

**DATE:** September 28, 2022

**TO:** Council Policy and Procedures Committee

**FROM:** Merry Monlux, Assistant City Clerk

**SUBJECT:** Council Policy for Recognition of Individuals, Organizations, and/or Events

### **BACKGROUND**

In January 2022, the Chair of the Council Policy and Procedures Committee (CPPC) expressed interest in implementing guidelines for official Council recognition of individuals, organizations, community contributions, and/or events.

Currently, it is the practice of the City Council to recognize noteworthy contributions, achievements, milestones, and events relevant to Mountain View residents. These recognitions can be done by issuance of a proclamation or certificate presented at an event or during a City Council meeting. The City receives many requests for proclamations and recognitions each month. Regrettably, due to limited time and resources, the City is unable to honor every request received.

The intent of this report is to establish consensus on criteria and guidelines, ensuring a policy will be consistent with the overall priorities of the City Council. Furthermore, the policy may set guidelines for the presentation of proclamations and recognitions to strive to limit the number of special presentations per meeting.

Staff conducted research of practices and reviewed policies from agencies throughout the Bay Area and incorporated those that are consistent with the direction currently in practice by Council.

**RECOMMENDATION**

Staff recommends the Committee review the draft policy and provide feedback. Direction provided to staff can either be brought back to the CPPC for review or be taken directly to the City Council for adoption at the next meeting practicable.

MM/4/CLK

430-09-28-22M

- Attachments:
1. Draft Policy
  2. List of Previous Recognitions

**CITY COUNCIL POLICY**


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**SUBJECT:** RECOGNITION OF INDIVIDUALS, ORGANIZATIONS, AND/OR  
EVENTS

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**NO.:** K-27

**PURPOSE**

This Policy is designed to establish consistent criteria and procedures for official Council recognition of individuals, organizations, community contributions, and/or events.

**POLICY**

It is the policy of the City to recognize noteworthy contributions and achievements of individuals and organizations through proclamations, certificates, and letters in accordance with the criteria contained in this Policy and at the discretion of the Mayor or the City Council, where noted. These forms of recognition are not intended for partisan, commercial, or narrow individual purposes; as such, intentions are inconsistent with the overall policies of the City Council.

All requests should be made by community members in the City of Mountain View; organizations or businesses physically located in Mountain View; or organizations whose primary mission is to provide some service to Mountain View residents. The Mayor reserves the right to decline or modify requests and make exceptions to any of the following guidelines.

**1. Proclamation**

Proclamations are used for various forms of recognition, including:

- A. Recognition of individuals or organizations with Mountain View-specific significance;
- B. To call public attention to a significant community event, service, or program;
- C. To highlight a special period of observance, celebration, or recognition for community, regional, State, or national occasions; and
- D. Recognition of Mountain View residents on the occasion of their 100th birthday.

All requests for Proclamations should be directed to the Mayor for review. Proclamations will be issued at the discretion of the Mayor but may be requested by individual Councilmembers through the Mayor. Requests for Proclamations that do not meet the criteria listed above will be considered on a case-by-case basis. A copy of each Proclamation is maintained by the City Clerk's Office. The City retains the right to modify, edit, or otherwise amend the proposed Proclamation to meet its requirements, needs, or policy determinations. The City reserves the right to decline any request for a Proclamation.

## CITY COUNCIL POLICY

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The Mayor shall determine whether a Proclamation is appropriate to present at a Council meeting or other venue. If presented at a Council meeting, the Mayor and/or designee shall do so under the Presentation portion of the meeting.

### **2. Certificate of Recognition**

A Certificate of Recognition is similar in appearance to a Proclamation but is less formal. Certificates of Recognition are used to acknowledge individual or group achievements or contributions to the community or to recognize a noteworthy event or occasion. Certificates of Recognition also are prepared for outgoing members of Council Advisory Bodies and for Mountain View residents on the occasion of their 90th and 95th birthdays. Certificates of Recognition that are not issued at a Council meeting do not require Council approval and are issued at the discretion of the Mayor. Certificates are typically signed by one individual; the Mayor or Councilmember presenting the certificate. The Mayor shall determine whether it is appropriate to present a Certificate of Recognition at a Council meeting or other venue.

