



CRA BOARD MEETING OF: February 14, 2012

Consent Agenda	Old Business	<input checked="" type="checkbox"/>	New Business	Legal	Executive Director's Report
-----------------------	---------------------	-------------------------------------	---------------------	--------------	------------------------------------

SUBJECT: Discussion of Status of Mayor's Challenge Event

SUMMARY:

The former Mayor Rodriguez initiated the Annual Mayor's Challenge and he solicited and obtained all of the donations that support the event. The two confirmed donors for this year's event have withdrawn their support and even Whole Foods indicated a conflict by email.

Staff would like direction as to the future of this event.

FISCAL IMPACT:

CRA PLAN, PROGRAM OR PROJECT:

RECOMMENDATIONS/OPTIONS:

Kathy Biscuiti
Special Events Director