Town Council Agenda
Request to Add Item Form

The deadline to submit a request for a discussion item to be added to a work session agenda is five (5) business days before the requested meeting date. Completing and submitting this form does not constitute direction to staff to perform any pre-work on the requested topic prior to the meeting. The purpose of adding an item to the agenda is to provide a description of the issue and background information to the Council body prior to discussing the item during a public work session.

Alternatively, Councilmembers may bring items up for discussion with the body during the Roundtable portion of a work session without first adding the item to a published agenda.

Submission Date:	**July 28, 2025**
Requested by:	**Cesar del Aguila**
Work Session Date Requested:	**8/6/2025**
Short Description of Issue or problem item addresses:	Review donation policy, process along with all events (pipeline) in flight for the next 18-months
Background Information:	The town appears to be losing opportunities to capture and promote events, so we need a review of active events' pipeline, process and policies.
Timing Impact:	Losing opportunities for town events diminishes our brand and does not promote Herndon as a regional destination.
Strategic Focus Area:	Focus Area 5: Thriving Community, Goal 3: Honor the diversity of the town, Objectives 3.1: Offer and support opportunities for artistic and cultural expression.
Possible Fiscal Impact/Cost	$60,000
Possible Legal Impact:	Unknown
Possible Staff Impact:	Unknown
Recommendation for Action / Suggested Next Steps:	Update policies and process to increase pipeline of events and success rate for event application that have been submitted.
Attachments:	Attachment included via email