



DATE: April 22, 2014

CATEGORY: Consent

DEPT.: City Manager's Office

TITLE: **Approve Human Relations Commission Request to Cosponsor the Silicon Valley African Film Festival**

RECOMMENDATION

Approve Human Relations Commission request to cosponsor the Silicon Valley African Film Festival in the amount of \$500.

BACKGROUND

The Human Relations Commission (HRC) received a request from the Silicon Valley African Film Festival (Festival) to sponsor their October 2014 event. The HRC heard a presentation from Chike Nwoffiah, Executive Director of Oriki Theater in Mountain View and Chair of the Silicon Valley African Film Festival, at the Regular November HRC meeting. The HRC voted (6-1) to sponsor the Festival as part of their efforts to promote diversity in the community (Attachment 1 – HRC Minutes).

The Festival is hosted at the Community School of Music and Art and is in its fifth season. The Festival brings African filmmakers from all over the world to Mountain View for world premier screenings, director talks, and community dialogues. The event attracts viewers to Mountain View and stimulates the local economy (Festival Request, Attachment 2).

The HRC partnership with the Festival will allow for City collaboration and cross promotion. Because of this sponsorship, the Festival will name the HRC as a partner in their printed materials. The HRC has been focused on promoting civic engagement, community dialogue, and diversity issues facing Mountain View since its inception.

ANALYSIS

While the HRC has a budget for sponsorships and other activities, this Festival was not on the HRC work plan for Fiscal Year 2013-14 and, therefore, City Council authorization is requested to allocate funds. Funds are requested now as the commitment is for this fiscal year. The HRC seeks authorization from the City Council permitting the HRC, in name and by a financial contribution of \$500, to sponsor events and activities associated with the Festival.

FISCAL IMPACT

The HRC has the necessary funds in their annual budget to sponsor the Silicon Valley African Film Festival at \$500; no additional appropriations are required.

ALTERNATIVES

1. Seek to sponsor the Festival through another mechanism.
2. Choose not to fund the Festival through the HRC.
3. Provide other direction.

PUBLIC NOTICING

Agenda posting and noticing to members of the HRC and the Executive Director, Oriki Theater.

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Approved by:

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City Manager

KC/3/CAM
607-04-22-14CR-E-1

- Attachments:
1. [HRC Minutes, November 7, 2013](#)
 2. Festival Funding Request