

MEETING DATE: December 7, 2009

AGENDA ITEM: **Joint Item:** Discussion of and Comment on 2010 *Taste of the Nation Los Angeles Event*; Consideration of Authorization to Provide Staff Services, Waiver of Redevelopment Agency and City Fees; Designation as a City- and/or Agency-Sponsored Event, and Authorization of up to \$19,500 in Expenditures and Waivers.

ATTACHMENTS

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1. Share Our Strength's letter dated October 5, 2009	1 – 2
2. Cost table for 2009 and 2020.	3
3. Excerpt from Minutes of the December 15, 2008 Redevelopment Agency meeting.	4 – 6

ATTACHMENT 1

October 5, 2009

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

Dear Sol,

On behalf of the committee and Share Our Strength, thank you ever so much for considering hosting the event again this year. We truly feel that we have found a home in Culver City and hope you feel the same way.

As we enter the 22nd year, we know that this year will once again bring the finest chefs together to help end childhood hunger. The event will be held on a Sunday, June 6, 2010. We are hopeful that this year will mark our sixth successful year in Culver City.

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.

Share our Strength to provide:

- 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
- One full-page ad in event program
- Logo and link on event Web site
- 10 volunteers to help with clean up throughout and after the event.
- Procurement of all required Los Angeles paperwork, signatures and permits will be secured by Share our Strength

Culver City to provide:

- Meeting Room for 10-12 for five or six volunteer committee meetings.
- A Culver City liaison at meetings and on site all day the Saturday before the event and day of the event.
- A license agreement allowing for use of Media Park and Canfield Redevelopment Agency parking lot on June 5 and 6 for event and event set up.
- Notification to parking lot users of lot closure.
- 4 crew members for 8 hours to empty trash during and after the event.
- Recycling receptacles, normal trash cans in the park and dumpsters for both recycling and regular trash
- Garbage collection services for the event
- Assistance in securing all Culver City permits and fees and provide and information for LA permits process.
- Valet parking service at City/Agency costs for 250 - 300 cars.
- Parking or parking passes for 80-100 volunteer cars on day of the event and for 15-40 volunteers on the day before. Parking for volunteers for day of event to
- Power and phone lines to the stage and auction area from Ivy Sub Station.
- Costs for two three compartment sinks, secured by Share Our Strength, as required by County Health.
- Written confirmation that The Actors' Gang will eliminate two performances from their regular schedule and provide full access to Actors' Gang reserved parking spaces on June 5 and 6, 2010 and allow limited access to Ivy Sub Station for electrical/phone/green room. Culver City liaison to develop agreement between the parties.
- Approve plans for and execute street closures from day prior until the evening day of the event. To include processing all permits, procuring and submitting all paperwork and required signatures for Culver City. All LA paperwork, signatures and permits will be secured by TON.
- Communicate side street closures to tenants of businesses along Canfield Blvd. prior to day of the event.
- Costs for security services approved by Agency and secured by Share our Strength. Services to occur from 5pm day prior to 9am day of the event morning.
- Costs for Port-a-pottys and fencing, engaged by Share our Strength, to be placed around the park by Share our Strength.
- Costs for Traffic Control Services to close off Streets for event.
- Approve, produce, and install Taste of the Nation Banners in downtown Culver City in the three designated locations across the public right-of-way.
- Promote Share Our Strengths' Taste of the Nation to customers and in local community through posting on community calendar and other spaces on the city website, through e-gov. notification two weeks prior to event.

Thank you for your assistance. We look forward to working together again this year.

Sincerely,

Judy Walker
CA Director

ATTACHMENT 2

Taste of the Nation
Request for Assistance
Comparison

<u>Agency costs:</u>	ESTIMATED 2009	ACTUAL 2009	ESTIMATED 2010
In Kind Costs			
staff person	\$4,400.00	\$4,400.00	\$4,400.00
Expenditures:			
Portable toilets	1,428.00	1,449.00	1,450.00
Banners (3) production	2,000.00	1,997.00	2,000.00
Security	300.00	252.00	250.00
Fencing	2,965.00	1,651.00	2,000.00
Valet Parking	2,060.00	2,348.00	2,822.00
Three compartment sink	500.00	400.00	1,000.00
Traffic Control	525.00	1,000.00	1,250.00
Miscellaneous Contingency	1,000.00		1,000.00
Total costs for Agency	15,178.00	13,497.00	16,172.00
<u>City Costs:</u>	ESTIMATED 2009	ACTUAL 2009	ESTIMATED 2010
Fees:			
Treasury permits*	36.00	36.00	36.00
Fire Prevention permit	520.00	520.00	520.00
Banner permit	237.00	237.00	237.00
street closure	500.00	500.00	500.00
Staff Time (In Kind Cost)			
sanitation	1,500.00	1,500.00	1,500.00
banner installation costs	464.00	464.00	475.00
Total cost for City	3,257.00	3,257.00	3,268.00
TOTAL COSTS	18,435.00	16,754.00	19,440.00

*special event permit fee.

