



City Manager's Weekly Update

November 19, 2015

UPCOMING MEETINGS

2015

- 12/7** Award Reception +
City Council Meeting,
6:30 p.m. Reception,
Sister Cities Gallery
7:00 p.m. Council
Chambers
- 12/14** City Council Work
Session, 5:30 p.m.,
Council Chambers
- 12/21** City Council Meeting,
7:00 p.m., Council
Chambers

2016

- 1/4** City Council Meeting
7:00 p.m., Council
Chambers
- 1/11** City Council Work
Session, 7:00 p.m.,
Council Chambers
- 1/19** City Council Meeting
7:00 p.m., Council
Chambers
- 1/25** City Council Work
Session, 7:00 p.m.,
Council Chambers
- 1/30** Special Meeting:
Annual Planning
Session, 8:30 a.m.,
Main Library, Karp
Room

To: City Council
From: Chris Zapata, City Manager

Mark Your Calendar

Local Hazard Mitigation Plan (LHMP) Public Forum

Thursday, Nov. 19th, 7:00 p.m.-8:30 p.m., Senior Community Center, 13909 E. 14th St. San Leandro.

The City's Local Hazard Mitigation planning team continues to make progress with the required 2016 update of the LHMP. Information about the LHMP is now posted on the City's [website](#), including a survey that residents are encouraged to take in order to provide information about their perception of hazards in San Leandro. On November 19th, a public forum will be hosted by the Emergency Services Division for residents to provide feedback and learn more about this important program.

San Leandro Library Celebrates Annual Hawaiian Holiday

Saturday Dec. 5th, 1:00-3:00 p.m., San Leandro Main Library, Lecture Hall, 300 Estudillo Ave. San Leandro

The City of San Leandro Public Library will celebrate its Annual Hawaiian Holiday on Saturday, December 5th from 1:00 pm - 3:00 pm, at the San Leandro Main Library (300 Estudillo Ave) in the lecture hall. Renowned slack key guitarist Patrick Landeza will kick off the annual Hawaiian Holiday Celebration. The event is free of charge and open to the public.

Council Information

Notice of Vacancy for City Boards and Commissions (Attached)

The notice of vacancy was updated on November 16th to add an unscheduled vacancy on the Board of Zoning Adjustments for the at-large position. The notice of vacancy is posted on the City website and on the bulletin boards outside the City Council Chambers and at the Main Library. For more information or to view the application, visit the [Boards and Commissions homepage](#).

San Leandro Kraft Plant Closure

On November 4th, Kraft announced plans to close six US facilities, including the 27-acre San Leandro plant at Halcyon and Washington. Closure plans are not finalized, but they expect to lay off 130 employees in several

phases during the next 12-24 months. This site will be available for a new tenant or redevelopment. Business Development staff has reached out to the local facility to offer assistance with employment and development resources. Kraft is interested in working with the City and the Alameda Workforce Investment Board (WIB) to provide resources to employees, including job search, training, and unemployment resources. The City has received a number of calls from businesses and agencies looking for skilled manufacturing workers. Staff will continue discussing next steps with Kraft in the coming months as they confirm closure plans.

First Annual Food Drive Sculpture (Attached)

The Recreation and Human Services Department is hosting a volunteer Food Drive Sculpture Challenge from November 30 – December 9, 2015. The goal is to raise 1,000 pounds of non-perishable food as a donation to Service Opportunities for Seniors (SOS) Meals on Wheels. SOS/Meals on Wheels deliver nutritious, balanced meals to homebound seniors.

News from Other Agencies

Super Brew Event

Monday December 14th, 5:00 p.m. – 9:00 p.m. 21st Amendment Brewery, 2010 Williams St., San Leandro

The San Leandro Chamber of Commerce is partnering with 21st Amendment and the City of San Leandro to host a football viewing party on Monday Dec. 14th. Attendees will have the opportunity to view the Giants vs. Dolphins Football game and enjoy bites and brews from San Leandro breweries and eateries. All proceeds will benefit the San Leandro Chamber of Commerce.

Multicultural Holiday Mixer (Sponsorship Form Attached)

Tuesday December 1st, 5:30 p.m. – 7:30 p.m. San Leandro Main Library, 300 Estudillo Ave., San Leandro

The San Leandro Chamber of Commerce in partnership with African American Business Council, Asian Business Council and the Hispanic Business Alliance are hosting their annual Multicultural mixer.

