



MEETING DATE: 8/6/07  
ITEM NO:

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## COUNCIL AGENDA REPORT

DATE: JULY 16, 2007  
TO: MAYOR AND TOWN COUNCIL  
FROM: PAMELA JACOBS, INTERIM TOWN MANAGER *P. Jacobs*  
SUBJECT: APPROVE HALLOWEEN COSTUME CAT-WALK PROPOSAL AND IDENTIFY A FUNDING SOURCE NOT TO EXCEED \$1,000

### RECOMMENDATION:

1. Accept the recommendation from the Arts Commission to approve the Halloween Costume Cat-Walk Proposal (Attachment 1).
2. Allocate event funding not to exceed \$1,000.

### BACKGROUND:

At the April 2007 Council/Commission Retreat, the Arts Commission brought forward two ideas for future commission projects; the Halloween Costume Cat-Walk Contest and the Plein Air Festival. The Council was receptive to both ideas and recommended that proposals be submitted that outline each idea as a community event, with no prizes, and little or no impact on Town staff.

The Arts Commission voted to approve forwarding the Halloween Cat-Walk proposal to Council. The Commission agreed to postpone developing the Plein Air Festival proposal until after the Halloween event in order to assess whether or not the Commission and staff can support another volunteer activity. The proposal was developed by Vice-chair Hopkins and Commissioner Guiley and incorporates input from the Town's Logistics Team.

### DISCUSSION:

The Halloween Costume Cat-Walk is described as an artistic opportunity for children under 12 to display their creativity through costume design and theatrical expression. The event, tentatively scheduled for Sunday October 28, 2007, would be held at the Civic Center from 3:00 to 4:30 pm.

PREPARED BY: Regina A. Falkner  
Community Services Director

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Reviewed by: \_\_\_\_\_ Assistant Town Manager *OK* Town Attorney  
\_\_\_\_\_ Clerk Administrator *OK* Finance \_\_\_\_\_ Community Development

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MAYOR AND TOWN COUNCIL

SUBJECT: APPROVE HALLOWEEN COSTUME CAT-WALK PROPOSAL AND FUNDING

July 18, 2007

The event would offer each child:

- A chance to display their costume during a parade around the Civic Center.
- An opportunity to act the part of their chosen character.
- Entertainment including a professional magician/juggler and/or Halloween music.
- A reminder about Halloween safety precautions as they receive a light-rope to wear on Halloween.

The Arts Commission approved the proposal and will be responsible for having at least 15 volunteers at the event to organize the activities, set-up, provide crowd control, and clean-up. A staff member will also be present at the event. Community Services staff will be responsible for the entertainer's agreement and check request, and will approve any marketing materials.

CONCLUSION:

It is recommended that Council accept the recommendation from the Arts Commission to approve the Halloween Costume Cat-Walk proposal and approve the recommended fund transfer.

ENVIRONMENTAL ASSESSMENT:

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

FISCAL IMPACT:

This project is not budgeted for FY 2007-08. If Council approves the project, \$1,000 will need to be transferred from 8020-60600 Community Promotions to 8070-60700 Meetings and Events Arts Program.

Attachments:

1. Halloween Costume Cat-Walk Proposal

Distribution:

Arts Commission Members

**HALLOWEEN COSTUME CAT-WALK (HCCW)**  
Sunday, October 28 – 3:00 – 4:30pm - Civic Center

**Event Proposal:** This event is specifically designed for children through age 12 who wish to parade around the Civic Center in their Halloween costumes.

Parents are invited to walk with their children, or sit on the surrounding walls during the walk. The children will parade in a designated area during the allotted time, enjoying each other's costumes (which is not logistically possible on Halloween night). This will not be a competition, and there will be no prizes. There will be a treat for each participant (each child will receive two Lite-Ropes; one to play with during the Parade, and one to use while Trick-or-Treating).

**Marketing:** Feature stories will be placed in the *Los Gatos Weekly-Times*, the *Los Gatos News*, the *Los Gatos Observed* and the new on line "Los Gatos Community Hub" in the *San Jose Mercury News*, alerting residents of the upcoming event. Additionally, KCAT will advertise the event on its "Community Bulletin Board," and hopefully the Town and the Chamber of Commerce will publicize the parade on their websites. Early in October, the Arts Commission will distribute fliers in town & send to the elementary schools for their community bulletin boards.

**Logistics:** The Arts Commissioners and friends (15 people) will be on site during the HCCW. There will be a greeting table set on the Plaza; this site also will serve as the station where children will receive their "treat" as they leave.

Volunteers will be available to keep order, and prevent little ones from wandering off the parade path.

Every 20 minutes there will be a break so kids can leave, others may enter, etc.

Volunteers will stamp each hand that receives a lite-rope to avoid giving out duplicates.

Volunteers will pick up any trash (little trash is expected, as no food or beverages will be provided).

**Entertainment:** Appropriate music will be played through a sound system and the juggler/magicians will entertain on the center grass/crowd area.

**Equipment:** The Arts Commission will set up one 10'x10' tent with table & chairs. A banner with the title of the event will be hung on the tent. We will need one hand-held microphone for welcoming and announcements.

**Expenses:**

750 Lite-ropes:	\$200
2 Roving Juggler/Magicians:	\$600
Microphone:	\$ 50
Sound system	\$ Pending Community Service department

Banner	\$130
Fliers	\$ 50
Balloons	\$ 35
Staff Salary	\$ Pending
Civic Center permit	\$ 75
Special Events permit	\$ Pending application
<u>Misc.</u>	<u>\$ 50</u>
	\$1,190 (+ all pending expenses listed)

**Recommendation to Council:**

It is the Halloween Sub-committee's recommendation to Council that there be a formal Halloween sub-committee formed from members of the Arts Commission of at least 3 that will meet to finalize all preparations in the advent of the event.

These members will be asked for at the next Arts Commission Meeting and noted in all future proposal information. The role of each sub-committee member will be divided among duties such as marketing, set up, communications, etc.

Each member will be represented among the above mentioned "15 Arts Commissioners and Friends" for the day of the event.

The Los Gatos Arts Commission  
June 11, 2007