



**Jesse Arreguín**  
Councilmember, District 4

CONSENT CALENDAR  
July 12, 2011

To: Honorable Mayor and Members of the City Council  
From: Councilmember Jesse Arreguin  
Subject: Approval of City Co-Sponsorship: Center Street Movie Nights

RECOMMENDATION:

Adopt a Resolution approving City of Berkeley co-sponsorship of the Center Street Movie Nights series to be held on Saturdays throughout the month of August 2011 on Center Street between Shattuck and Oxford.

BACKGROUND:

The Downtown Berkeley Association in partnership with Bank of America, Downtown businesses owners and the University of California, is organizing the Center Street Movies Nights series which will feature free movies and family friendly programming on Center Street between Shattuck and Oxford each Saturday night throughout the month of August.

Four movies will be shown in the Bank of America parking lot on Saturday nights in August (August 6, 13, 20, 27) starting at approximately 8:30 pm. Some pre-movie programming is being planned for children. Movies will be projected onto a screen painted onto the west side of the UC printing plant building (future home of the Berkeley Art Museum and Pacific Film Archive). The four movies will be selected through an online contest. An online survey will ask respondents to pick their top four choices amongst twenty movies. The contest will not only get public input on the movie selection but will build publicity and participation in the event.

Center Street may likely be closed allowing for merchants on Center Street to set up café seating in the street and may allow for other programming including live music.

The Center Street Movie Nights series is an exciting opportunity to bring more people Downtown, to provide free and family friendly entertainment, and to highlight and support local businesses.

FINANCIAL IMPLICATIONS:

NONE

CONTACT PERSON:

Jesse Arreguin, Councilmember, District 4      981-7140

1. Resolution

RESOLUTION NO.            -N.S.

CO-SPONSORING THE CENTER STREET MOVIE NIGHTS SERIES TO BE HELD  
ON SATURDAY EVENINGS THROUGHOUT THE MONTH OF AUGUST 2011

WHEREAS, the Downtown Berkeley Association in partnership with Bank of America, Downtown merchants and the University of California is organizing a Center Street Movie Nights series which will feature free movies and other family friendly programming on Center Street between Shattuck and Oxford; and

WHEREAS, four movies will be shown in the Bank of America parking lot on Saturday nights in August (August 6, 13, 20, 27) starting at approximately 8:30 pm. Movies will be projected onto a screen painted onto the west side of the UC printing plant building (future home of the Berkeley Art Museum and Pacific Film Archive); and

WHEREAS, the four movies will be selected through an online contest. The contest will not only get public input on the movie selection but will build publicity and participation in the event; and

WHEREAS, Center Street may likely be closed allowing for merchants on Center Street to set up café seating in the street and may allow for other programming including live music; and

WHEREAS, the Center Street Movie Nights series is an exciting opportunity to bring more people Downtown, to provide free and family friendly entertainment, and to highlight and support local businesses.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City of Berkeley hereby co-sponsors the Center Street Movie Night series and the Center Street Movie Night series has permission to use the City's name and logo in the event's promotional materials and signage naming the City of Berkeley as a co-sponsor solely for the purpose of the City indicating its policy endorsement of the event.

BE IT FURTHER RESOLVED that this co-sponsorship does not: (1) authorize financial support, whether in the form of fee waivers, a grant or provision of City services for free; (2) constitute the acceptance of any liability, management, or control on the part of the City for or over the Center Street Movie Night series; or (3) constitute regulatory approval of the Center Street Movie Night series.