


## REPORT TO CITY COUNCIL

Approved by:

  
Dino Lawson, Chief of Police

  
Arnaldo Rodriguez, City Manager

Council Meeting of: September 18, 2019

Agenda Number: D-2

### SUBJECT:

Consideration of a Resolution Approving Written Request by the Madera 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 October 4, 2019.

### RECOMMENDATION:

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

### SUMMARY:

MHS I will be holding its Homecoming Parade on Friday, October 4<sup>th</sup> from 10:30 am to 11:45 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. Isaac Lopez, 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 control (including barriers) and crowd control, as well as clean-up. Each department is prepared to provide these services at the direction of Council.

MHS 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 MHS.

**FINANCIAL IMPACT:**

The cost of providing City services to assist with traffic control, crowd control, and cleanup is estimated as follows: \$1,033 to pay for five officers and \$600 for Public Works. These figures represent the cost of personnel's time that would be on duty already. MHS has also requested that the Police Department cover the cost of road barriers (Alert-O-Light), in the amount of \$1,500. The MHS has also asked for a waiver of the \$101 permit fee. The total amount that the MHS 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 choose not to waive the fees and Madera 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 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 HIGH SCHOOL IN THE AMOUNT OF \$3,234.00**

**WHEREAS**, on August 16, 2019, the City received a request from Madera High School received a letter requesting TBD; and

**WHEREAS**, the Madera 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 High School to waive the fees to cover costs relating to the Madera 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 High School in the amount of \$3,234.00 associated with the Madera High School Homecoming Parade.
4. This resolution is effective immediately upon adoption.

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## **Attachment 2**

Request letter from Madera High  
School



August 16, 2019

Mayor Andrew J. Medellin and Members of the City Council,

Please consider this letter as our formal request to be placed on the agenda for your next meeting. The item for consideration is our annual Madera High School Homecoming Parade on Friday, October 04, 2019. Our parade has been a Madera tradition for the last 20 consecutive years that we wish to continue for the community.

Approximately 750 high school students and 150 elementary students will take part in the parade, which includes the band, choir, cheer, football teams, class and club floats. Furthermore, we invite elementary and junior high feeder schools to bring students to watch the parade. Last year we had over 800 students in attendance from our feeder programs.

We understand that an event of this magnitude will incur many costs for all parties involved. However, we kindly ask the City of Madera for their continued support with this event by waiving the permit, police, and public works fees that are associated with the MHS Homecoming parade. As in prior practice, we will notify residents and businesses of the parade route and road closures. Subsequently, we respectfully ask to continue the agreement that was made in 2006 whereas the City of Madera pay a sum *not* to exceed \$1500 toward the cost of the rental and safety barricades unless otherwise noted, appropriated and approved by our city officials.

The Coyote family is looking forward to another spirited community event! Thank you for your consideration of this matter.

Respectfully,

A handwritten signature in black ink, appearing to read "Isaac Lopez", written over a circular stamp or mark.

Isaac A. Lopez  
Director of Student Activities  
675-4444 ext.1380  
isaaclopez@madera.usd.org

**Robyn Cosgrove, Principal**

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