



Special Meeting Agenda
October 20, 2022
Placentia City Council

SPECIAL PROCEDURES NOTICE

On March 4, 2020, pursuant to California Government Code Section 8625, Governor Newsom declared a State of Emergency as a result of the threat of the COVID-19 virus.

On September 17, 2021, Governor Newsom signed AB 361, which went into immediate effect as urgency legislation. AB 361 added subsection (e) to Section 54953 to authorize legislative bodies to conduct remote meetings provided the legislative body makes specified findings. As of September 19, 2021 the COVID-19 pandemic has killed more than 81,811 Californians. Social distancing measures decrease the chance of the spread of COVID-19.

Given the health risks associated with COVID-19, please be advised that while the City Council Chambers are open to the public, some or all of the Placentia City Council Members may attend this meeting via teleconference. Those locations are not listed on the agenda and are not accessible to the public.

How to Observe the Meeting

To maximize public safety while maintaining transparency and public access, in addition to being open to the public, all City Council meetings are available to view live on AT&T U-verse (Channel 99), Spectrum (Channel 3), and online at www.placentia.org/pctv.

How to Submit Public Comment

Members of the public may provide public comment in person or comments may be sent for City Council consideration by email to the City Clerk at cityclerk@placentia.org. Please limit submitted comments to 200 words or less. Comments received before or during a Council meeting, until the close of the **Oral Communications** portion of the agenda, may not be read during the City Council meeting but will be summarized in the public record and are subject to the regular time limitations per speaker. Longer submittals will be included in the public record. If you are unable to provide your comments in writing, please contact the City Clerk's Office for assistance at (714) 993-8231.

Americans with Disabilities Act Accommodation

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's Office at cityclerk@placentia.org or by calling (714) 993-8231. Notification 48 hours prior to the meeting will generally enable City Staff to make reasonable arrangements to ensure accessibility while maintaining public safety. (28 CFR 35.102.35.104 ADA Title II)

Until further notice the City will implement the guidelines of the California Department of Public Health regarding social distancing.

The City of Placentia thanks you in advance for taking all precautions to prevent the spread of the COVID-19 virus.



City of Placentia
401 E. Chapman Avenue
Placentia, CA 92870

**NOTICE OF
SPECIAL MEETING OF THE
CITY COUNCIL OF THE CITY OF PLACENTIA**

NOTICE IS HEREBY GIVEN that a Special Meeting of the City Council of the City of Placentia is hereby called to be held in the Council Chambers of Placentia City Hall, 401 E. Chapman Avenue, Placentia, CA 92870, on **Thursday, October 20, 2022 at 4:30 p.m.**

SAID SPECIAL MEETING AGENDA SHALL BE AS FOLLOWS:

CALL TO ORDER:

ROLL CALL: Councilmember Green
Councilmember Smith
Councilmember Yamaguchi
Mayor Pro Tem Wanke
Mayor Shader

ORAL COMMUNICATIONS:

At this time, the public may address the City Council concerning the item on the Special Meeting agenda only. There is a five (5) minute time limit for each individual addressing the City Council.

1. REGULAR AGENDA:

- 1.a. **Consideration of the 28TH Annual Tamale Festival Transition to City Operated Event and Resolution Authorizing Temporary Suspension of Regulatory Ordinance Sections 23.76.050 and 10.28.010 for the Operation of the Tamale Festival Scheduled for Thursday, December 8, 2022, from 4:00 p.m. to 9:00 p.m.**

Fiscal Impact: Expense: \$37,581.00 (GENERAL FUND)

Offsetting Revenue: \$28,750.00

Recommended Action: It is recommended that the City Council:

- 1) Receive and file the staff report; and
- 2) Consider the approval of transitioning the 28th annual Tamale Festival to a City operated event and approve the expenditures associated with the operation of the Tamale Festival to be held on December 8, 2022; and
- 3) Approve Resolution No. R-2022-69, A Resolution of the City Council of the City of Placentia, California authorizing a budget amendment in Fiscal Year 2022-23 in compliance with City Charter of the City of Placentia §§1206 and 1209 pertaining to appropriations for actual expenditures; and
- 4) Adopt Resolution No. R-2022-70, a Resolution of the City Council of the City of Placentia, California, authorizing the temporary suspension of regulatory ordinance Sections 23.76.050 and 10.28.010 of the Placentia Municipal Code for the operation of the Tamale Festival on December 8, 2022, on the 100 and 200 Blocks of Santa Fe Avenue and the 200 Block of Bradford Avenue.

ADJOURNMENT:

The City Council will adjourn to its Regular Meeting on Tuesday, November 15, 2022, at 7:00 p.m.

