



DATE: November 28, 2017

TO: Mayor and City Council

FROM: City Manager

SUBJECT: Resolution to Reappoint Bruce Roberts as Poet Laureate for FY 2018 and Authorize a \$500 Program Stipend

RECOMMENDATION

That City Council approves the attached resolution (Attachment II) to reappoint Bruce Roberts as Poet Laureate for FY 2018 and authorizes a \$500 stipend for the position of Poet Laureate for FY 2018.

BACKGROUND

On June 2, 2015, the City Council established a Poet Laureate Pilot Program and appointed Mr. Bruce Roberts to serve a one-year unpaid term as the first Official Poet Laureate for the City of Hayward.

On June 28, 2016, the City Council approved a resolution to establish a permanent Poet Laureate Program, reappoint Bruce Roberts as Poet Laureate for FY 2017, and establish a program stipend of \$500 for FY 2017. Staff was directed to develop a permanent Poet Laureate program and create a competitive process by which such an appointment can be made with the approval of the entire Council; and that there be consideration and identification of some financial recognition or other token remuneration associated with the appointment. However, due to limited resources, various staff transitions and other priorities in FY 2017, staff was unable to develop a permanent program and competitive process for FY 2018.

DISCUSSION

As the City of Hayward's first Poet Laureate, Mr. Roberts has impressively prepared and read poetry at several city events and ceremonies. He supported poetry events at several arts and cultural organizations in Hayward and worked with staff at Hayward Unified School District to encourage student creation and appreciation of poetry. Through these efforts, Mr. Roberts has raised awareness of the power of poetry, along with other forms of literature, to uplift and inspire members of the community.

FISCAL IMPACT

There is no additional fiscal impact to the General Fund, as the recommended \$500 stipend will be absorbed in the Mayor/Council FY 2018 adopted budget.

NEXT STEPS

Staff will develop a competitive process for selection of the FY 2019 and present it to Council in preparation for the FY 2019 budget adoption. Until then, staff recommends that Mr. Roberts' appointment as Poet Laureate be extended for a one-year term effective July 1, 2017 ending June 30, 2018.

Prepared by: Colleen Kamai, Executive Assistant

Recommended by: Maria A. Hurtado, Assistant City Manager

Approved by:



Kelly McAdoo, City Manager