

These Minutes are not Official until
Approved by the Culver City Redevelopment Agency

CULVER CITY REDEVELOPMENT AGENCY

MINUTES

February 20, 2007

Call to Order

The meeting of the Culver City Redevelopment Agency was called to order at 6:00 p.m. with five members present and immediately recessed to closed session.

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CS-1

Conference with Real Property Negotiators

Re: 8801-8993 Washington Boulevard, 8824 National Boulevard, 8828 National Boulevard, 8830 National Boulevard, 8836-8838 National Boulevard, 8840 National Boulevard, 8842 National Boulevard, 8827 Exposition Boulevard, 8829 Exposition Boulevard, 8831 Exposition Boulevard, 8839 Exposition Boulevard, 8841 Exposition Boulevard, 8843 Exposition Boulevard and 8846 Venice Boulevard.

Agency Negotiator:

Todd Tipton, Interim Assistant Executive Director and
Murray Kane, Agency General Counsel

Other Parties Negotiators:

Urban Partners, LLC

Under Negotiation: Price, Terms of Payment or Both,
including use restrictions, development obligations and other
monetary related considerations

Pursuant to Government Code Section 54956.8

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CS-2

Conference with Real Property Negotiators

Re: 12343/12337 Washington Boulevard

Agency Negotiator:

Todd Tipton, Interim Assistant Executive Director and
Murray Kane, Agency General Counsel

Other Parties Negotiators:

The Olson Company

Under Negotiation: Price, Terms of Payment or Both,
including use restrictions, development obligations and other
monetary related considerations

Pursuant to Government Code Section 54956.8

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CS-3

Conference with Legal Counsel – Existing Litigation
Re: Culver City Redevelopment Agency vs. SJ Woo, LLC, a
limited liability company et al.
Case No. Los Angeles Superior Court No. BC348488
Pursuant to Government Code Section 54956.9(a)

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CS-4

Conference with Legal Counsel – Existing Litigation
Re: Culver City Redevelopment Agency vs. Vorgeack
Case No. BC 354868

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Reconvene

Chair Rose reconvened the meeting at 7:06 p.m.

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**Invocation/Pledge of
Allegiance**

The invocation was led by Executive Director, Jerry Fulwood
and the Pledge of Allegiance was led by Dr. Luther
Henderson.

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Roll Call

Members Present: Steven Rose, Agency Chair
Scott Malsin, Agency Vice Chair
Alan Corlin
Gary Silbiger
Carol Gross

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Staff Present

Jerry Fulwood, Chief Executive Director; Murray Kane,
Agency Legal Counsel; Todd Tipton, Interim Assistant
Executive Director, Alice Prasad, Agency Secretary, Tevis
Barnes, Housing Administrator and Marna Johnson, Housing
Assistant.

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Report on Closed

No action was taken in closed session.

Session

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Public Comment - Non-Agendized Items

None.

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Public Comment for Items Not on the Agenda

None.

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C-1 Secretary's Report

Moved by Ms., Gross, seconded by Mr. Silbiger and unanimously passed to receive and file the Secretary's Report.

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C-2 Cash Disbursements

Moved by Ms. Gross, seconded by Mr. Silbiger and unanimously passed to approve cash disbursements from January 27, 2007 through February 2, 2007.

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C-3 Minutes of February 5, 2007

Moved by Ms. Gross, seconded by Mr. Silbiger and unanimously passed to approve the minutes of February 5, 2007.

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Action Items:

A-1 Authorization to Enter into an Agreement with Big Imagination Group for the Creation of a Housing Marketing and Outreach Campaign for the Culver City Housing Division

Marna Johnson, Housing Assistant presented a brief summary of the material of record.

Dr. Janet Hoult expressed appreciation for being part of the Landlord Tenant Mediation Board (LTMB) and she suggested better marketing for the hard work of the Housing Division and for the Landlord Tenant Mediation Board.

Ms. Gross questioned what staff was trying to accomplish other than attracting landlords for the rental assistance program and what would indicate accomplishment of their goals.

Interim Assistant Executive Director Tipton stated that providing more affordable housing in the community would indicate success and he noted much misconception about affordable housing.

Ms. Gross expressed doubt that this was the proper route and she questioned the difference in costs between the vendors.

Interim Assistant Executive Director Tipton reported that as a result of positive past experience with Big Imagination, staff they would be effective at getting the word out to the community about affordable housing.

