



PARKS, ARTS AND RECREATION ACTION MINUTES

Special Meeting, August 25, 2004
97 Hillview Avenue
Los Altos, California 94022

ROLL CALL

Present: Chair Bautista, Commissioners Lippe, Charlton, Cooper, Eng and Weiden
Absent: Commissioner Boennighausen

BUSINESS

OUTDOOR BANNER POLICY RECOMMENDATION

Mr. Dave Brees, Recreation Director, presented its proposed Outdoor Banner Policy to the Commission for consideration. Proposed changes to the current policy are being recommended to clarify key points in the policy.

The Commission discussed the different sections of the policy. Under the eligibility section Commissioner's felt the Main Street and San Antonio Road banners should be specifically for events that occur in Los Altos. However, events that occur in other cities other than Los Altos would be able to use the Lincoln Park banner space as long as the other eligibility criteria were met. The Commission supported groups advertising for fundraising events and noted they should be allowed to use the locations as well.

Under the fees section of the policy, the Commission felt non-residents groups should pay double the resident fees for the opportunity to display their banners. Some Commissioners also expressed a desire to explore additional sites in Los Altos, particularly the southern portion, to display outdoor banners.

COMMISSIONER COOPER MOVED, SECONDED BY COMMISSIONER WEIDEN, TO RECOMMEND TO CITY COUNCIL the proposed outdoor banner policy for approval with the following exceptions: 1. In the Eligibility section Item B should read, "Be cultural, recreational or deemed of interest to the community." 2. In the Fee section, add the line "Non- Resident groups will pay double the fees." 3. In the Display Location section add "One location at Lincoln Park may be made available for events not taking place within the City of Los Altos. THE MOTION PASSED UNANIMOUSLY BY VOICE VOTE.