



COUNCIL REFERRAL MEMORANDUM

To: Hayward Mayor and City Council
From: City Council Members Angela Andrews and Julie Roche
Subject: Juneteenth Marquee Event
Date: 2/28/24

Background:

Council Member Andrews and Roche request approval of the full Council for this referral to be assigned to staff to promptly include Juneteenth Hayward as a marquee event for the city similar to the annual Martin Luther King Celebration event. The Juneteenth event supports the Downtown Specific Plan and Economic Development Plan. We also would like to direct staff to provide in-kind support for planning and staffing for the event.

We are recommending the following action steps for staff to take and bring back a full recommendation to the Council:

- Create a task force to include the following:
 - African American community based organizations and nonprofits
 - Educational Agencies
 - Economic Development Department
 - Maintenance Department
 - Public Works
 - Downtown Hayward Improvement Association
 - Local Business Owners
 - Public Safety

- Consider a matching grant up to \$15,000 to support logistics for the event

Timeline: 3rd Quarter of FY24



Angela Andrews
City Council Member



Julie Roche
City Council Member

References:

<https://www.npr.org/2023/06/19/1182921169/juneteenth-longtime-holiday>

<https://oglefree.com/insights-resources/blog-posts/juneteenth-now-recognized-by-all-50-states-on-its-second-anniversary-as-a-federal-holiday/>

<https://apnews.com/article/juneteenth-holiday-beginner-celebration-guide-460084b8008206feb23bd8d083170fa>