



July 24, 2003

Dear Mike Nelson and Board of Aldermen,

***Familias del Pueblo Road Race*** requests a contribution from **Orange County** for the 2003. Last year's race was an enormous success with over 1,000 runners, walkers, volunteers and sponsors involved with \$15,000 raised for the Youth Leadership Development Program of El Pueblo and El Centro Latino. Go to [www.elpueblo.org/race](http://www.elpueblo.org/race) for pictures and sponsor benefits from the 2002 race.

We at El Centro Latino were dismayed to have La Fiesta move to Raleigh, but did want to keep the Road Race alive and in Orange County. We are aspiring to have the road race be the anchor event and in the future we will add other activities to it to make it the Orange County Latino Festival. For example, this year we will have 100 flags from many countries to enhance the tag line ***Many Culture, One Race***. We will again have an Opening Ceremonies where parents and children alike parade around the track with the flags to marching music.

We will also have live music playing throughout the morning. The children's activities will again include track races and several piñatas. Last year's favorite picture was a little Chinese child swinging away at the piñata!

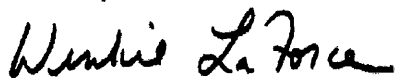
Again the proceeds will go to identify and support ***El Centro Latino***, a not-for-profit organization, located in Carrboro, committed to improving the quality of life for Latinos in and around Orange County, North Carolina. They provide social and educational services and opportunities. They accomplish this through dedicated staff, volunteers, members, and allied organizations. Proceeds will also help El Pueblo's ***Youth Leadership Development Program*** for emerging and established leaders between the ages of 13-25 who are committed to develop their knowledge, skills and experiences to become productive North Carolinians and effective advocates for their communities.

The Chapel Hill Carrboro City Schools will again act as a sponsor in that they will waive all fees for McDougale School. We are approaching the town of Carrboro for a contribution to help offset the police and public works' cost.

We are requesting **\$2,000** from the Town of Carrboro. If a decision could be made by July 28, then we can list you on our poster (2,000) and in the **88,000 inserts** that are being printed by The Herald Sun. There will be 10 other Ads where Orange County also will be listed in the months of August and September. You will also be listed on all volunteer and runner's T-shirts, which is an August 1<sup>st</sup> deadline.

Join us as we work together to bring an unique our slogan to life; "*Many Cultures, One Race!*"

Sincerely,



Fundraising Chair

### Race and Walk Overview

- A celebration of cultures
- Saturday September 20, 2003, McDougle School
- 10 K, 1 mile walk/run and children's track events

*Supported by the Cardinal Track Club of Carrboro*

### Sponsorship Opportunities

#### \$5,000

The following benefits are designated: (if decision made by printing deadlines)

- Logo on race numbers
- Logo on entry forms
- Two Banners at start /finish line
- Two Banners at Post Race Awards Ceremonies
- Company Name on all T-shirts (approximately 1,200)
- Company name on all Race Posters (approximately 5,000)
- Option to put promotional material in race packets
- Announcement of company name on PA system at the start and finish line and at the awards ceremony
- 5 complimentary race T-shirts
- 5 complimentary runners
- Permission to use Familias del Pueblo Road Race name in your own communications
- Company Name on Familias del Pueblo Road Race website
- Opportunity to present awards at awards ceremony and speak at the Opening Ceremonies

#### \$3,000

The following benefits are designated:

- Logo on entry forms
- One Banner at start and finish line  
One Banner at Post Race Awards Ceremonies
- Company Name on all T-shirts (approximately 1,500)
- Company name on all Race Posters (approximately 5,000)
- Announcement over PA of your company at the start and finish line and at the awards ceremony
- 3 complimentary race T-shirts

- 3 complimentary runners
- Permission to use Familias del Pueblo Road Race name in your own communications
- Company Name on Familias del Pueblo Road Race website

## \$1,000

The following benefits are designated:

- Name listed on two group Banners
- Company Name on all T-shirts (approximately 1,000)
- Company name on all Race Posters (approximately 5,000)
- 2 complimentary race T-shirts
- 2 complimentary runners
- Permission to use Familias del Pueblo Road Race name in your own communications

## Under \$1,000

Names listed on the Road Race website

Name list on the one group Banner

Checks should be made to: **Familias del Pueblo RR** and mailed to 858 Shadylawn Road, Chapel Hill, NC 27514, att: La Force.

This road race is a special event of El Pueblo, Inc. and El Centro Latino.  
Federal ID number is: 56-1934310

For more information contact Winkie La Force at 919-967-5056.

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Please detach and send to: Winkie La Force 858 Shady Lawn Road, Chapel Hill, NC 27514

Yes, our **company**, or **foundation** or **I**, as an individual, would like to sponsor Familias del Pueblo Road Race, an event of La Fiesta del Pueblo.

We (I) will commit (\$5,000, \$3,000 or \$1,000) CASH \_\_\_\_\_

We (I) will commit to under \$1,000 CASH and the amount is: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Company Phone Number: \_\_\_\_\_

Company Contact: \_\_\_\_\_

Contact's Email: \_\_\_\_\_

**ATTACHMENT B**

Alderman Spalt gave a report from on Schools and Land Use Council, the Capital Improvements Task Force, and the recent Board of Adjustment meeting regarding the Pine Street issue. Alderman Spalt stated that the County has agreed to fund the Carrboro recycling site.

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**FUNDING FOR FAMILIAS DEL PUEBLO ROAD RACE**

Mayor Nelson stated that the Town had received a request for funding from Familias del Pueblo Road Race in the amount of \$500 and requested that the Board consider funding this request.

MOTION WAS MADE BY ALLEN SPALT AND SECONDED BY JOAL HALL BROUN TO APPROVE A TRANSFER OF \$500.00 FROM THE CONTINGENCY FUND FOR THE FAMILIAS DEL PUEBLO ROAD RACE. VOTE: AFFIRMATIVE ALL

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**N.C. METROPOLITAN COALITION**

Alderman Zaffron asked that the Town staff check on whether the membership dues had to been paid to the N.C. Metropolitan Coalition.

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**DISCUSSION OF PINE STREET SITUATION**

The Board requested that the chairs of the Planning Board, Appearance Commission and Transportation Advisory Board be invited to attend the August 28<sup>th</sup> meeting for the Board's discussion of the Pine Street agenda item.

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MOTION WAS MADE BY ALEX ZAFFRON AND SECONDED BY JOAL HALL BROUN TO ADJOURN THE MEETING AT 10:30 P.M. VOTE: AFFIRMATIVE ALL

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Mayor

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Town Clerk

Section 7-22 Fees; Costs Incurred by Town

(a) A basic minimum fee sufficient to cover the cost of advertising the public hearing in accordance with subsection 7-19(b) and to provide the notification required by subsection 7-24(d) shall be paid by the applicant. The amount of this fee shall be based upon an estimate of the expenses that will actually be incurred to provide the required notices.

(b) In addition, if the town is requested to provide extra-ordinary services or equipment or the town administration otherwise determines that extraordinary services or equipment should be provided for reasons related to public health or safety, the Board shall take whatever action is necessary under the Local Government Budget and Fiscal Control Act to make available the necessary funds for the provision of such services or equipment.

(c) The Board may require the applicant to pay to the town a fee sufficient to reimburse the town for the costs of any extraordinary services or equipment provided.