



Las Vegas

Agenda Item No.: 42.

**AGENDA SUMMARY PAGE
CITY COUNCIL MEETING OF: DECEMBER 20, 2006**

DEPARTMENT: CITY MANAGER
DIRECTOR: DOUGLAS A. SELBY

Consent Discussion

SUBJECT:
ADMINISTRATIVE:

Discussion and possible action regarding the City's role and involvement in the 2007 Dr. Martin Luther King Day Parade (\$16,474.95 Special Revenue Fund) All Wards

Fiscal Impact

- No Impact Augmentation Required
- Budget Funds Available

Amount: 16474.95
Funding Source: Special Revenue Fund
Dept./Division: City Manager's Office

PURPOSE/BACKGROUND:

The Dr. Martin Luther King Day Parade Committee has requested \$16,500 in financial support from the City for the 2007 parade. this support consists of fees and costs for City services.

The parade will be held on Saturday, January 13, 1007. Ordinance No. 5567 provides the City Manager authority to grant waivers of up to \$7,500 per parade in fees for City services. Authority to act on requests exceeding \$7,500 or to provide other financial support in connection with a parade rests with the City Council.

RECOMMENDATION:

Consider the request by the parade committee with a funding amount of \$16,474.95

BACKUP DOCUMENTATION:

1. Letter from the Dr. Martin Luther King Day Parade Committee dated November 28, 2006
2. CLV Parade Fee Waiver Request

Motion made by LAWRENCE WEEKLY to Approve

Passed For: 7; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 0
LOIS TARKANIAN, LAWRENCE WEEKLY, LARRY BROWN, OSCAR B. GOODMAN,
GARY REESE, STEVE WOLFSON, STEVEN D. ROSS; (Against-None); (Abstain-None);
(Did Not Vote-None); (Excused-None)

NOTE: COUNCILMAN WEEKLY disclosed that he is a former President of the Dr. Martin Luther King Committee; however, he did not believe there was any conflict with him voting on this matter.

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Minutes:

RAMON TORRES, Diversity Outreach Officer, Government and Community Affairs Office, and KEN EVANS, Chair of the Dr. Martin Luther King Day Parade Committee, were present.

MR. EVANS thanked COUNCILMAN WEEKLY, RICKI BARLOW, Ward 5 Liaison, PATRICIA MOYER, Public Works Department, CHRISTIE GARNES, Cultural Leader, and MR. TORRES for all their assistance. He requested the Council's continued support. He hopes to be able to put on a bigger, quality parade this year.

COUNCILMAN WOLFSON stated he has noticed diminished attendance at the last two parades held downtown. He would really like more promotional efforts made on parades, in order to generate as much attendance as possible. MAYOR GOODMAN directed MR. TORRES to work with the Public Information Office and the media to get the word out. DAVID RIGGLEMAN, Director of the Office of Communications, indicated that it is already being promoted on KCLV-Channel 2. The Mayor stressed that he wants promotion on other channels, because newscasters only mention matters of special interest to them. MR. TORRES noted that the Parade Committee has been reaching out to the local media to obtain partners.

COUNCILMAN WEEKLY commented that this is one of the largest, attended parades. He thanked CITY MANAGER SELBY and DR. JACKSON, Director of Leisure Services, for their years of support. He looks forward to another great parade.