

MEETING DATE: 03/17/08

AGENDA ITEM: **Consideration of Authorization for Adjusted
Expenditure for the "Taste of the Nation" Event;
Consideration of Authorization for additional
expenditures for "Taste of the Nation" Event;**

ATTACHMENTS

	<u>Pages</u>
1. Staff Report, 9/24/2007	1-3
2. Minutes, 9/24/2007	4-8
3. Staff memorandum dated August 20, 2007	9-10
4. Share our Strength letter dated August 16, 2007	11-12

Attachment 1

City of Culver City, California Joint City Council/Redevelopment Agency Agenda Item Report

Meeting Date: 09/24/07		Item Number: J-1	
AGENDA ITEM: JOINT ITEM - Discussion of and Comment on the Taste of the Nation Event; Consideration of Authorization to Provide Staff Services and to Waive Agency and City Fees.			
Contact Person/Dept.: Todd Tipton		Phone Number: (310) 253-5783	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Share Our Strength (08/24/07); Master Notification List (09/19/07).			
Department Approval: Sol Blumenfeld (09/05/07)		City Attorney Approval Carol Schwab (by H. Iker) (09/18/07)	
City Controller Approval: Marlee Chang (09/18/07)		City Manager/Exec. Director Approval: Jerry B. Fulwood, (09/19/07)	
<u>RECOMMENDATION:</u> Staff recommends the City Council and the Culver City Redevelopment Agency discuss and provide comment on the Taste of the Nation event; and authorize the use of City/Agency staff to assist the Share Our Strength organization in the production of the event. Staff further recommends the Agency authorize the expenditure of approximately \$1,956 from the Economic Development budget (Account No. 55090200.610200 "Marketing Services") in reimbursement to the City for staff time and other related expenses. <u>BACKGROUND/DISCUSSION:</u> <u>Taste of the Nation</u> For the past two years the Taste of the Nation event has been conducted in Media Park near downtown Culver City. The event is managed and promoted by Share Our Strength in order to raise money to end childhood hunger throughout the United States. Over the prior years Agency/City staff has worked with Share Our Strength to conduct the event due to the positive marketing impacts and positive public exposure it creates for downtown and Culver City as a whole. Some of the marketing opportunities include City recognition in all Taste of the Nation marketing materials, and inclusion in local and national broadcast/print media channels. Staff believes these to be highly effective in improving awareness of downtown amongst a desirable demographic. As the event has matured and become more popular, staff's involvement has increased. Tonight's discussion is intended to allow the Council and Agency an			
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City of Culver City, California
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opportunity to discuss staff's efforts and provide input. Some of staff's efforts are defined in Share Our Strength's letter dated August 16, 2007. Although staff's efforts seem extensive, staff believes the benefits realized by providing the assistance is far less than the costs incurred by the City/Agency. Costs incurred by the City/Agency are further described below.

Use of Media Park

The Ivy Substation and Media Park are located at the easternmost portion of downtown Culver City. The Ivy Substation and Media Park are technically located in the City of Los Angeles, but are overseen by the Agency pursuant to a long-term lease with the City of Los Angeles. Occasionally, like with Taste of the Nation, staff receives requests to use Media Park. Staff has attached the criteria used to evaluate those requests.

It should be noted that staff will be returning to the Council/Agency within the next 60-90 days to discuss and receive comment on the current policies regarding the use of Media Park and whether those policies should be modified.

FISCAL ANALYSIS:

In addition to those items identified in Share Our Strength's August 16th letter, staff has prepared a memorandum identifying additional tasks performed (attached). Staff believes that it will be necessary to utilize one staff member for approximately 80 hours to complete all of the tasks. This equates to Agency costs of approximately \$4,240 (assuming an average fully burdened hourly rate of \$53 for a Management Analyst). In addition to personnel costs, the cost to clean up Media Park after the event is \$1,700.

As well, approximately \$560 in City fees for work by the City Treasurer's Office and Fire Prevention will be forgiven and approximately \$1,396 will be incurred in additional costs (street closures, sanitation bins). This equates to a total of \$1,956.

The total expenditure, including staff time, will be approximately \$8,896 (\$4,940 Agency, \$1,956 City), which is similar to other events sponsored by the City or Redevelopment Agency. Agency funds to reimburse the City in the amount of \$1,956 are available in the Economic Development budget Account No. 55090200.610200 "Marketing Services".

City of Culver City, California
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ATTACHMENTS:

1. Share Our Strength's letter dated August 16, 2007.
2. Staff memorandum dated August 20, 2007.
3. Background information related to the Taste of the Nation event.