CERTIFICATION OF POSTING

I, Carole M. Wayman, Deputy City Clerk for the City of Placentia, hereby certify that the agenda for the October 20, 2022 Special Meeting of the City Council was posted on October 19, 2022, at 12:40 p.m.

Carole M. Wayman, Deputy City Clerk



Placentia City Council

AGENDA REPORT

TO: CITY COUNCIL
VIA: CITY ADMINISTRATOR
FROM: DIRECTOR OF COMMUNITY SERVICES
DATE: OCTOBER 20, 2022

SUBJECT: **CONSIDERATION OF THE 28TH ANNUAL TAMALE FESTIVAL TRANSITION TO CITY OPERATED EVENT AND RESOLUTION AUTHORIZING TEMPORARY SUSPENSION OF REGULATORY ORDINANCE SECTIONS 23.76.050 AND 10.28.010 FOR THE OPERATION OF THE TAMALE FESTIVAL SCHEDULED FOR THURSDAY, DECEMBER 8, 2022, FROM 4:00 P.M. TO 9:00 P.M.**

FISCAL
IMPACT: EXPENSE: \$ 37,581.00 (GENERAL FUND)
OFFSETTING REVENUE: \$ 28,750.00

SUMMARY:

For over 27 years, the Placita Santa Fe Merchants Association ("Merchants Association") and the City of Placentia ("City") have held the annual Tamale Festival in the historic Old Town area. The positive working relationship between the City and the Merchants association has resulted in a time-honored tradition and event that is visited by thousands of attendees throughout southern California each year. This year, due to a lack of volunteers, and the lingering effects of the COVID-19 pandemic on the local businesses, the Merchants Association has made the difficult decision to not operate the Tamale Festival event. To continue this beloved tradition, which has been woven into the fabric of the City's community events, Staff is recommending that the City take the lead role in the planning and implementation of the Tamale Festival this year and for future years.

To facilitate this event, certain regulatory ordinances must be temporarily suspended. In addition, due to the size and location of the event, and based upon the costs for similar events hosted by the City, the estimated cost of these services is approximately \$37,581. It is anticipated that revenue generated from the event will be approximately \$28,750 from vendor booth fees, which leaves a net cost to the City of approximately \$8,831. It is important to note that in prior years, the City's net cost for the event has ranged between \$2,000 and \$10,000 depending on the City's fiscal position.

This item requests the City Council consider the approval of transitioning the 28th annual Tamale Festival to a City operated event and the adoption of a resolution temporarily suspending certain regulatory ordinances to allow the Tamale Festival to be held on December 8, 2022, and requests approval of the event expenditures.

1.a.
October 20, 2022

RECOMMENDATION:

It is recommended that the City Council take the following actions:

1. Receive and file the staff report; and
2. Consider the approval of transitioning the 28th annual Tamale Festival to a City operated event and approve the expenditures associated with the operation of the Tamale Festival to be held on December 8, 2022; and
3. Adopt Resolution No. R-2022-69, A Resolution of the City Council of the City of Placentia, California authorizing a budget amendment in Fiscal Year 2022-23 in compliance with City Charter of the City of Placentia §§1206 and 1209 pertaining to appropriations for actual expenditures; and
4. Adopt Resolution No. R-2022-70, a Resolution of the City Council of the City of Placentia, California, authorizing the temporary suspension of regulatory ordinance Sections 23.76.050 and 10.28.010 of the Placentia Municipal Code for the operation of the Tamale Festival on December 8, 2022, on the 100 and 200 Blocks of Santa Fe Avenue and the 200 Block of Bradford Avenue.

STRATEGIC PLAN STATEMENT:

There is no specific strategic planning goal or objective associated with this agenda item.

DISCUSSION:

For 27 years, the Placita Santa Merchants Association ("Merchants Association") has led the planning and implementation of the Tamale Festival event with the assistance of City support services. The event is widely known, draws large crowds throughout southern California, and has become a cherished tradition within the Placentia community.

The Tamale Festival would normally otherwise celebrate its 28th anniversary on Thursday, December 8, 2022. This time-honored event has been traditionally hosted by the Merchants Association with support services from the City's Police Department, Public Works, Fire and Life Safety, and the Community Services Departments. This year, due to a lack of volunteers and the lingering effects of the COVID-19 pandemic on the local businesses, the Merchants Association has made the difficult decision to not operate the Tamale Festival. To continue the tradition of this beloved community event, Staff is recommending that the City Council consider whether or not the City should take the lead in the planning and implementation of the 28th annual Tamale Festival event. If approved, Staff seeks to host the event on Thursday, December 8th during the hours of 4:00 p.m. to 9:00 p.m.