ATTACHMENT 3

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Agency; the need to balance the needs of the public and developers; and the deterioration of Globe Properties.

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Item A-2

Authorize a \$1,700 Expenditure Related to "Taste of the Nation" Event Items Previously Considered and Authorize a \$6,800 Expenditure for Assistance not Previously Considered

Cary Anderson spoke about park cleanup after last year's event, and played a video showing the mess, asserting that cleanup last year took two days.

Staff provided a brief summary of the material of record.

Council and staff discussion included the following topics: lack of policy on City funding for non-profit events; the event as part of the economic development strategy; and an assertion that the event is a benefit to the City and an important charity fundraiser.

Moved by Member Silbiger and seconded by Member Gross to adopt the staff recommendation.

Discussion of the motion included a request to remove the \$2,000 banner expenditure and a suggestion to split that part of the motion.

Moved by Member Silbiger and seconded by Member Gross that the Redevelopment Agency: 1). Authorize the expenditure of approximately \$1,700 from the Economic Development budget (Account No. 55090200.610200 "Marketing Services.") for Taste of the Nation Event items previously considered; and 2). Authorize an additional expenditure of \$6,800 from the Economic Development budget (Account No. 55090200.610200 "Marketing Services.") for additional items requested, except the \$2,000 for banners.

The motion carried on the following roll call vote:

AYES: Corlin, Gross, Malsin, and Silbiger
NOES: Rose

A motion was made by Member Silbiger that the Redevelopment Agency: expend \$2,000 on banners to promote the event. The motion failed on the following roll call vote:

AYES: Silbiger,
NOES: Corlin, Gross, Malsin, Rose

Item JPH-1
(Continued)

AYES: Agencymembers O'Leary, Weissman, Malsin
NOES: Agencymembers Armenda, Silbiger
ABSTAIN: None
ABSENT: None

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Item J-1

**Discussion of and Comment on 2009 Taste of the Nation Event;
Consideration of Authorization to Provide Staff Services, Waiver of
Redevelopment Agency and City Fees; Designation as a City- and/or
Agency- Sponsored Event; and Authorization of up to \$18,435 in
Expenditures and Waivers**

Staff presented a summary of the material of record.

The following member of the audience addressed the Agency Council:

Cary Anderson - reported that there was a trash pile for two days after the 2006 event.

Discussion between the Agency and staff included: clarification that the expenditure would be \$3,400 more than last year; support for raising money for a worthy cause; concern with unidentified costs; and concern with putting a burden on residents.

Daryl Ansel, Committee Co-Chair, reported that the objective of Share Our Strength (S.O.S.) is to end childhood hunger.

Member Malsin asked for a split motion to separate out the banner costs.

Daryl Ansel indicated that because of the recession they felt the banners were very important to help market the event to residents.

The following motions were made:

**MOVED BY MEMBER SILBIGER, SECONDED BY MEMBER ARMENTA, AND
UNANIMOUSLY CARRIED THAT THE CULVER CITY REDEVELOPMENT
AGENCY: DESIGNATE TASTE OF THE NATION AN AGENCY-SPONSORED
EVENT; AND AUTHORIZE THE EXPENDITURE OF STAFF TIME AND
EXPENDITURES TO CONDUCT THE TASTE OF THE NATION EVENT IN THE
AMOUNT OF \$15,000 AS BUDGETED**

Item J-1
(Continued)

MOVED BY MEMBER SILBINGER AND SECONDED BY MEMBER ARMENTA TO AUTHORIZE \$2,000 FOR THREE BANNERS PLUS \$700 IN ASSOCIATED COSTS. THE MOTION CARRIED BY THE FOLLOWING ROLL CALL VOTE:

AYES: Members Armenta, O'Leary and Silbiger
NOES: Members Malsin and Weissman
ABSTAIN: None
ABSENT: None

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Item J-2

(1) Redevelopment Agency Review and Approval of the Culver City Redevelopment Agency's Annual State Controller's Report for Fiscal Year 2007-08 and (2) City Council Receipt and Filing of Said Report with the City Clerk

The following motion was proposed:

MOVED BY MEMBER O'LEARY AND SECONDED BY MEMBER ARMENTA TO ADOPT THE STAFF RECOMMENDATION.

The following member of the audience addressed the Agency Council:

Paul Ehrlich expressed concern with the money that the state had cut from the Agency budget and the fact that numbers that were promised for November had not been presented.

Staff clarified that they had intended to present a quarterly budget update in front of the Council but had delayed the report to get more data and would present a comprehensive mid-year review on February 9, 2009 and an item on next week's agenda to address several issues along with a summary.

Jerry Fulwood, Executive Director, reported that staff was looking at all aspects of City operations and looking at the projected budget for 15 years. He added that staff had plans to meet with Mr. Ehrlich in the near future.

Paul Ehrlich noted that the Agency and the City had a conflict of interest and requested objective criteria; he questioned whether there was an action plan with regard to the loan report; and he expressed concern with possible commercial defaults in the future.