MOTION:

That the City Council:

1. Discuss and provide comment on the Taste of the Nation event; and
2. Authorize the use of City staff to assist the Share Our Strength Foundation in the organization, marketing, and production of the Taste of the Nation event in Media Park, provided that the Culver City Redevelopment Agency reimburses the City in the amount of \$1,956 for such services.

That the Culver City Redevelopment Agency:

1. Discuss and provide comment on the Taste of the Nation event;
2. Authorize the expenditure of staff time to conduct the Taste of the Nation event;
3. Authorize reimbursement to the City in the amount of \$1,956 for anticipated expenditures related to the Taste of the Nation Event from the Economic Development budget, Account No. 55090200.610200 "Marketing Services"; and

Attachment 2

REGULAR MEETING OF THE
REDEVELOPMENT AGENCY,
CITY OF CULVER CITY,
CALIFORNIA

September 24, 2007
7:00 p.m.

Call to Order & Roll Call

The meeting of the Agency was called to order at 7:29 p.m.

Present: D. Scott Malsin, Agency Chair
Gary Silbiger, Agency Vice Chair
Alan Corlin, Agency Member
Carol A. Gross, Agency Member
Steven J. Rose, Agency Member

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Invocation/Pledge of Allegiance

Covered under the City Council.

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Public Comment for Items NOT On the Agenda

None.

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Public Comment for Items On the Agenda

None.

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PH-1

Public Hearings

Consideration of a Request to Approve a Four-Story Building with 30 Commercial Condominium Units at 12402 Washington Place and Approve Tentative Tract Map, TTM P-2007074 (Tentative Tract Map No. 69279)

The following members of the public spoke in opposition to the project: Christopher McKinnan, Michael Kanthlan, Rebecca and Michael Sheffe, Joe Santana, Norma Avalar, Alyssa Guerrero, Bill Pope, Tobian Mandell,

Andrew Donnelly, Curt Steinler, Chris Neville, Rocki Amador, Kirsten Riechardt, Robert Hernandez, and Martha Guerrero.

Member of the public Robert Pine spoke in support of the project

Pamela Day, property owner and developer with Crimson Holdings, spoke on behalf of her project.

Assistant Executive Director Blumenfeld addressed questions which were raised about the project.

MOVED BY AGENCY MEMBER ROSE, SECONDED BY AGENCY MEMBER GROSS AND PASSED UNANIMOUSLY TO CLOSE THE PUBLIC HEARING.

Agency Chair Malsin stated that the traffic and congestion concerns voiced were products of Los Angeles development rather than Culver City's, and that he would support this project for both the Council and the Agency.

MOVED BY AGENCY CHAIR MALSIN AND SECONDED BY AGENCY MEMBER GROSS THAT THE CULVER CITY REDEVELOPMENT AGENCY: 1. APPROVE THE PROPOSED CONSTRUCTION OF A FOUR-STORY COMMERCIAL BUILDING AT 12402 WASHINGTON PLACE AS BEING CONSISTENT WITH THE REDEVELOPMENT PLAN AT THIS LOCATION. 2. APPROVE TENTATIVE TRACT MAP, TTM P-2007074 (TENTATIVE TRACT MAP NO. 69279). VOTING ON THE MOTION WAS AS FOLLOWS: AYES: CORLIN, GROSS, MALSIN AND ROSE. NOES: SILBINGER.

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Recess/Reconvene

Agency Chair Malsin called a brief recess from 9:36 p.m. to 9:52 p.m.

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Consent Calendar

MOVED BY AGENCY MEMBER GROSS, SECONDED BY AGENCY MEMBER ROSE, AND UNANIMOUSLY PASSED THAT THE AGENCY APPROVE CONSENT CALENDAR ITEM C-1.

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Item C-1

Special Agenda Meeting Notice

The Agency approved the Notice of Special Meeting.

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Item J-1

Joint Items

**Discussion of and Comment on the Taste of the Nation Event;
Consideration of Authorization to Provide Staff Services and to Waive
Agency and City Fees**

Redevelopment Administrator Tipton provided a summary of the material of record and Agency Members Silbiger and Rose voiced their support for the event.

