on the signage? Staff recommends limiting the number to between six and eight languages.
4. Does the Commission have edits to the following message to be displayed along with the banner? *The Town's Diversity, Equity, and Inclusion Commission welcomes you to Los Gatos in Lights! The translations reflected here are made in a good faith effort to be accurate, respectful, and inclusive. Should a community member realize an inaccuracy, please share your feedback with us. Thank you!* specialevents@losgatosca.gov

ATTACHMENTS:

1. Sample Banner for Los Gatos in Lights