BACKGROUND

During the early years of the Tamale Festival, the City provided \$10,000 of City grant funds to help offset the event expenditures to the Merchants Association. In 2010, due to the lack of available funding, the City Council determined that the City could no longer provide the \$10,000 sponsorship towards this event, however, the City continued to commit support services from

Police, Public Works, and Community Services personnel. At that time, the cost for these services was determined to be \$8,000. The City Council requested that the Merchants Association contribute \$4,000 towards offsetting the costs of these services, which resulted in a net cost to the City of \$4,000.

Currently, costs for City support services have increased to approximately \$10,000. Due to the rising costs for City support services, the current contribution provided from the Merchants Association has increased to \$8,000, which has resulted in a net cost to the City of approximately \$2,000. If the City were to take over the full operations of the 2022 Tamale Festival event, it is estimated that supply costs would be \$27,581 and Staff costs would be \$10,000, which is identified in Attachment 2 of this report. Given the estimated expenditures and revenue associated with the operation of the event, it is anticipated that the 2022 Tamale Festival will result in a net cost to the City of approximately \$8,831.

The event will include food booths featuring a variety of restaurants, business and non-profit booths, live entertainment, a visit and gifts from Santa Claus, a kid's game area, a live nativity scene, a Posadas procession, and a Holiday Tree Lighting. In addition, multiple beer and wine booths will be operated by different vendors.

The event area will include the 100 and 200 blocks of Santa Fe Avenue and the 300 block of Bradford Avenue. The Community Services Department will lead the event planning and implementation and will directly handle, event vendors, general logistics, and Health Department approval. As in prior years, the Public Works Department will be responsible to oversee the closure of the event streets and parking lots, and electrical logistics. Additionally, the Police Department and the Fire and Life Safety Departments shall oversee the safe operation of the event and provide medical, and first aid assistance as needed.

Furthermore, the suspension of the following two (2) sections of the Placentia Municipal Code is necessary to conduct the event:

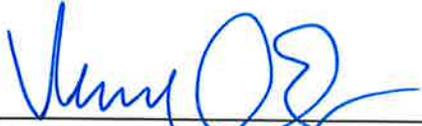
- (1) Section 23.76.050 to allow for amplified sound which may exceed the noise level standards on Santa Fe Avenue and Bradford Avenue; and
- (2) Section 10.28.010 to allow the consumption of alcohol on public property.

The attached Resolution temporarily suspends the two (2) sections of the Placentia Municipal Code to facilitate the event.

FISCAL IMPACT:

The estimated General Fund expenditures for personnel and equipment that will be needed to support the Tamale Festival event is approximately \$37,581. It is anticipated that revenue generated from the event will be approximately \$28,750 from vendor booth fees, resulting in a net cost to the City of approximately \$8,831. It is important to note that in prior years, the City's net cost for the event has ranged between \$2,000 and \$10,000 depending on the City's fiscal position. If approved, expenditures that are not currently identified in the Fiscal Year 2022-23 budget, shall be allocated in the General Fund, per the budget resolution for the operation of the 2022 Tamale Festival event.

Prepared by:



Veronica Ortiz
Community Services Coordinator

Reviewed and approved:



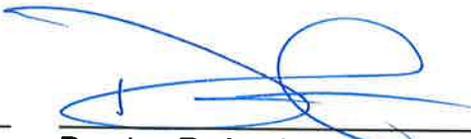
Karen Crocker
Director of Community Services

Reviewed and approved:



Jennifer Lampman
Director of Finance

Reviewed and approved:



Damien R. Arrula
City Administrator

Attachments:

1. Resolution No. R-2022-69 – Budget Amendment
2. Resolution No. R-2022-70 – Temporary Suspension of Regulatory Ordinance
3. 2022 Event Budget spreadsheet

RESOLUTION NO. R-2022-69

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
PLACENTIA, CALIFORNIA AUTHORIZING A BUDGET
AMENDMENT IN FISCAL YEAR 2022-23 IN COMPLIANCE
WITH CITY CHARTER OF THE CITY OF PLACENTIA §§ 1206
AND 1209 PERTAINING TO APPROPRIATIONS FOR
ACTUAL EXPENDITURES**

A. Recitals.

(i). The adopted budget for the 2022-23 Fiscal Year sets out estimated appropriations for City expenses throughout the year.

(ii). From time to time the adopted budget must be adjusted when precise expenditures are finally determined or when estimated expenditures exceed projected costs allocated.

(iii). City Charter of the City of Placentia § 1206 authorizes the City Council to amend or supplement the budget by motion adopted by the affirmative votes of at least three members so as to authorize the transfer of unused balances appropriated for one purpose to another purpose, or to appropriate available revenues not included in the budget. All other legal prerequisites to the adoption of this Resolution have occurred.