“It’s A Wonderful Night” Holiday Celebration (Media Release Attached)

Friday December 4th, 5:30 – 9:00 p.m. Downtown San Leandro, Joaquin Plaza, San Leandro

The San Leandro Improvement Association (SLIA) will kick off the night with its inaugural holiday tree lighting ceremony at 5:30 p.m. at Estudillo Plaza. Santa Claus will be next to the holiday tree at Estudillo Plaza taking photos with children and families. The festivities include horse-drawn carriage rides, cookie decorating, make-and-take art and crafts for children and a holiday movie outdoor screening.

San Leandro Next

San Leandro Next is an initiative of the City of San Leandro Community Development Department providing news and updates on economic development and innovation. The following stories were posted since last week:

[Marea Alta Construction Taking Shape](#)



NOTICE OF VACANCY

City of San Leandro Boards & Commissions

Notice is hereby given that there are vacancies on the following City of San Leandro Boards and Commissions:

Board of Zoning Adjustments (Representation: At Large)

First posted on November 16, 2015

To qualify for this position, you must be

- A registered voter of Alameda County
- A San Leandro resident

For further information regarding the duties and responsibilities of a member of the Board of Zoning Adjustments, please contact Elmer Penaranda, Senior Planner, at (510) 577-3314 or epenaranda@sanleandro.org.

For an application, visit the City website at www.sanleandro.org. For further information regarding the appointment process, please contact City Clerk Tamika Greenwood at (510) 577-3367 or tgreenwood@sanleandro.org.

MEMO

CITY OF SAN LEANDRO
RECREATION AND HUMAN SERVICES DEPARTMENT



CREATING COMMUNITY

DATE: November 17, 2015
TO: City of San Leandro Staff
FROM: Jessica Cutter, Recreation & Human Services
SUBJECT: First Annual COSL Food Drive Sculpture

We need your help creating our first annual Food Drive Sculpture.

The City of San Leandro Recreation and Human Services Department is hosting a volunteer Food Drive Sculpture Challenge from November 30, 2015 to December 9, 2015. This is not your ordinary food drive. Collecting the food is step one. Step two is creating a unique sculpture to represent the City of San Leandro.

Our goal is to raise 1,000 pounds of non-perishable food to donate to SOS (Service Opportunities for Seniors) Meals On Wheels. SOS/Meals On Wheels deliver nutritious, balanced meals to homebound seniors. Their goal is to help seniors stay in their homes and remain healthy and happy for as long as possible.

Who: All City Employees

What: City wide food drive and sculpture challenge

Ways to be involved:

- Donate food (non-perishable, individually wrapped items- see examples below)
- Suggest a design (think big- think moving parts)
- Help construct the sculpture on December 10 and/or December 11

Our Goal: Collect 1,000 pounds of food (if every COSL staff brings in three 16oz cans of food, we will surpass our goal)!

Food Drive Details:

We will collect food from each participating department on Tuesday, December 8, 2015 or you can drop off your food to the Recreation Department (City Hall, Suite 107, 835 E. 14th Street) between November 30th and December 9th.

Desired items:

- Individually wrapped items (ie granola bars, fruit cups, juice boxes, instant oatmeal packets)
- Low sodium can soup or beans (ex: beef stew, chicken noodle, chili)
- Can tuna/chicken

Please email me if you have any design suggestions or would like to be a part of the design team. Even if you only have an hour to assist on December 10th, we would appreciate your help.



Multi-Cultural Mixer Sponsorship Agreement

Enjoy an opportunity to expose your company at the Annual Holiday Multi-Cultural Mixer to over 300 attendees on December 1st, 2015, Karp Room, San Leandro Main Library, 5:30pm-7:30pm, mixed with various food tasting options, local brews, wineries, and music.

Winter Wonderland - The Works

- Prominent sponsor recognition on all event-related marketing & promotional materials.
 - Collateral: invitations, flyers, e-mails and posters
 - Sponsor listing & logo on all at-event signage, including event program, onsite mentions, and event page on Chamber website
 - Event space with 6' table, chairs, table cloth supplied. Trade show style banners are allowed with no larger than a 6' horizontal or 5' upright.
 - Recognition during program and invitation to say a few words about the company at the podium. Maximum of 2 minutes
- \$500 (Member) \$700 (Non Member) check level of sponsor

Holiday Host- Get Connected

- Event space with 6' table, chairs, and a tablecloth supplied. Trade show style banners are allowed with no larger than a 6' horizontal or 5' upright.
 - Recognition as table sponsor at the event during program recognitions
- \$300 (Member) \$400 (Non Member) check level of sponsor

