

MEETING DATE 11/07/05

AGENDA ITEM Consideration of Community Activities in Celebration of Martin Luther King Day

ATTACHMENTS

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ATTACHMENT 1

January 12, 2004

Item K

Items Presented by Christopher Armenta, City Clerk

- Announcements regarding the General Municipal Election to be held on April 13, 2004

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* Items Presented by Jerry Fulwood, Chief Administrative Officer

- Discussed Governor Schwarzenegger's proposed State budget and the annual fiscal impacts to the City's General Fund and to the Redevelopment Agency The City Controller will be providing an analysis to the City Council

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Item L

Items Presented by Councilmember Silbiger

- Discussed celebrations planned by the City and other Westside cities to commemorate the Martin Luther King, Jr holiday
- Council/School Board Liaison meeting to be held on January 20, 2004

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City of Culver City, California
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ATTACHMENT 2

Meeting Date 04/11/05

Item Number A-8

AGENDA ITEM Discussion of Community Activities in Celebration of Martin Luther King Jr Day

Contact Person/Dept Marty Nicholson

Phone Number (310) 253-6662

Fiscal Impact Yes ☒ No ☐

General Fund Yes ☒ No ☐

Public Hearing ☐

Action Item ☒

Attachments ☒

Public Notification Parks and Recreation Commission 4/7/05, Culver City Unified School District 4/7/05, Master Notification List 4/6/05

Department Approval
Don Rogers 3/28/05

CAO Approval
Jerry Fulwood 4/6/05

City Controller Approval
Jim Lavery 4/5/05

RECOMMENDATION

That the City Council discuss and provide further direction to staff

BACKGROUND

Each year the Parks, Recreation and Community Services Department, Recreation Division, celebrates Martin Luther King, Jr Day (MLK Day) by hosting a special event For several years all of the park sites with Recreation Leaders scheduled would host a banner making activity in honor of Dr King and the banners were presented to the Parks and Recreation Commission at the February Commission meeting

At the January 12, 2004 Council meeting, Councilmember Silbiger requested the City consider expanding community involvement in the event in 2005 by offering additional activities during the MLK Day holiday Attachment 1 provides a copy of the minutes in which Councilmember Silbiger's comments were referenced

The 2004 MLK Day celebration held at five park sites offered speeches, story telling, quilt making and a free lunch in order to encourage more participation Attendance at the five park sites totaled 50 participants

DISCUSSION

For the January 17, 2005 MLK Day, staff met with the Parks and Recreation Commission's MLK Day Subcommittee to plan the event and a birthday party theme

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was decided It was determined that providing one site for the event might get more people to become involved and allow staff to provide a higher quality program with the limited resources allocated

Information about MLK Day provided in this report includes 1) planning and publicity 2) actual program 3) evaluation and 4) recommendations

Planning and Publicity

The Teen Center was selected as the facility most accessible to the public and would meet the needs of an anticipated larger crowd Publicity provided for the event included

- 1 Posters placed at park sites
- 2 7,515 flyers at the schools, Attachment 2
- 3 Crawlers at the City Council meetings, Attachment 3
- 4 Half page color add in Culver City Living, Attachment 4
- 5 Article in the Culver City News, Attachment 5
- 6 Staff announced event at City Council meetings

Actual Program

The activities offered to participants on January 17, 2005 in celebration of the 2005 MLK Day event included

- 1 Poetry Reading
- 2 Excerpts from Dr King's speeches
- 3 Movie presentation which included clips from Dr King's life
- 4 Free lunch
- 5 Two Art projects
 - a) Mosaic mural of Dr King
 - b) "Helping Hands Across the City" banner

The art projects were presented to City Council at the January 24 2005 Council meeting Lunch provided included pizza, sandwiches, sodas and cake Attachment 6 is a copy of the program along with pictures taken the day of the event

Evaluation

Attendance at the MLK Day celebration was 50 participants including children and adults Fifty participants represent 13% of the City's population Staff conducted one on one interviews with participants to evaluate the event Staff recorded the following comments

- 1 Participants desiring to actively celebrate MLK Day would be more likely to attend the City of Los Angeles' parade because of its close proximity to Culver

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City and much larger recognition with celebrities in attendance The City of Los Angeles estimated attendance was 10,000 people or 27% of their population The City of Los Angeles was disappointed in the low attendance for their event

