

HEBER PUBLIC UTILITY DISTRICT

REPORT TO BOARD OF DIRECTORS

MEETING DATE: December 6, 2017

FROM: Laura Fischer, General Manager

SUBJECT: Support the Heber Tamale Festival and Increase the Public Outreach Budget in an Amount Not to Exceed \$2,000 and Waive Ordinance 222 restricting alcohol at Tito Huerta Park on January 20, 2018.

ISSUE: Shall the Board contribute toward and support the Heber Tamale Festival, and allow Proyecto Heber to sell and serve alcohol at Tito Huerta Park?

GENERAL MANAGER RECOMMENDATION:

Authorize a contribution toward the Heber Tamale Festival and modify the public outreach budget in an amount not to exceed \$2,000 and waive Ordinance 222 restricting alcohol at Tito Huerta Park for January 20, 2018.

FISCAL IMPACT: Increase Public Outreach Budget \$2,000

Estimated contribution toward the Heber Tamale Festival is \$2,000. This include payment of insurance certificate and staff time. Staff received a quote from our insurance provider of \$1,645.00. We will have one staff member available to respond to any issues during the Heber Tamale Festival. The estimate cost for staff is \$350.00.

BACKGROUND:

I met with event coordinators, Juan Molina and Helen Diaz, who own WasupWU Comedy. They presented a plan to hold a Tamale Festival at Tito Huerta Park on January 20, 2018.

At that meeting, I discussed with them some of the conditions that we would place on the event such as:

- Insurance Requirements
- Health Department Permits
- ABC License (only after HPUD waives No Alcohol in Park Ordinance)
- Park Use (no vehicle driving in park)
- Parking and Street Closures
- Trash Receptacles
- Restrooms
- Security

Also at this meeting, I suggested that HPUD may be interested in holding their ribbon cutting ceremony for the athletic field light project at Tito Huerta Park. Holding the ribbon cutting ceremony at the Heber Tamale Festival will ensure a good number of

people are able to participate and recognize the effort and support the HPUD Board has put into our park system.

If the Board approves the event, I will work with Mr. Molina and Ms. Diaz to schedule a ribbon cutting ceremony for our light project. This can be determined at a later date.

After looking into these conditions and issues listed above, Mr. Molina approached Proyecto Heber to see if they would run the beer sales. They have agreed, and the ABC License (if allowed by HPUD) will be pulled by Proyecto Heber.

DISCUSSION:

Mr. Molina and Ms. Diaz will be at the meeting to present their plan and answer any questions the Board may have. If the HPUD Board approves the event and waives the no alcohol in the park Ordinance for January 20, 2018, staff will prepare a letter listing the conditions of approval. The conditions will include specific details to ensure the concerns listed above are mitigated.

The insurance for the Heber Tamale Festival was quoted at \$1,645. With Board approval staff will be able to work up to 8 hours of overtime at the event. Our estimated minimum contribution for the Heber Tamale Festival is \$2,000 for insurance and overtime.

In order to have a beer garden at the Heber Tamale Festival, the HPUD Board must waive Ordinance 222, which is the no alcohol policy. This will be a one day waiver for January 20, 2018 for the Heber Tamale Festival.

CONCLUSION:

WasupWU Comedy and Proyecto Heber have planned a community event that will provide live entertainment, great food, and fun for the families of Heber and the Imperial Valley. They hope that this becomes an annual event that helps build community pride and recognition of Heber.

Staff recommends the Board authorize a contribution toward the Heber Tamale Festival and modify the public outreach budget in an amount not to exceed \$2,000 and waive Ordinance 222 restricting alcohol at Tito Huerta Park for January 20, 2018.

ALTERNATIVES:

- 1) Do not support the Heber Tamale Festival, which may cause the event to be cancelled.
- 2) Provide an alternative amount to donate towards the event, and authorize the waiver for alcohol use in the park.
- 3) Authorize the donation toward the event, but deny the waiver for alcohol use in the park.
- 4) Provide alternative direction to staff.

Respectfully Submitted,

Laura Fischer, General Manager