



Agenda Report

20-1005

Agenda Date: 10/20/2020

REPORT TO PARKS & RECREATION COMMISSION

SUBJECT

Recommend Nominee(s) for Consideration as the "Honorary Holiday Tree Lighter 2020" for the Annual Holiday Tree Lighting Ceremony on Friday, December 4, 2020.

BACKGROUND

The Santa Clara Holiday Tree Lighting Ceremony is held annually in Central Park on the first Friday (evening) in December. This Santa Clara tradition is over 100 years old. In recent years the festivities have included a decorated "live" holiday tree with heirloom Teddy Bear, colorful lights, live stage music and entertainment, dancing, children's and family activities, a seasonal ice skating rink, community information and non-profit food booths, fireworks display, and a Mayoral Proclamation recognizing an honorary "Holiday Tree Lighter." The Holiday Tree Lighter is a Santa Clara individual, family or business that embodies the meaning of community service, generosity, and the heartfelt positive spirit of the holiday season.

Due to continued effects of the COVID19 global pandemic and expected Federal CDC, State and County health and safety guidelines restricting the size and type of gatherings, the City will be scaling back the 2020 celebration to meet the health restrictions and budget limitations. The honorary "Holiday Tree Lighter" and Mayor Proclamation is one aspect of the event that can continue with minor modifications, potentially with a virtual community recognition component.

DISCUSSION

The Commission will discuss a nominee, or nominees, to recommend to the Mayor for consideration as the "Honorary Holiday Tree Lighter 2020." A list of recent holiday tree lighters is provided in Attachment 1.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

PUBLIC CONTACT

Public contact was made by posting the Park & Recreation Commission's agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, e-mail clerk@santaclaraca.gov or [<mailto:clerk@santaclaraca.gov>](mailto:clerk@santaclaraca.gov) or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Recommend a nominee, or nominees to the Mayor for consideration as “Honorary Holiday Tree Lighter 2020.”

Reviewed by: Dale Seale, Deputy Parks & Recreation Director

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Holiday Tree Lighters List