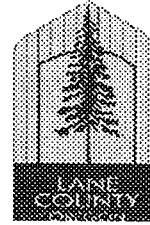


W. S. C.
04-3-10-3

AGENDA COVER MEMO

AGENDA DATE: March 10, 2004
TO: Board of County Commissioners
DEPARTMENT: Health & Human Services
PRESENTED BY: Mike Meyer



AGENDA TITLE: IN THE MATTER OF PROCLAIMING MARCH 17, 2004 AS
LANE COUNTY ALCOHOL -FREE. PATRICK'S DAY

I. MOTION

TO PROCLAIM MARCH 17, 2004 AS LANE COUNTY ALCOHOL-FREE ST.
PATRICK'S DAY

II. ISSUE OR PROBLEM

Celebrating St. Patrick's Day and honoring Irish heritage does not require drinking alcohol; yet St. Patrick's Day has become synonymous with drinking green beer. There is a rich precedent for non-alcohol celebrations in Lane County.

III. DISCUSSION

A. Background / Analysis

Alcohol has become such an ingrained part of St. Patrick's Day in Lane County that even people who claim Irish heritage, (more than 10 % of Lane County residents), are often quick to attribute green beer and other Irish related alcohol to Irish heritage with little to no idea of what truly comprises Irish culture. Creating a precedent for a non-alcohol gathering would demonstrate that positive community expression in Lane County does not need to automatically include alcohol.

'First Night' was founded in Boston in 1976 to stage community New Year celebrations featuring visual and performing arts in a non-alcoholic environment. Families are encouraged to participate through activities for children and adults. "First Night" has addressed drunk driving problems in communities and has provided a safe atmosphere for New Year's eve revelry.

The First Annual Eugene Irish Cultural Festival, an alcohol-free, family-focused event, has partnered with numerous community organizations, including Lane County

County Health & Human Services, City of Eugene, Eugene Community Partnership, media, and local businesses. The festival relies on community spirit, ethnic heritage, and appreciation of the arts. The festival is intended to begin discussion and awareness of healthy celebrations of Irish traditions. The festival will be an Irish cultural celebration without alcohol. Family entertainment and education will come together in downtown Eugene on March 13-14, 2004, (the weekend before St. Patrick's Day), with crafts, music, Irish dancing, children's activities, educational materials and costume contests.

The goal of **Lane County Irish Heritage St. Patrick's Day** and the festival is to shift the holiday focus away from alcohol and to begin an annual tradition of families celebrating Irish culture.

B. Alternatives / Options

1. To declare March 17, 2004 as Lane County Irish Heritage St. Patrick's Day.
2. Not to declare March 17, 2004 as Lane County Irish Heritage St. Patrick's Day.

C. Recommendation

To approve number one above.

D. Timing

Upon Board approval, March 17, 2004 will be designated as Lane County Irish Heritage St. Patrick's Day.

IV. IMPLEMENTATION

Upon approval by the Board, implementation will be completed as stated above in Timing.

V. ATTACHMENT

Board Order

THE BOARD OF COUNTY COMMISSIONERS, LANE COUNTY, OREGON

RESOLUTION:) IN THE MATTER OF PROCLAIMING MARCH 17, 2004 AS LANE
) COUNTY IRISH HERITAGE DAY AND ENCOURAGE ALCOHOL-
) FREE CELEBRATION OF ST. PATRICK'S DAY

WHEREAS, years of advertised St. Patrick's Day celebrations in Lane County have promoted alcohol without celebrating the Irish culture; and

WHEREAS, the community norm has associated the holiday with bars that are not related to the origins of St. Patrick's Day; and

WHEREAS, celebrating St. Patrick's Day and honoring Irish heritage does not require drinking alcohol; and

WHEREAS, Lane County is sponsoring The First Annual Eugene Irish Cultural Festival, without alcohol, to shift the holiday focus away from alcohol and toward celebrating the positive aspects of Irish culture.


NOW THEREFORE, IT IS HEREBY RESOLVED AND ORDERED, that the Lane County Board of County Commissioners proclaim March 17, 2004 as **Lane County Irish Heritage St. Patrick's Day** and encourage citizens to support the First Annual Eugene Irish Cultural Festival, an alcohol free event.

DATED this _____ of March 2004

Bobby Green Sr., Chair
Lane County Board of Commissioners

APPROVED AS TO FORM

Date 3/2/04 Lane County


OFFICE OF LEGAL COUNSEL