



## Agenda Report

21-1383

Agenda Date: 10/19/2021

### REPORT TO PARKS & RECREATION COMMISSION

#### **SUBJECT**

Recommend Nominee(s) for Consideration as the "Honorary Holiday Tree Lighter 2021" for the Annual Holiday Tree Lighting Ceremony on Friday, December 3, 2021

#### **BACKGROUND**

The Santa Clara tradition of decorating and lighting a Holiday Tree Lighting is over 100 years old. It is held on the first Friday (evening) in December. In recent years, the festivities are held in Central Park and have included a decorated "live" holiday tree, heirloom Teddy Bear, colorful lights, live stage music and entertainment, children's and family activities, community information and non-profit organization food booths, 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.

This year, the City will be hosting a smaller celebration due to the ongoing economic effects of the pandemic on the City's budget elimination of the seasonal ice skating rink and fireworks display. However, the honorary "Holiday Tree Lighter" and Mayoral Proclamation will continue.

#### **DISCUSSION**

This item is continued from the regular Parks & Recreation Commission meetings on August 17, 2021, and September 21, 2021. The Commission will discuss a nominee, or nominees, to recommend to the Mayor for consideration as the "Honorary Holiday Tree Lighter 2021." 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, email [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 2021."

Reviewed by: Dale Seale, Deputy Parks & Recreation Director

Approved by: James Teixeira, Director of Parks & Recreation

### **ATTACHMENTS**

1. Holiday Tree Lighters List