

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

Meeting Date: <u>07/02/13</u>		Item Number: <u>A-4</u>	
PRCS COMMISSION AGENDA ITEM: Update from the Parks, Recreation and Community Services Commission Sponsorship/Financial Support Ad Hoc Subcommittee Regarding Plans to Request that the City Council Establish a PRCS Commission Revenue and Community Partnership Subcommittee.			
Contact Person/Dept.: Dan Hernandez, PRCS Director		Phone Number: (310) 253-6655	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☐	
Public Hearing: ☐		Action Item: ☒	Attachments: ☒
Public Notification: (Email) Meetings and Agendas – Parks, Recreation and Community Services Commission (06/27/13).			
Department Approval: Dan Hernandez(06/25/13)		City Attorney Approval: N/A	
Chief Financial Officer Approval: N/A		City Manager Approval: N/A	
<u>RECOMMENDATION:</u> Staff recommends that the Parks, Recreation and Community Services (PRCS) Commission hear an update from the members of the Parks, Recreation and Community Services Commission Sponsorship/Financial Support Ad Hoc Subcommittee regarding plans to request that the City Council establish a PRCS Commission Revenue and Community Partnership Subcommittee, make comments, if any, and receive and file the report. <u>BACKGROUND:</u> At the June 13, 2013 PRCS Commission meeting, the members of the Sponsorship/Financial Support Ad Hoc Subcommittee, Chair Stuart and Commissioner Yanda, updated the Commission regarding plans to request that the City Council establish a PRCS Commission Revenue and Community Partnership Subcommittee. As part of the report, a draft letter from the Commission to the City Council regarding this issue was presented to the Commission (Attachment). After some discussion, a consensus was reached that this item should also be agendaized for the July 2, 2013 meeting. Staff has prepared this report to give the Commissioners an opportunity hear an update from the members of the PRCS Commission Sponsorship/Financial Support Ad Hoc Subcommittee, make comments, if any, and receive and file the report. <u>DISCUSSION:</u> The Sponsorship/Financial Support Ad Hoc Subcommittee was established on May 7, 2013. The Ad Hoc Subcommittee was formed to develop a plan and a proposal to the City Council for the establishment a standing PRCS Commission Subcommittee			

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(and/or, potentially, another type of stand-alone body) to discuss and develop a strategy moving forward on fundraising, tying in Economic Development, partnerships and programming. The Ad Hoc Subcommittee is calling this proposed official standing Subcommittee the “Revenue and Community Partnership Subcommittee.”

At the June 13, 2013 Commission meeting, it was stated that the Revenue and Community Partnership Subcommittee proposed by the Sponsorship/Fiscal Support Ad Hoc Subcommittee would have the mission of exploring, researching and figuring out ways to raise additional revenue for the Parks, Recreation and Community Services Department through donations, grants and partnerships with businesses and foundations. The Subcommittee would conduct a feasibility study, including information gathered during Public Hearings, which would recommend to the City Council ways to improve our Parks infrastructure and programs. Recommendations would be tied to the City’s overall economic plan and a cost/benefit analysis would show that there will be a return on any investment that the City makes to form/support the Revenue and Community Partnership Subcommittee and its plans.

Please refer to the Attachment for further details regarding the proposed Subcommittee.

FISCAL ANALYSIS:

There is no fiscal impact associated with the discussion of this Agenda Item.

ATTACHMENT:

Draft Letter to Councilmembers from PRCS Commission Regarding Establishing a Revenue and Community Partnership Subcommittee

MOTIONS:

That the Parks, Recreation and Community Services Commission:

1. Hear updates from the members of the Parks, Recreation and Community Services Commission Sponsorship/Financial Support Ad Hoc Subcommittee regarding plans to request that the City Council establish a PRCS Commission Revenue and Community Partnership Subcommittee; and,
2. Make comments, if any, and receive and file the report.