

INDIAN WELLS CITY COUNCIL

February 13, 2025



To: City Council
From: Finance Department
Prepared by: Kevin McCarthy, Finance Director
Subject: **Council Member Taylor Request to Place a Discussion Item on a Future City Council Agenda- Sponsorship Policy**

RECOMMENDED ACTIONS:

Council **DISCUSSES** and provides **DIRECTION** on Council Member Taylor's request to place a Sponsorship Policy discussion item on a future City Council agenda; and

FINDS the project to be exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Section 15060.

BACKGROUND:

Pursuant to Section 2.06.040 of the City Council Policy Manual, Council Member Taylor seeks to initiate a discussion on the development of a formal Sponsorship Policy to establish clear accountability measures for recipients of City funds.

Additionally, the Indian Wells City Council Policy Manual Section 3.01.030 addresses the process for a Council Member to request items for placement on the City Council Agenda.

Section 3.01.030 PLACING ITEMS ON AGENDA. A Council member may request an Item be considered on a future agenda, verbally during a City Council meeting or by informing the City Manager. The request shall be submitted wherever reasonably possible at 14 calendar days in advance of a Council meeting. The item will be agendaized at the next regularly scheduled meeting for consideration by the Council under the Council Reports section of the agenda with the initiating Council member's name. The Council Member may, at their discretion, prepare a written report.

The proposed policy would require all organizations receiving City sponsorships or financial contributions to submit comprehensive reports detailing the following:

- The specific allocation and utilization of awarded funds
- The quantifiable impact of the funding on the organization's operations and initiatives

- The overall value generated for the recipient organization
- The City must receive the required reports before the disbursement of additional City sponsorships or financial contributions

Council Member Taylor cited this policy initiative is designed to ensure responsible stewardship of public funds.

Council Member Taylor respectfully requests that the City Council formally consider this matter for discussion. In accordance with the Council Policy Manual, should the Council express interest, City staff will develop a structured framework for implementation and present the item for deliberation at a future City Council meeting.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA):

The action is not a project within the meaning of Section 15378 of the State of California Environmental Quality Act ("CEQA") Guidelines, because it has no potential for resulting in physical change in the environment, directly or indirectly; and that the action is nonetheless exempt from the requirements of CEQA in that the activity is covered by the general rule that CEQA applies only to projects that have the potential for causing a significant effect on the environment. (14 CCR 15061(b)(3).)