- 2 Many businesses do not celebrate the MLK Day holiday by closing and therefore workers are required to work on the MLK Day
- 3 People who do have the MLK Day holiday off are more likely to plan family gatherings at home or go away for the weekend similar to how many of the other holidays that generate a three-day weekend are celebrated

Recommendations

In reviewing the MLK Day event there are several different options the City Council may consider for future MLK Day events Those options are

- 1 Keep the event similar to the January 17, 2005 event, or
- 2 Expand the event by budgeting additional dollars in an effort to encourage more participation in the future, or
- 3 Provide bus transportation to the Los Angeles MLK Day Parade for residents interested in attending that event, or
- 4 Other event activities as determined by the City Council

FISCAL ANALYSIS

The MLK Day event was included in the Fiscal Year 2004-05 adopted budget at \$500 Actual expenditures, including planning time by the Recreation Supervisor, totaled \$1,729 08 Expenditures minus the Recreation Supervisor's labor costs totaled \$849 50

ATTACHMENTS

- 1 January 12, 2004 City Council meeting minutes
- 2 MLK Day Flyer
- 3 Email requesting the City Council crawler
- 4 Copy of Winter Edition of Culver City Living MLK Day ad
- 5 MLK Day News article in Culver City News
- 6 MLK Day program and pictures

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MOTION

That the City Council

Discuss the Martin Luther King Day and provide further direction to staff
Alternatives include

- 1 Continue to provide the same level of service as in past years, or
- 2 Increase funding of the event in an effort to encourage more participation, or
- 3 Provide bus transportation to the Los Angeles MLK Day Parade, or
- 4 Provide staff with alternative direction

ATTACHMENT 3

April 11, 2005

Item A 8

Discussion of Community Activities in Celebration of Martin Luther King Jr Day

Marty Nicholson, Recreation Director, gave the staff report

Christopher Armenta, City Clerk, read written comments submitted by

Saundra Davis
Tom Camarella
Mary Ann Greene

Following discussion, the following motion was voted on

MOVED BY COUNCILMEMBER SILBIGER, SECONDED BY COUNCILMEMBER VERA AND UNANIMOUSLY CARRIED, THAT THE CITY COUNCIL APPOINT TWO COUNCILMEMBERS TO WORK IN CONCERT WITH STAFF, CITY ORGANIZATIONS AND INDIVIDUALS TO SEE WHAT TYPE OF MARTIN LUTHER KING DAY CELEBRATION THE CITY WOULD WANT TO HOLD

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Public Comment for Items Not On the Agenda (Continued)

Mayor Rose invited public participation

There was no response

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April 25, 2005

**Appointment of Two Councilmembers to the Ad Hoc
Labor-Management Subcommittee**

THAT THE CITY COUNCIL APPOINT COUNCILMEMBER CORLIN AND
COUNCILMEMBER ROSE TO THE AD HOC LABOR-MANAGEMENT
SUBCOMMITTEE

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**Appointment of Two Councilmembers to the Ad Hoc Martin
Luther King Day Activities Subcommittee**

THAT THE CITY COUNCIL APPOINT COUNCILMEMBER SILBIGER AND
MAYOR VERA TO THE AD HOC MARTIN LUTHER KING DAY ACTIVITIES
SUBCOMMITTEE

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**Appointment of Two Councilmembers to the Ad Hoc Pool Locker
Room Subcommittee**

THAT THE CITY COUNCIL APPOINT COUNCILMEMBER GROSS AND
COUNCILMEMBER ROSE TO SERVE ON THE AD HOC POOL LOCKER ROOM
SUBCOMMITTEE

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**Appointment of Two Councilmembers to the Ad Hoc Teen Center
Subcommittee**

THAT THE CITY COUNCIL APPOINT COUNCILMEMBER CORLIN AND
COUNCILMEMBER GROSS TO SERVE ON THE TEEN CENTER
SUBCOMMITTEE

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STANDING COMMITTEES

**Appointment of Two Councilmembers to the Joint
Council/Agency Audit and Financial Planning Committee**

THAT THE CITY COUNCIL APPOINT COUNCILMEMBER ROSE AND
COUNCILMEMBER SILBIGER TO THE JOINT COUNCIL/AGENCY AUDIT
AND FINANCIAL PLANNING COMMITTEE