

MEETING DATE: July 2, 2013

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.

ATTACHMENT

	<u>Page</u>
Draft Letter to Councilmembers from PRCS Commission Regarding Establishing a Revenue and Community Partnership Subcommittee	1

LETTER TO COUNCILMEMBERS FROM COMMISSION:

We wish to have you establish an official Revenue & Community Partnership Sub Committee. We are requesting a Sub Committee because we believe that the Commission, and a Revenue & Community Partnership Subcommittee, cannot act in a responsible and thorough way as an ad hoc committee without input from the residents of Culver City. That takes a public meeting, which is why we request an official Sub Committee.

Of course, we could continue the Ad Hoc committee, with the support of the Department, and have public hearings at our regular Commission meetings. But we believe an official Sub Committee would be more efficient and able to have multiple meetings throughout a month both on and off site. The Sub Committee can then complete their report and return to the Commission with the results for comment and refinement to bring the final report to Council.

The Committee's mission is to explore, research and project is raising additional revenue for the Parks, Recreation and Community Services department through donations, grants and partnerships with businesses and foundations.

The Sub Committee should be empowered to:

- Conduct study groups.
- Work with the Director to evaluate the entire formula for the budget and how the department is run and incorporate those ideas into this study.
- To create a feasibility study to recommend to council ways to improve our Parks infrastructure and programs.
 - This study would include what is being done now on other Cities and how to go forward – funding, budget, future needs and resources
 - What are other cities doing and core value and optional amenities.
 - How to implement a plan – the cost and is it done in house or outsourced, including the possible creation of a Revenue and Community Partnership department, whose sole goals is to generate new and stable funding.
 - A view of the bigger picture; after 10 years of sizeable change we live with different economy challenges and demographics and we need to address that population.
 - What it takes to raise funds including a cost versus benefit analysis.
 - A solid set of recommendations for council that would not be subject to the whim of politics or extreme ideas.
 - This study would include the projected costs to carry out the plan.
 - Recommendations for the continued (or discontinuance) of the Sub Committee based on the findings. If recommended or continuance, the goals and work plans will then be studied and submitted to Council for approval.

We believe that the parks and recreation are core services of the City and are part of the "draw" for new residents, businesses and visitors. We believe that the infrastructure and maintenance of our parks is a core service and that concept should be considered when Budgets are drawn.

We anticipate the initial cost to the Department will be for:

1. Additional meetings to interface with the public and bring forth ideas being researched
2. Additional Staff support of at least 5 hours a week to assist in researching and compiling information for this study.
3. Photocopy/printing expenses.

Thank you for your consideration.

Parks Recreation and Community Services Commission

Signed by: _____ Chair