

MEETING DATE: December 10, 2007

AGENDA ITEM: Discussion and Consideration of a Recommendation by the Parks and Recreation Commission Regarding the Selection Process for the Parks and Recreation Master Plan Focus Groups.

ATTACHMENTS

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| 1. October 15, 2007, Item J-1: <i>A Joint Meeting of the City Council with the Parks and Recreation Commission to discuss various items related to Parks, Recreation, and Community Services, including (but not limited to) the ongoing Parks Master Planning Process (including the discussion/approval of the selection process for the Parks Master Plan Focus Groups).</i> | 1-5 |

City of Culver City, California
Joint Meeting of the City Council and the Parks and Recreation Commission
Agenda Item Report

Meeting Date: 10/15/07		Item Number: <u>J-1</u>	
AGENDA ITEM: A Joint Meeting of the City Council with the Parks and Recreation Commission to discuss various items related to Parks, Recreation, and Community Services, including (but not limited to) the ongoing Parks Master Planning Process, including the discussion and approval of the selection process for the Parks Master Plan Focus Groups.			
Contact Person/Dept.: Martin Cole, Assistant City Manager / William La Pointe, PRCS Director		Phone Number: (310) 253-6007 / (310) 253-6655	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Master Notification List (10/10/07).			
Department Approval: Bill La Pointe (10/10/07)		City Attorney Approval: Carol Schwab (10/10/07)	
Fiscal Impact Approval: Marlee Chang (10/10/07)		City Manager Approval: Jerry B. Fulwood (10/10/07)	
<u>RECOMMENDATION:</u> CITY COUNCIL - Conduct joint meeting with the Parks and Recreation Commission regarding items of mutual interest relating to Parks, Recreation and Community Services, including, but not limited to, the ongoing Parks Master Planning Process (including the discussion and approval of the selection process for the Parks Master Plan Focus Groups) and direct the Commission and Staff to bring items back to either the Commission and/or Council if deemed appropriate. COMMISSION – Participate in a joint meeting with the City Council to discuss various items related to Parks, Recreation, and Community Services, including (but not limited to) the ongoing Parks Master Planning Process (including the discussion/approval of the selection process for the Parks Master Plan Focus Groups) and make recommendations to the Council if deemed appropriate. <u>BACKGROUND/DISCUSSION:</u> On March 6, 2007, the City of Culver City entered into a professional services agreement with Moore, Iacofano, Goltsman, Inc. (MIG, Inc.) for consulting services for the Parks and Recreation Master Plan. At the April 3, 2007 Parks and Recreation Commission meeting, an "MIG Meet and Greet" was held. In addition to the Parks and Recreation Commission, the City Council and Planning Commission were also invited. Immediately following this opportunity to informally meet with the consultant team, representatives of MIG, Inc. gave a general overview of the Master			

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Plan process, including what has been accomplished to date and a timeline of future events.

One very important accomplishment has been the development of a suggested deferred maintenance program for Culver City parks and recreation facilities. Information provided by City staff and MIG on deferred maintenance needs was used during the City's recent 2007-08/2008-09 budget process

Another anticipated milestone during the Parks and Recreation Master Plan process is the community telephone survey. The purpose of the telephone survey is to gather information from the public that will inform the planning process. General information regarding the benefits of telephone surveys was emailed to Commissioners on July 11, 2007. After review by the Master Plan Subcommittee, the survey instrument will be finalized and the survey will begin.

A Master Plan Subcommittee meeting of the Parks and Recreation Commission was held on August 9, 2007. Chair Cooper, Commissioner Daly Redholtz and PRCS Director Bill La Pointe attended the meeting. The Subcommittee discussed the process and potential candidates for the two, 20-person focus groups and a possible schedule for the three upcoming community meetings.

There have been many discussions about the process and formation of the two (2) Focus Groups, and, as part of this report, staff suggests that the City Council and the Parks and Recreation Commission discuss the selection of Focus Group participants and any other aspects of the Master Plan process that may arise.

FISCAL ANALYSIS:

There are no additional costs associated with this agenda item. However, at the time appointments are made

ATTACHMENTS:

1. Partial List of Possible Organizations to Consider for Parks and Recreation Master Plan Focus Group Representation.

MOTION:

CITY COUNCIL –
That the Council hereby

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1) approves the following process for the Parks Master Plan Focus Group :

Option A

Option B (Options will be discussed at the joint meeting)

2) Direct staff to bring back items either to the City Council for consideration or to the PRCS Commission, as deemed appropriate.

COMMISSION

That the Commission:

1) recommends to the City Council approval of the following process for the Parks Master Plan Focus Group:

Option A

Option B (Options will be discussed at the joint meeting)

2) recommend to the City Council that certain items be brought back to the Council or the Commission as deemed appropriate.

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ATTACHMENTS

1. Possible organizations for Focus Groups

Pages

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Partial List of Possible Organizations to Consider for
Parks and Recreation Master Plan FOUCS GROUP Representation

- Audubon Society
- AYSO
- Baldwin Hills Conservancy
- CC Great Parks
- CC Little League
- CC National Little League
- CCUSD
- Chamber of Commerce
- County Representative(s)
- Cultural Affairs Commission
- Culver City Education Foundation
- Disability Advisory Committee
- Downtown Business Associations
- Friends of the library
- Interfaith Alliances
- Local Real Estate Association
- Parks & Recreation Commission
- Planning Commission
- Senior Advisory Board
- Sierra Club
- Various Civic Organizations (i.e. Exchange Club, Rotary, Lions, etc.)
- Various Neighborhood and Homeowner Associations
- Veterans Advisory Committee
- YMCA
- Youth In Government (YMCA)
- Youth/Teens Council (City)