B. Resolution.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF PLACENTIA DOES HEREBY FIND, DETERMINE AND RESOLVE AS FOLLOWS:

1. In all respects as set forth in the Recitals, Part A., of this Resolution.

2. The adopted budget for Fiscal Year 2022-23, Resolution No. R-2022-69, is hereby amended to reflect the following expenditure of funds from the Account specified to the Account specified:

Fund	Description	Department	GL Account	Amount	Type
General Fund	Other Purchased Services	Community Services	104075-6299	\$27,581	Expense
Special Revenue Funds	Vendor Booth Fees	Community Services	104075-4342	\$28,750	Revenue

3. The Mayor shall sign this resolution, and the City Clerk shall attest and certify to the passage and adoption thereof.

PASSED, ADOPTED AND APPROVED THIS 20TH DAY OF OCTOBER 2022.

Rhonda Shader, Mayor

ATTEST:

Robert McKinnell, City Clerk

STATE OF CALIFORNIA
COUNTY OF ORANGE

I, Robert McKinnell, City Clerk of the City of Placentia, do hereby certify that the foregoing resolution was adopted at a regular meeting of the City Council of the City of Placentia held on the 20TH day of October 2022 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Robert McKinnell, City Clerk

APPROVED AS TO FORM:

Christian Bettenhausen, City Attorney

RESOLUTION NO. R-2022-70

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PLACENTIA, CALIFORNIA, AUTHORIZING THE TEMPORARY SUSPENSION OF REGULATORY ORDINANCE SECTIONS 23.76.050 AND 10.28.010 OF THE PLACENTIA MUNICIPAL CODE FOR THE OPERATION OF THE TAMALE FESTIVAL ON DECEMBER 8, 2022 ON THE 100 AND 200 BLOCKS OF SANTA FE AVENUE AND THE 200 BLOCK OF BRADFORD AVENUE

A. Recitals.

(i) The City of Placentia adopted Ordinance No. O-2008-10 which amended Title 1 of the Placentia Municipal Code by adding Chapter 1.14 allowing the City Council the discretion to temporarily suspend specific Ordinances during special events when it has been determined that the public welfare and interest will be served by such suspension.

(ii) The City Council finds that certain events of broad public interest may benefit the City and the City's economy by attracting large numbers of visitors, by generating favorable publicity, and by enhancing a marketable image for the City.

B. Resolution.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF PLACENTIA DOES HEREBY FIND, DETERMINE AND RESOLVE AS FOLLOWS:

1. In all respects as set forth in the Recitals, Part A., of this Resolution.
2. The City temporarily suspends Placentia Municipal Code Section 23.76.050 relative to use of amplified music which may exceed the noise standards during the Tamale Festival on 100 and 200 Blocks of Santa Fe Avenue and the 200 Block of Bradford Avenue on Thursday, December 8, 2022, from 4:00 p.m. to 9:00 p.m.
3. The City temporarily suspends Placentia Municipal Code Section 10.28.010 relative to the controlled use of alcohol in a public place during the Tamale Festival on 100 and 200 Blocks of Santa Fe Avenue and the 200 Block of Bradford Avenue on Thursday, December 8, 2022, from 4:00 p.m. to 9:00 p.m.
4. The specified sections of the Placentia Municipal Code (Sections 23.76.050 and 10.28.010) shall remain in full force and effect throughout the remainder of the City.
5. This Resolution shall take effect from and after its date of adoption.

PASSED, ADOPTED AND APPROVED this 20th day of October 2022.

Rhonda Shader, Mayor

ATTEST:

Robert S. McKinnell, City Clerk

I, Robert S. McKinnell, City Clerk of the City of Placentia, do hereby certify that the foregoing Resolution was adopted at a regular meeting of the City Council of the City of Placentia, held on the 20th day of October 2022, by the following vote:

AYES: Councilmembers:
NOES: Councilmembers:
ABSENT: Councilmembers:
ABSTAIN: Councilmembers:

Robert S. McKinnell, City Clerk

APPROVED AS TO FORM:

Christian Bettenhausen, City Attorney

Tamale Festival Budget Spreadsheet 2022

Vendor Type	Fee	Estimated # of Vendors	Potential Revenue
Food	\$650.00	20	\$13,000.00
General	\$300.00	15	\$4,500.00
Non-Profit	\$125.00	10	\$1,250.00
Beer Vendors	\$1,250.00	8	\$10,000.00
		TOTAL REVENUE:	\$28,750.00
Supply Cost:			\$27,581.00
Staff Cost:			\$10,000.00
Total Expenditures:			\$37,581.00
Net Cost:			\$8,831.00