At the discretion of the Mayor, Mayoral letters of commendation, appreciation, congratulation, recognition, support, or greeting may be prepared as an alternative to Certificates of Recognition. Such letters may be used for inclusion in community event programs, such as sports tournaments, service club or business organization events, and conferences held in the community. Letters shall be signed by the Mayor only.

Nothing in this Policy shall prohibit individual Councilmembers from preparing individual notes of appreciation or congratulations to others. In this case, however, no staff support shall be provided, and no presentation shall be made at a Council meeting.

### **PROCEDURE:**

1. Requests for Proclamations or recognitions shall be submitted to the Mayor for approval no less than 30 days prior to the City Council meeting or event. Exceptions to the deadline may be granted, provided that sufficient time is permitted to prepare the item before the meeting.
2. Requests must be made to the City Clerk's Office in writing via email, hand-delivery, or U.S. mail (or via [formstack](#)).

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3. The following information should be included in each request:

- Contact person's first and last name, phone number, and email address.
- A brief summary of the event or organization.
- Specific name and date for the day, week, month, or event to be proclaimed.
- Indicate whether the requester would like the Proclamation to be presented at a Council meeting and date preferred.
- Indicate the date by which the Proclamation is needed.
- Provide draft text of the Proclamation, including four to five recitals (i.e., "whereas" clauses).
- If the Proclamation will not be presented at a Council meeting, provide a mailing address where the final Proclamation may be sent or indicate that the Proclamation will be picked up, including the receiver's name and title.
- Proclamations must fit on a single 8.5" by 11" page and be in 11- or 12-point font, with room remaining for the Mayor's signature.

Revised: \_\_\_\_\_, Resolution No. \_\_\_\_\_

Effective Date: \_\_\_\_\_, Resolution No. \_\_\_\_\_

**List of Previous Recognitions**

*Inclusive of items that were issued 2021 to present*

**Proclamations**

- Affordable Housing Month Proclamation
- Asian Pacific Heritage Month Proclamation
- Bike Month Proclamation
- Compassion Week Proclamation
- COVID-19 Memorial Day Proclamation
- Equal Pay Day 2021 Proclamation
- Family Court Awareness Month Proclamation
- LGBTQ Pride Month Proclamation
- Immigrant Heritage Month Proclamation
- March for Meals Month Proclamation
- Mental Health Awareness Month Proclamation
- Monarch Preservation and Natural Habitats
- Municipal Clerks Week Proclamation
- National Breast Cancer Awareness Month Proclamation
- National Employee Recognition Day Proclamation
- National Hispanic Heritage Month Proclamation
- National Hunger and Homelessness Awareness Proclamation
- National Public Works Week Proclamation
- National Volunteer Appreciation Week Proclamation
- Non-Binary People Day Proclamation
- Park and Recreation Month Proclamation
- Proclamation (and plaque for Mayor) to Outgoing Councilmembers in Recognition of their Service
- Proclamation in Recognition of African American History Month
- Proclamation in Recognition of Lunar New Year
- Red Cross Month Proclamation
- Suicide Prevention Month Proclamation
- United Against Hate Week Proclamation
- Welcoming Week Proclamation
- Women's History Month Proclamation

**Certificate of Recognition**

- 129th Rescue Wing Outstanding Airmen of the Year Banquet
- Beautification of the Mountain View Buddhist Temple
- Cal Cities Women's Caucus Women of Persistence Award
- Contributions to the community as the Director of Community Benefit (El Camino Health)
- Earning Rank of Eagle Scout
- El Camino Health 60th Anniversary
- Elementary School Mayor for a Day
- Middle School Mayor for a Day
- Performance at the Senior Center (Notelove)
- Presidential Volunteer Service Award
- Science Fair Champions