



## REPORT TO CITY COUNCIL

Approved by:

  
Dino Lawson, Chief of Police

  
Arnaldo Rodriguez, City Manager

Council Meeting of: September 18, 2019

Agenda Number: D-1

### SUBJECT:

Consideration of a Resolution Approving Written Request by the Madera South High School, seeking City Council approval to cover the cost of Police and Public Works efforts in the amount of \$3,234 in association with the Homecoming parade on September 27, 2019.

### RECOMMENDATION:

Staff recommends the City Council adopt the attached resolution waiving the fees to cover the cost of Police and Public Works relating to the Madera South High School Homecoming Parade in the amount of \$3,234.

### SUMMARY:

The Madera South High School will be holding its Homecoming Parade on Friday, September 27<sup>th</sup> from 9:30 am to 10:30 am. Historically, the Council has recognized this function as a community event and has covered the costs associated with traffic control and clean-up.

### DISCUSSION:

Mr. Justin Potter Director of Student Activities has requested the City Council waive fees for a special event permit and is asking the council to cover the cost for Police and Public Works services associated with the event. Costs include traffic (including barriers) and crowd control, as well as clean-up. Each department is prepared to provide these services at the direction of Council.

Madera South High School will be required to obtain the appropriate encroachment permits for the use of City streets as part of the parade route.

As is City policy, insurance binders (Special Events Insurance) to transfer liability and property damage claims from the City to parade sponsors, are to be provided by Madera South High School.

**FINANCIAL IMPACT:**

The cost of providing City services to assist with traffic, crowd control, and cleanup is estimated as follows: \$1,033 to pay for five officers and \$600 for Public Works expenses. These figures represent the cost of personnel's time that would be on duty already. The Madera South High School has also asked that the Police Department cover the cost of road barriers (Alert-O-Light), in the amount of \$1,500. The Madera South High School is also requesting a waiver of the \$101 permit fee. The total amount that the Madera South High School is petitioning Council for relief is \$3,234.

**CONSISTENCY WITH THE VISION MADERA 2025 PLAN:**

Strategy 317: "Develop and encourage festival, gatherings, and events..."

Strategy 313: "Provide year-round programs fostering community pride..."

**ALTERNATIVES:**

Council can elect to not waive the fees and Madera South High School would incur all costs associated with their homecoming parade. The expenses are anticipated to total \$3,234.

**ATTACHMENTS:**

1. Resolution
2. Request letter received from Madera South High School

# **Attachment 1**

## Resolution

RESOLUTION NO. 19-\_\_\_\_\_

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MADERA  
WAIVING THE FEES TO COVER COSTS OF POLICE AND PUBLIC  
WORKS FEES RELATING TO THE HOMECOMING PARADE FOR  
MADERA SOUTH HIGH SCHOOL IN THE AMOUNT OF \$3,234.00**

**WHEREAS**, on August 21, 2019, the City received a request from Madera South High School received a letter requesting TBD; and

**WHEREAS**, the Madera South High School has planned and organized this community event annually and has provided citizens of Madera and neighboring areas a place to celebrate; and

**WHEREAS**, on September 18, 2019, the City Council of the City of Madera considered a request by Madera South High School to waive the fees to cover costs relating to the Madera South High School Homecoming Parade; and

**WHEREAS**, the City fees for Police and Public Works are \$3,234.00; and

**WHEREAS**, the fees include TBD for traffic control measures by Alert-O-Light; and

**WHEREAS**, the City Council finds it is in the best interest of the City to approve the waiver of fees; and

**WHEREAS**, this request provides a public benefit to the community.

**NOW, THEREFORE, THE COUNCIL OF THE CITY OF MADERA** hereby resolves, finds, determines and orders as follows:

1. The foregoing recitals are true and correct and incorporated herein by reference.
2. The Council finds that the waiver of fees as set forth in this resolution serves a public purpose and is in the best interest and welfare of the City and its residents.
3. The City Council does hereby waive the City fees requested by Madera South High School in the amount of \$3,234.00 associated with the Madera South High School Homecoming Parade.
4. This resolution is effective immediately upon adoption.

\* \* \* \* \*

## **Attachment 2**

Request letter from Madera South  
High School



## *Madera South High School*

705 W. Pecan Ave  
Madera, CA 93637

Phone: (559) 675-4450  
FAX: (559) 675-9985

Madera South High School  
705 W. Pecan Ave  
Madera, CA 93637

August 21, 2019

Mayor Andy Medellin and Members of the City Council,

**Principal**

Aimee Anderson

**Deans**

Jon Steinmetz  
Brandon Gilles

**Vice Principals**

Carry Gassett  
Brad Holck  
Ericka Moran  
Elizabeth Puga  
John Martin

**Athletic Director**

Andrea Devine

**Activities Director**

Justin Potter

For the last nine years, our school's Homecoming festivities have featured a community parade thanks to your contribution and support. We are beyond thrilled to continue the tradition of promoting our schools pride this year. Please consider this letter as our request to be put on the agenda for your next meeting. The item for consideration is our 9th Annual Madera South High School Homecoming Parade on Friday, September 27th. This parade is a tradition we hope to continue as a way to showcase our students and our Stallion Alumni.

Approximately 900 Madera South students participate in the Homecoming parade consisting of the band, cheer teams, football teams, and class and club floats. We are continuing the tradition of allowing Madera South feeder schools to participate in the parade. This will increase student participation to over 1,000 students. Additionally, we invite our feeder schools and provide transportation to spectate along the parade route.

We understand that an event of this magnitude will incur many costs for all parties involved. We make sure to inform all residents who reside on the parade route to make sure they are aware of road closures. We ask that the City of Madera would continue to support this event that is truly meaningful to the students and the community of Madera by waiving the permits, police and public works fees that are associated with this event. We also ask to continue the agreement that was made that the City of Madera will pay, but not exceed, \$1,500 toward the rental of safety barricades through the company, Alert O Lite. We will pay the remaining balance of the barricades which is usually an additional \$200-\$300.

We are looking forward to another spirited community pride event!  
Thank you for your consideration of this matter.

Justin Potter  
Activities Director  
Madera South High School  
675-4450 ext. 1083 cell 474-0493  
[justinpoter@madera.usd.org](mailto:justinpoter@madera.usd.org)