MOVED BY AGENCY MEMBER SILBIGER AND SECONDED BY AGENCY MEMBER GROSS THAT THE AGENCY 1. DISCUSS AND PROVIDE COMMENT ON THE TASTE OF THE NATION EVENT; 2. AUTHORIZE THE EXPENDITURE OF STAFF TIME TO CONDUCT THE TASTE OF THE NATION EVENT; 3. AUTHORIZE REIMBURSEMENT TO THE CITY IN THE AMOUNT OF \$1,956 FOR ANTICIPATED EXPENDITURES RELATED TO THE TASTE OF THE NATION EVENT FROM THE ECONOMIC DEVELOPMENT BUDGET, ACCOUNT NO. 55090200.610200 "MARKETING SERVICES"; AND, VOTING ON THE MOTION WAS UNANIMOUS.

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Item J-2

Adoption of a Resolution Authorizing the Agency Treasurer and Her Designated Representatives to Deposit and Withdraw as well as Make Account Changes with the State Local Agency Investment Fund (LAIF)

MOVED BY AGENCY MEMBER GROSS AND SECONDED BY AGENCY MEMBER ROSE THAT THE AGENCY ADOPT THE RESOLUTION AUTHORIZING THE AGENCY TREASURER, DEPUTY AGENCY TREASURER AND TREASURY DIVISION MANAGER TO DEPOSIT AND WITHDRAW FUNDS AS WELL AS MAKE ACCOUNT CHANGES WITH THE STATE LOCAL AGENCY FUND (LAIF). VOTING ON THE MOTION WAS UNANIMOUS.

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Recess/Reconvene

At 10:00 p.m. Agency Chair Malsin recessed to the Council meeting. Agency Chair Malsin reconvened the Agency meeting at 10:39 p.m.

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Public Comment for Items Not on the Agenda (Continued)

None.

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Receipt of Correspondence

MOVED BY AGENCY MEMBER ROSE, SECONDED BY AGENCY MEMBER GROSS AND UNANIMOUSLY PASSED TO RECEIVE AND FILE CORRESPONDENCE.

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Items from Staff

None.

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Items from the Agency

Agency Member Gross congratulated everyone who worked on the 90th Anniversary celebration which had involvement from the Agency and City noting that all attendees enjoyed it.

Responding to Agency Chair Malsin, Executive Director Fulwood indicated that he would follow up on fixing the banners on the Westside, since many are twisted and hanging loose.

Agency Chair Malsin reported that only one of the lighted columns next to the Kirk Douglas Theatre was functioning.

Agency Chair Malsin enjoyed the Made in Culver City Film Festival and noted it received a fair amount of press, there was a good turn out during the day and attendees enjoyed it. He liked the idea of Made in Culver City as a theme for a modest film festival for the City and suggested they might like to do it with regularity.

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Adjournment

There being no further business, at 10:44 p.m., the Agency adjourned to the next regular meeting on Monday, October 1, 2007, at 5:30 p.m. in the Mike Balkman Council Chambers.



Alice Prasad
SECRETARY of the City of Culver City Redevelopment Agency, California
APPROVED



D. SCOTT MALSIN
CHAIRPERSON of the Redevelopment Agency, City of Culver City, California

Attachment 3

August 20, 2007

To: Todd Tipton

From: Caleb Nelson



Taste of the Nation is a non-profit organization that works with local charities in our area to raise funds to end child hunger. This organization raised over \$7 million in 2006 in this fight to end childhood hunger.

This is an overview of the tasks performed by STAFF to facilitate the 2007 Taste of the Nation Event in Culver City.

Staff Task Description

	Hours
• Met with Los Angeles Health Dept on several occasions to ensure that all the permits and applications were completed correctly and on time prior to the event.	3
• All applications from Taste of the Nation were sent thru staff, who worked with Fire Prevention and Treasury to ensure all proper permits were issued.	3
• Culver City granted the use of Media Park for the weekend to Taste of the Nation, no fee was charged.	3
• Met with ABC regarding liquor being served in the park.	3
• Provided Farmer's Market 3three compartment sink for the day of the event to comply with Los Angeles County Health Dept regulations.	3
• Met with The Actor's Gang to ensure the usage of Media Park would not hinder their previously scheduled performances	3

• Arranged street closure of Canfield, sent letters to all Canfield Parking lot users.	3
• Met with CCPD and Traffic Engineering to ensure proper use of Culver Boulevard for valet parking. Worked directly with Modern Parking Inc. to have them donate their services for Valet Parking.	5
• Handed out flyers to all businesses in downtown informing them of the event.	3
• Established direct link to all committee members via cell and email to Address any questions or concerns they had prior to the day of the event.	5
• Worked with I/T to ensure phone lines were available for credit card machines.	3
• Worked with P/W to ensure power to the stages.	3
• Ensured that the water in the park was turned off for the weekend and that the park was cleaned prior to and after the event.	3
• Contacted Sanitation to ensure proper trash bins were delivered.	1
• Held and attended monthly meetings with Taste of the Nation committee members at City Hall.	12
• Received deliveries from sponsors and stored the items at Ince Parking Structure.	10
• Arranged parking for volunteers.	0.5
• Contracted crew from CAM Services for the day of the event to empty trash bins and clean park.	0.5
• Met with Town and Country to ensure proper set up of tents, booths, and placement of fire extinguishers for the event.	1

