



CITY OF SAN MATEO

City Hall
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Agenda Report

Agenda Number: 14

Section Name: {{section.name}}

File ID: {{item.tracking_number}}

TO: City Council
FROM: Drew Corbett, City Manager
PREPARED BY: City Clerk's Office
MEETING DATE: May 17, 2021
SUBJECT:
Fallen Heroes Memorial – Criteria Approval and Appropriation

RECOMMENDATION:

Adopt a Resolution after consideration to appropriate \$50,000 as a donation for the Fallen Heroes Memorial construction fundraising effort, and approve the Fallen Heroes Memorial Recognition Policy.

BACKGROUND:

In April 2015, at the request of then Mayor Maureen Freschet, Council approved adding a Fallen Heroes Memorial monument (Memorial) to the Central Park Master Plan. At that time, a committee was established, chaired by Freschet, and comprised of community members and veterans including:

Position	Name, Title
Chair	Maureen Freschet, City Council (Retired)
Vice Chair	Diane Papan, City Council (Current)
Military Veteran	Doug Wright, (Retired)
Military Veteran	George Smith (Retired)
Military Veteran	Ed Caler (Retired)
Police	Jack Ratcliffe (Retired)
Fire	Brian Kelly (Retired)
Community Member	Jack Matthews (Architect & Former City Council Member)
Community Member	Ellen Mallory (Planning Commissioner)
Community Member	Lisa Diaz Nash (Library Board and Measure S Oversight)
Business Representative	Cheryl Angeles (San Mateo Area Chamber of Commerce)
City Staff	Sheila Canzian (Parks & Recreation Director)
City Staff	Patrice Olds (City Clerk)
City Staff	Erin Fellers (Admin Support)

The committee's first task was to come up with a concept for the memorial, working from the results of a contest held by the San Mateo Community College Architect students. The committee settled on some concepts and the Parks & Recreation's architects, RRM, provided two ideas and the committee strongly endorsed one of the designs. The Park & Recreation Commission approved it, and the City Council approved the design in November 2020.

The committee then shifted to develop a criteria policy and application for a submittal process to request a San Mateo be named on the Memorial. The committee has been compiling lists of known Fallen Heroes to be added to the columns. Council is requested to review and approve this policy so there is clear guidance into the future on the criteria required to

have a list a name on the Memorial.

The committee's other focus in this time period was to prepare a webpage to provide information regarding the Memorial and to develop a place to collect donations. The website is set to go live for the public launch on June 1, 2021. The donations are being run through the Park and Recreation Foundation's 501(c)3 to ensure that donors can benefit from a full tax-deductible deduction for their donation.

The other main task of the committee is to fundraise for the estimated \$300,000 in construction costs. The bulk of the committee's focus will begin with active solicitations now. The City Manager recommended that the City Council may want to consider a seed donation to kick off the fundraising campaign with a challenge matching donation to help incentivize possible donations. The request is for \$25,000 as a seed donation and an additional \$25,000 when the committee has raised enough other funds from outside sources to match. The total request is for \$50,000. Council is asked to provide direction on this, and a proposed resolution (Attachment 1) is presented for consideration.

BUDGET IMPACT:

The City donation would be sourced from the General Fund's unassigned fund balance.

ENVIRONMENTAL DETERMINATION:

This budget appropriation and approval of the policy document is not a project subject to CEQA, because it is an organizational or administrative activity that will not result in direct or indirect physical changes in the environment. (CEQA Guidelines Section 15378(b)(5).)

NOTICE PROVIDED

All meeting noticing requirements were met.

ATTACHMENTS

- Att 1 – Proposed Resolution
- Att 2 – Fallen Heroes Memorial Policy
- Att 3 – Application

STAFF CONTACT

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