



**STAFF REPORT  
HOLLISTER CITY COUNCIL  
MEETING DATE: May 19, 2025  
REPORT # City Manager-2025-29**

**AGENDA ITEM: A RESOLUTION APPROVING A MEMORANDUM OF UNDERSTANDING (MOU) BETWEEN THE CITY OF HOLLISTER AND HOLLISTER DOWNTOWN ASSOCIATION FOR FY 2025/26 FOR THE CALIFORNIA MAINSTREET PROGRAM IN DOWNTOWN HOLLISTER**

**DEPARTMENT:** City Manager

**DEPARTMENT HEAD:** David Mirrione, City Manager

**STAFF CONTACT:** David Mirrione, City Manager

**RECOMMENDED ACTION:** Adopt a resolution authorizing the City Manager to sign the Memorandum of Understanding (MOU) between the City of Hollister and Hollister Downtown Association for FY 2025/26.

**DISCUSSION:** The Hollister Downtown Association (the “Association”) is recognized as a 501(c)(6) non-profit organization. The Association’s Goals and Objectives are to enhance the economic viability of the Association by using financial assistance from the city pursuant to this Agreement to pay the living wages of essential staff in relation to the California Main Street Program in downtown Hollister. The Hollister Downtown Association will present 28 downtown events per year as part of its scope of work with the City of Hollister.

The Association organizes one-day annual events in downtown Hollister, including Lights on Parade, Street Festival & Car Show, Wine & Beer Stroll, Downtown Clean-up, and the Downtown Seasonal Certified Farmer’s Market - to include additional events listed on Page 1, Section 4 of the MOU. Having a one-year MOU affirms the existing partnership with the city and allows the organization to budget with more certainty.

The Association agrees to pursue a variety of approaches to augment funding for its operations through membership dues and fees, obtaining sponsorships of Association events, programs, and grants. Additionally, this MOU includes a provision that the Association will operate the biergarten at the 2025 Hollister Independence Rally. The MOU requires that the Association assist the city with communication and requires annual event reporting by having the Chief Executive Officer of the Association agree to meet at least monthly with the City Manager, provide four quarterly reports, and provide an annual report to the City Council on or before June 30<sup>th</sup>, 2026.

**FISCAL IMPACT:** An appropriation of \$110,000 from Fund 101 (General Fund) to be included in the FY2025-26 budget. \$20,000 of the appropriation is to be used to pay for various City fees associated with the events specified in the MOU.

**PREVIOUS COUNCIL OR COMMISSION ACTION:** An appropriation of \$110,000 from Fund 101 (General Fund) was approved in the FY2024-25 budget.

**CEQA:** N/A

**ATTACHMENTS:**

1. Resolution
2. Hollister Downtown Association – Memorandum of Understanding
3. Hollister Downtown Association – Annual Report FY 2024/25