Attachment 4

August 16, 2007

SOL BLUMENFELD
DIRECTOR OF COMMUNITY DEVELOPMENT
CULVER CITY
CULVER CITY, CA

Dear Sol,

Was great speaking with you last week. As I mentioned, we have all of the resources in place to begin planning Share Our Strength's Taste of the Nation® Los Angeles 2008. The event will be held on a Sunday afternoon in late May or early June. We are hopeful that this year will mark the 4th consecutive year that Culver City will host this exciting annual event.

As you know every year, Los Angeles's best restaurants, along with their chefs, gather at Share Our Strength's Taste of the Nation to raise money to help end childhood hunger in our community and across America. We are most proud that Share Our Strength and the production of this event is planned and executed 100% by volunteers. Meaning, everyone is working for free. It is their passion for this cause that brings them back year after year- donating their time, expertise, and strengths.

As a host sponsor you will set the industry standard for community engagement while attracting attention and recognition from current and potential clients, business leaders, community groups, and your own employees. Taste of the Nation Los Angeles will not only engage these constituencies for a common cause, it will

- Position Culver City as the leader in the local component of a nationwide fight to end childhood hunger;
- Communicate the city's marketing message to a key audience: high-income earners who are well-educated, enjoy comfort and style, and care about the community;
- Serve as a positive public relations opportunity through local and national broadcast and print media channels;
- Strengthen and reinforce customer relationships in your market through a turnkey national/local campaign; and
- Demonstrate your exemplary corporate citizenship, and your dedication to improving the lives of children and working families in Culver City and the greater Los Angeles area.

Benefits to Culver City

- Category exclusivity
- Recognition in all marketing materials
- Local and national broadcast and print media channels
- Opportunity for representative of Culver City to judge the celebrity chef cook-off
- Recognition during opening remarks
- 10 Tickets to the event
- One full-page ad in event program
- Logo and link on event Web site



PO BOX 7465
Laguna Niguel, CA 92607
949-481-7792
www.strength.org

SHARE OUR STRENGTH'S

TASTE OF THE NATION
PRESENTED BY AMERICAN EXPRESS®

Benefits to Share Our Strength's Taste of the Nation

- Use of a meeting Room for 10-12 monthly volunteer committee meetings. Previously held at CC City Hall on Wednesdays from 6pm-8pm
- Provide Culver City liaison at meetings and on site all day the Saturday before the event and day of the event
- Provide 10 crew members to empty trash during and after the event
- Provide recycling receptacles, normal trash cans in the park and dumpsters for both recycling and regular trash
- Provide valet parking for 100-150 cars
- Provide parking or parking passes for 80- 100 volunteer cars on day of the event
- Provide conveniently located secure storage for items delivered in the last weeks before event
- Provide three compartment sink (operational) for the communal kitchen as needed for County Health Permit
- Provide power and phone lines to the stage and auction area from Ivy Sub Station
- Confirm with Actor's Gang they will be dark on the day of the event and allow limited access to Ivy Sub Station for electrical/phone/green room
- Organize and execute street closures from Saturday morning until Sunday evening
- Communicate to Pacificos side street closures on day of the event
- Provide security from 5pm Saturday to 9am Sunday morning
- Assistance in securing a donation for Port-a-pottys and fencing around the park
- Promote Share Our Strengths' Taste of the Nation to customers and in local community

We also believe the event would very much benefit from banners hanging in Culver City and in neighboring cities to publicize the event. We'd like to request Culver City's help with that.

We hope that you will join us in the fight to end childhood hunger in our community, creatively guide the committee in consistently raising more money, each year and that Culver City will be a long term partner, committing to grow the event year after year.

We are working on finalizing the details for the 2008 event so please let us know by mid September how we should proceed. If your schedule allows, Ben and I would love to have lunch and discuss this further.

Best wishes,

SOS SHARE OUR STRENGTH
It takes more than food to fight hunger

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www.strength.org

MARY SUE MILLIKEN

BEN FORD

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