Chief Executive Director Fulwood observed negative perceptions within the community among multi-family unit owners in terms of affordable housing and he suggested that a better understanding of the program could encourage more units to be made available by making the program something they want to participate in.

Mr. Silbiger acknowledged that Big Imagination is a Culver City based business but questioned whether their employees live in the community. He asked for clarification on the difference in Big Imagination and the other bidders.

Housing Administrator Barnes indicated that Big Imagination was chosen because staff felt that they truly understood what the City was trying to accomplish. She added that staff had agreed to perform some of the functions in order to reduce the bid to \$33,000 and make it comparable to bids submitted by other vendors. She reported that the company has previous work experience with affordable housing on the west side which enables them to accurately understand the need and difficulty of marketing this to the community. She noted that they also had personal and professional experience with the Section 8 program.

Mr. Maslin felt better materials were needed to market the programs and he expressed support for Big Imagination in handling such an important issue. He noted that the rules limit the City's options for the ways funding can be used, and also prevent them from creating better incentives. He cited an article in the Sunday Los Angeles Times which reported a sharp decline in the number of homes financed by FHA loans, because of restrictions that prevent people from qualifying. He added that rental prices in Culver City make it is almost impossible to make use of the Section 8 housing without losing money and he felt that any outreach is valuable as they need to find a way to use the resources they have available to help people.

Ms. Gross reported a perception that Culver City does nothing for affordable housing but in reality the City does much of the same things as Santa Monica.

Mr. Corlin and Chair Rose expressed support for Big Imagination.

Moved by Mr. Malsin and seconded by Ms. Gross that the Culver City Redevelopment Agency authorize staff to execute a contract with: 1). Big Imagination Group for the Creation of a Housing Marketing and Outreach Campaign for the Culver City Housing Division; 2). Authorize the Executive Director of the Redevelopment Agency to execute the agreement on behalf of the Redevelopment Agency; and 3). Authorize the appropriation of funds in an amount not to exceed \$60,000 from account 55497100.619800 "Other Contractual Services." A voice vote reflected unanimous approval.

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**Staff Reports,
Announcements,
Receipt of
Correspondence and
Requests for Future
Agenda Items**

Moved by Ms. Gross and seconded by Mr. Corlin to receive and file correspondence.

Ms. Gross asked that the City Council consider closing City Hall on President's Day.

Chief Executive Director Fulwood stated that five floating holidays were given to employees as a negotiated item so they would work on President's Day and he expressed concern about pulling that out of the meet and confers process.

Mr. Corlin suggested the item go back to the negotiating subcommittee for them to handle.

Responding to Mr. Silbiger, Housing Administrator Barnes explained that Dr. Hoult had an example of materials available for the LTMB, but they did not really capture what they do in terms of presentation. She explained that staff did not feel the LTMB or any of the housing programs had been properly marketed; it would be addressed when all of the programs and brochures are revisited.

Mr. Malsin reported a light out on the Culver Theatre sign. He expressed concern about several properties in terrible condition and he was eager to have the ability for more aggressive code enforcement.

Chief Executive Director Fulwood indicated that staff was working on code enforcement and would bring recommendations to the City Council to enhance that program shortly.

Ms. Gross asked that staff examine the way graffiti abatement is handled to better coordinate between the many departments that work on the issue.

Chief Executive Director Fulwood agreed to convey that to Public Works Director Herbertson who has developed a program that he will present to the City Council soon.

Chair Rose reiterated that the question of whether President's Day is a holiday in the City needed to be looked at as parking enforcement was working that day and that may have caused confusion with residents who thought it was a holiday and there was no need to feed the meters.

Chair Rose announced that on February 27 the Redevelopment Agency would present The Art of... Wine Making at Bottle Rock. He also noted that the Agency Concert in the Chambers Series would begin on March 9 at 7:00 p.m.

Mr. Silbiger distributed materials about Big Sunday which is an event put on by the City Los Angeles on the last Sunday in April to celebrate the city's volunteers. He asked that an item be agenized for a Council meeting to consider whether Culver City should have its own volunteer day.

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Adjournment

There being no further business, it was moved by Ms. Gross, seconded by Mr. Malsin and unanimously passed to adjourn the meeting at 7:42 p.m., to the next regular meeting on Tuesday, March 5, 2007, at 7:00 p.m. in the Mike Balkman Council Chambers.

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ALICE PRASAD
Recording Secretary

STEVEN ROSE, Chairperson
Redevelopment Agency