



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Solid Waste and Environmental Services

CM/ DCM/ ACM: Mario Canizares, Assistant City Manager

DATE: January 22, 2018

SUBJECT

Consider recommending approval of a resolution of the City of Denton, Texas, approving the Solid Waste and Watershed Protection Sponsorship Program guidelines and application process.

BACKGROUND

In recent years, the Solid Waste department has sponsored a variety of community events and organizations to promote recycling and sustainability. For FY 2016-17, the department's sponsorship expenditures totaled \$21,220, and an amount of \$22,060 has been budgeted for sponsorships in the current fiscal year. The department's sponsorship budget will be reduced to \$15,000 in the proposed budget for FY 2018-19.

In a similar manner, the Watershed Protection division allocates funds annually for sponsoring specific Keep Denton Beautiful (KDB) programs. For FY 2016-17, the department's sponsorship expenditures totaled \$9,500, and an amount of \$8,000 has been budgeted for KDB sponsorships in the current fiscal year.

The proposed sponsorship program is highlighted below:

- Specific criteria will be required to be met before sponsorships are approved
 - Must be a 501c3 organization
 - Must be a non-discriminatory organization
 - Sponsored organization must further a charitable cause or public interest
 - Organization must recognize City of Denton and Solid Waste or Watershed Protection at event and/or marketing materials
- No funds will be given to internal City departments or organizations
- Any sponsorship request over \$2,500 will be presented to PUB and Council for individual approval
- A list of organizations that receive any sponsorship from Solid Waste and Watershed Protection will be distributed to the PUB and Council quarterly

OPTIONS

1. Recommend approval of the resolution
2. Do not recommend approval of the resolution

RECOMMENDATION

Staff recommends approval of the Solid Waste and Watershed Protection Sponsorship program resolution and application process.

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

October 23, 2017 – PUB reviewed recommended changes

November 7, 2017 – Council reviewed recommended changes

STRATEGIC PLAN RELATIONSHIP

The City of Denton's Strategic Plan is an action-oriented road map that will help the City achieve its vision. The foundation for the plan is the five long-term Key Focus Areas (KFA): Organizational Excellence; Public Infrastructure; Economic Development; Safe, Livable, and Family-Friendly Community; and Sustainability and Environmental Stewardship. While individual items may support multiple KFAs, this specific City Council agenda item contributes most directly to the following KFA and goal:

Related Key Focus Area: Organizational Excellence

Related Goal: 1.1 Manage financial resources in a responsible manner

EXHIBITS

1. AIS
2. Resolution

Respectfully submitted:
Ethan Cox, 349-7421
Director of Solid Waste