

MEETING DATE:

August 26, 2013

AGENDA ITEM:

Consideration of City Sponsorship of the 8th Annual EarthFest LA at West Los Angeles College on September 28, 2013 and Approval of Memorandum of Understanding Related thereto.

ATTACHMENTS

Letter from Mike Meador of California Greenworks regarding
2013 EarthFest LA.

Pages

1-2



**California Greenworks
Board of Directors**

*Mike Meador, MBA
Chairman & CEO*

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LA-NOMA*

*Loren House
Boeing Company
Board Member Emeritus*

June 16, 2013

Attn: City Council Members;
Mayor Jeffrey Cooper,
Vice Mayor Meghan Sahli- Wells,
Council Member Andrew Weissman,
Council Member Jim B. Clarke,
Council Member Micheal O' Leary

Office of City Manager
City of Culver City
City Hall
9770 Culver Blvd.
Culver City, CA. 90232
RE: Request for Sponsorship EarthFestLA 2013

Dear Council Members:

My name is Mike Meador, and I am the CEO for California Greenworks Inc. We are the producers for the eight annual environmental fair known as EarthFestLA taking place on Sept. 28, 2013 at West Los Angeles College. Link to EarthFestLA website: www.earthfestla.org.

This event is designed to give participants information about how to reduce their impact on the city's natural environment in a fun and educational way.

It will feature a Grammy awarding winning concert, film screenings as well as a variety of exhibits, educational panels, workshops and demonstrations. We are very excited about our continued relationship with the City of Culver City and are looking forward to a successful event.

This year our event is being supported by a number of local elected officials including Culver City Councilman Vice-Mayor Meghan Sahli- Wells, and Assemblywoman Holly Mitchell, who are serving as our event chairs. We do appreciate the support this city has provided in previous

years and especially the support given by recently elected Mayor Jeffrey Cooper.

Among our sponsors are West Los Angeles College, Toyota Motor Sales USA, the California Endowment, and Los Angeles Department of Water and Power.

I am contacting you to solicit the city's support with and involvement to become a sponsor for EarthFest LA 2013 Concert for the Environment. We would like to have yourself as well as various city dignitaries—Mayor, Council members etc.—to attend the various events which will be taking place at the college that morning. We would also like to take advantage of various city resources to stage the event, and would appreciate it if you could place our event on your Listserv and request that the city assist with placing street banners in key areas (Sepulveda Blvd, Washington Blvd, and Overland Ave). We will have the banners made and request that the city sponsor the cost of installation for three banners.

We are requesting that the city become a sponsor of EarthFest LA 2013 by also placing information about the event on their website and include information about the event in the City Manager bi-weekly update. We would also like to request that the city place signage on its refuse trucks. California Greenworks will pay for the signage.

In addition, any other support you can provide would be most appreciated. I thank you for taking time to review this letter. Should you have any questions, please do not hesitate to contact me at the phone number and email address listed below. I or someone on my planning committee will follow this letter up shortly with a call.

Yours,

M. Meador

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