Tinsel- The Bling

- Prominent sponsor recognition on all event-related marketing & promotional materials.
 - Collateral: invitations, flyers, e-mails and posters
 - Sponsor listing & logo on all at-event signage, including event program, onsite mentions, and event page on Chamber website
- \$300 (Member) \$400 (Non Member) check level of sponsor
- Submit a logo for the flyer in jpeg format to emilyg@sanleandrochamber.com no later than October 30th, 2015.
 - Staff or representative to set up no later than 5pm, manage and provide a table raffle item of \$50 value & collect business cards for marketing. Set up by 5pm and tear down by 7:30pm.
 - Submit payment upon date signed.
 - Table placement will be determined in the order of entry date, so reserve you space today for best placement.

Entry Deadline November 9th, 2015

Signed by:

Company, Name, Title, and Date

Account Name, Credit Card #, Exp.Date, 3digit code



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Courtney Rose

Olive PR Solutions, Inc.

m. 559.589.3977 o. 619-955-5285 x112

courtney@oliveprsolutions.com

Downtown San Leandro Hosts Annual “It’s A Wonderful Night” Holiday Celebration on Friday, Dec. 4

- Historic downtown San Leandro will transform into a winter wonderland with horse-drawn carriages, holiday festivities and the San Leandro Improvement Association’s first holiday tree lighting-

SAN LEANDRO, Calif. (Nov. 4, 2015) – On Friday, Dec. 4, Downtown San Leandro will host its annual “It’s A Wonderful Night” Holiday Celebration presented by the San Leandro Downtown Association from 5:30 p.m. to 9:00 p.m. The celebration will take place in downtown San Leandro at Joaquin Plaza and extend from Juana St. to Estudillo Plaza. The San Leandro Improvement Association (SLIA) will kick off the night with its inaugural holiday tree lighting ceremony at 5:30 p.m. at Estudillo Plaza. Santa Claus will be next to the holiday tree at Estudillo Plaza taking photos with kids and families. The holiday festivities include horse-drawn carriage rides, cookie decorating, make-and-take art and crafts for children and a holiday movie outdoor screening.

“To bring the holiday cheer to Downtown San Leandro all season long, the San Leandro Improvement Association will light up Estudillo Plaza for the first time with a brand new holiday tree that will stay up through the holiday season,” said SLIA’s President, Gordon Galvan. “The San Leandro Improvement Association’s inaugural tree lighting will illuminate Estudillo Plaza and we plan to keep it a community tradition for generations to come.”

“It’s A Wonderful Night” will be an evening chock-full of dancers, prancers and singers with holiday entertainment by DC Dance, San Leandro Players, Pallen’s Martial Arts, Broadmoor Preschool and Zumba. The community is encouraged to bring their families and friends out to experience an entertaining evening for all ages.

“This winter wonderland event is perfect for the whole family and gives the community a safe place to kick off the holiday celebrations together,” said Galvan. “The San Leandro Improvement Association wants to create a place for residents to enjoy every day of the year, and we can start by bringing creative events and attractions to the community.”

Attendees are also encouraged to bring an unwrapped toy for the U.S. Marine Corps Reserve Toys for Tots collection drive. For every toy that is donated, donors will receive a free bag of popcorn.

For more information about “It’s A Wonderful Night” or the San Leandro Improvement Association, visit www.downtownsanleandro.com or call 510-281-0703.

Details about Downtown San Leandro’s “It’s A Wonderful Night” Holiday Celebration are below.

Date: Friday, December 4

Location: Joaquin Plaza for holiday festivities and Estudillo Plaza for San Leandro Improvement Association holiday tree lighting in historic Downtown San Leandro (Between Washington Ave. and E. 14th St.)

Time: 5:30 p.m. – 9:00 p.m.

Cost: FREE

“It’s A Wonderful Night” Schedule:

5:30- 9:00 p.m.	“It’s A Wonderful Night”
5:30 p.m.	Holiday Tree Lighting Ceremony in Estudillo Plaza
6:00 – 8:30 p.m.	Santa Claus on stage at Estudillo Plaza

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About San Leandro Improvement Association (SLIA)

The San Leandro Improvement Association (SLIA) is a non-profit 501(c)(3) corporation that’s run by a board consisting of property owners, residents, community members and businesses. The SLIA board members advocate on behalf of the public’s benefit in the areas of public safety, beautification, economic development, maintenance and promotions, all while preserving and reviving the historic value of the San Leandro downtown district. More information can be found by calling 510-281-0703 or by visiting www.downtownsanleandro.com.