

City of Culver City, California Agenda Item Report

Meeting Date: 02/13/12		Item Number: A-4__	
CITY COUNCIL AGENDA ITEM: Consideration of City Sponsorship of the 49th Annual U.S./Mexico Sister Cities Association International Conference and Approval of a Memorandum of Understanding Related Thereto.			
Contact Person/Dept.: Shelly Wolfberg, Assistant to the City Manager		Phone Number: (310) 253-6008	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Meetings and Agendas – City Council (02/09/12); Culver City Sister City Committee President; The Culver Hotel; and the Downtown Business Association; and The Pacific Theaters (02/08/12);			
Department Approval: Martin R. Cole (02/08/12)		City Attorney Approval: Carol Schwab (by H. Baker) (02/08/12)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (02/08/12)		City Manager Approval: John Nachbar (02/09/12)	
<u>RECOMMENDATION:</u> Staff recommends the City Council consider City sponsorship of the 49th Annual U.S.-Mexico Sister Cities Association International Conference (Conference) to be held from March 2-4, 2012 and if approved, approve a Memorandum of Understanding (MOU) among the City and the Culver City Sister City Committee, Inc. (CCSCC) related to the Conference. <u>BACKGROUND:</u> On April 21, 2009, the City of Culver City entered into an agreement with CCSCC, to develop and administer diverse programs and activities to promote art, culture, education, civic affairs and economic development, and enhance the relationships with Sister Cities through ongoing activities (CCSCC Agreement). Per the CCSCC Agreement, the City and CCSCC agree that the broad goals of the City include advancing international understanding and cooperation, exchanging ideas and information, and establishing goodwill and positive relations in the community and with citizens of Sister Cities. On March 14, 2011, Barbara Honig, President of the CCSCC, reported that the CCSCC Board had accepted an invitation from the U.S./Mexico Sister Cities Association for Culver City to be the destination city to hold its 49th Annual International Conference meeting in 2012. Ms. Honig discussed the Conference, attendees, and the benefits of participation; and she requested the City Council			

City of Culver City, California Agenda Item Report

consider becoming a co-sponsor. The City Council agreed to discuss the possibility of co-sponsoring the Conference.

Subsequently, the CCSCC began planning the Conference, which will be located primarily in downtown Culver City from March 2-4, 2012. Individuals from all over the country and Mexico are invited to attend. The Culver Hotel is the Conference's host hotel.

Over the past few months, staff has been discussing the Conference with CCSCC representatives. On February 6, 2012, CCSCC submitted an Event Permit Application, which included the details on the use of covered courtyards in City Hall; the Mike Balkman Council Chambers, conference rooms in City Hall; and the Town Plaza for non-amplified live entertainment.

The CCSCC wants to provide entertainment in Town Plaza from 5:30 pm until 8 pm on Friday March 2, 2012. The entertainment would be available at no charge to the Conference participants and the public. The entertainment will include student performances, acoustic musical groups, a juggler and other related acts over a 2-1/2 hour period.

DISCUSSION:

City Council Policy Statement 2008-01 (Community Organizations) provides the criteria applicable to City sponsorship of events. The pertinent excerpt is recounted below:

Category 3: City Sponsored Events

To be considered a City Sponsored Event, the event must:

- (1) Be a civic event or activity organized or sponsored by the City...(CCMC Section 17.330.040.B.7.a); and,
- (2) To determine whether the civic event or activity is "sponsored" by the City..., the following criteria must be met: The City...is (a) participating in an official capacity in the planning, preparation, or promotion of the event or activity; and (b) contributes 25% of the total estimated cost of the event or activity or at least \$1,000, whichever is less. (Note: this contribution may take the form of funds, labor, staff time, materials, a waiver of fees, or any combination of the foregoing); and,
- (3) By specific action, the City Council has determined that the above criteria have been met.

City of Culver City, California Agenda Item Report

Should the City Council wish to consider sponsorship of the Conference, staff estimates that at minimum \$1,000 in staff time will be contributed to the planning, preparation, or promotion of the event, (satisfying criterion (2b) above). To satisfy criterion (2a), staff recommends the City Council coordinate the participation of Council Members, whenever appropriate, and promote the Conference on the City's website and Government Television Channel. Ms. Marla Wolkowitz, CCSCC's Local Conference Chairperson, has provided the attached information regarding support of this proposal from the Culver Hotel.

Should the City Council approve this request, an MOU will be drafted to formalize the various duties and obligations of both parties for the Conference. The details of the MOU will include, but not be limited to, a diagram that indicates the general use of a portion of Town Plaza (generally near the Culver Hotel) in addition to the use of City Hall facilities.

FISCAL ANALYSIS:

The contribution of staff time is expected to include, but not be limited to, time the Assistant to the City Manager has already dedicated to discussions with CCSCC. Additionally the Assistant to the City Manager and Public Works staff would help staff the event at City Hall on Saturday, March 3, 2012. Should the City Council designate this event as a City sponsored event, a limited amount of additional staff time would be contributed toward it.

ATTACHMENTS:

1. Informational materials provided by the CCSCC (including support letter).

MOTION:

That the City Council:

- 1A. Determine that the criteria in City Council Policy Statement 2008-01 have been met and designate the 49th Annual U.S./Mexico Sister Cities Association International Conference as a City sponsored event, contingent upon the CCSCC agreeing to identify the City in their promotional activities and materials as a sponsor of the event and approve a MOU related thereto; and,
- 1B. Authorize the City Attorney to review/prepare the necessary documents; and,

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

- 1C. Authorize the City Manager to execute such documents on behalf of the City.

OR

2. Decline to establish the 49th Annual U.S./Mexico Sister Cities Association International Conference as a City sponsored event.