

**City of Culver City, California
Agenda Item Report**

Meeting Date: 08/17/09		Item Number: <u>J-1</u>	
JOINT CITY COUNCIL/REDEVELOPMENT AGENCY BOARD AGENDA ITEM: Approval of a Memorandum of Understanding between and among the City, the Culver City Redevelopment Agency and the Culver City Downtown Business Association (DBA) Regarding the Parties Cooperation in Community Events and the General Economic Development of the City.			
Contact Person/Dept.: Glenn Heald Community Development		Phone Number: 310-253-5752	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: (Phone) Culver City Downtown Business Association (07/27/09); (E-Mail) Meetings and Agendas – City Council (08/12/09), (E-Mail) Meetings and Agendas - Redevelopment Agency (08/12/09).			
Department Approval: Sol Blumenfeld (08/10/09)		City Attorney Approval: Carol Schwab (by H. Baker) (08/12/09) Agency General Counsel Approval: Murray Kane (08/10/09)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (08/12/09)		City Manager/Executive Director Approval: Mark Scott (08/12/09)	
<u>RECOMMENDATION:</u> Staff recommends the City Council and the Redevelopment Agency Board (Board) approve a Memorandum of Understanding (MOU) between and among the City, the Redevelopment Agency, and the Culver City Downtown Business Association (DBA) for the purpose of defining the DBA's organizational relationship with the City and the Agency; and delineating the functions, duties and responsibilities of the Parties with respect to their partnership in community events and the general economic development of the City. <u>BACKGROUND:</u> The City and the Agency have a significant and long-standing interest in enhancing the City's economy and business environment by attracting business and investment to the community. In cooperation with the DBA, the City and Agency have expended and continue to expend significant resources toward events and projects that serve to benefit the community and the economic development of the City. In addition, the services provided by the DBA assist, and are directly related to, the implementation of the Redevelopment Plan for the Culver City Redevelopment Project Area.			

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For the past several years the City and Agency have sponsored and supported the DBA's annual holiday tree lighting event in Downtown Culver City, which has benefited the community and the economic development of the City. . The purpose of the proposed MOU is to carry out these objectives and allow for further opportunities for additional events and projects.

DISCUSSION:

On February 19, 2008, the City Council approved Resolution 2008-R011 adopting Policy 2008-01 (Attachment 2) relating to Community Organizations (the "Policy") and establishing objective criteria by which the City's relationship with various organizations is defined. At the time of the adoption of the Policy, City Council directed staff to begin negotiations with various organizations, with which the City and/or Agency work closely to organize civic events and/or activities sponsored by the City or Agency, for the purpose of entering into MOUs. In accordance with the intent of the Policy, the MOUs should set forth the relationship between the parties and identify each party's respective duties and responsibilities with regard to such events and/or activities. Per Council's direction, staff has negotiated the proposed MOU with the DBA for Council and Agency consideration.

The DBA's annual holiday tree lighting event has been traditionally designated as a City- and Agency-sponsored event. The sponsorship of this event has been determined on an individual basis each year. Council's stated purpose in approving Policy 2008-01 was to provide a mechanism by which staff and authorized community organizations may plan and stage events, waive predetermined fees, and/or utilize staff time with City and Agency approval through contractually specified standards and terms. Although the DBA currently conducts certain City- and/or Agency-sponsored events, the organization itself currently does not fall into the category of a Cooperative Community Group (Category 2), pursuant to the provisions of the Policy, for lack of an MOU.

To this end, the proposed MOU has been prepared, which designates the annual holiday tree lighting event as a City- and Agency-sponsored event and sets forth the respective duties and responsibilities of the parties in the production of this event.

Additional events may be added from time to time through amendment of the MOU as authorized by the City Council and Agency. For each of these events, 18 hours of City and/or Agency staff time will be allocated for the planning, preparation and/or promotion of the events. Such staff time represents the City's and/or Agency's financial contribution of at least \$1,000, thus qualifying the events as City- and/or Agency-sponsored. The DBA will be responsible for all hard costs for the subject events, but will be eligible for fee waivers available to Cooperative Community Groups as defined by the Policy. In addition, these events will be eligible for the placement of banners in the City's three banner locations to advertise the events.

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FISCAL ANALYSIS:

The proposed MOU with the DBA will help provide consistency and clearly define the level of participation and related costs borne by the City and Agency. Staff time of up to 18 hours per event for planning and promotional assistance equates to approximately \$1,000 of in-kind staff cost (using total cost for a Management Analyst position, including salary and benefits). Waiver of banner fees and installation costs, if requested, would total \$237 and approximately \$464, respectively (using 2008-09 costs).

The event(s) covered by the proposed MOU serve to supplement the City's and Agency's own economic development and public safety, health, and welfare efforts. By participating in this MOU, the City and Agency are effectively sharing costs with the Culver City Downtown Business Association to provide services that the City and Agency may not have the funds or staff resources to otherwise provide.

ATTACHMENTS:

1. Proposed MOU
2. Resolution 2008-R011, including Policy 2008-01.

MOTION:

That the City Council:

1. Approve the Memorandum of Understanding Between and Among the City of Culver City, the Culver City Redevelopment Agency and the Culver City Downtown Business Association regarding the parties cooperation in community events, projects and the general economic development of the City.
2. Authorize the City Attorney to review/prepare the necessary documents; and,
3. Authorize the City Manager to execute such documents on behalf of the City.

That the Redevelopment Agency Board:

1. Approve the Memorandum of Understanding Between and Among the City of Culver City, the Culver City Redevelopment Agency and the Culver City Downtown Business Association regarding the parties cooperation in community events, projects and the general economic development of the City.

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2. Authorize the Agency General Counsel to review/prepare the necessary documents; and,
3. Authorize the Executive Director to execute such documents on behalf of the Agency.