

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 11/07/05		Item Number: <u>A-5</u>	
AGENDA ITEM: Consideration of renaming Culver West Park to “Richard Alexander-Culver West Park,” or any other action honoring Mr. Richard Alexander for his years of service to the City of Culver City.			
Contact Person/Dept.: William La Pointe; Phone Number: (310) 253-6682 Parks, Recreation and Community Services			
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Master Notification List (10/31/05); Culver West Park Neighborhood Association, Culver Triangle Association, Culver West Park Neighborhood Association (10/31/05); Mrs. Alexander (10/31/05); Parks and Recreation Commission (10/31/05).			
Department Approval: William La Pointe; 10/27/05		CAO Approval: Jerry Fulwood 11/1/05	
City Controller Approval: Marlee Chang 11/1/05			
<u>RECOMMENDATION:</u> That the City Council consider that Culver West Park be renamed “Richard Alexander-Culver West Park,” “Culver West-Richard Alexander Park, or “Richard Alexander Park,” another name proposed by the Council, or any other action regarding the issue of giving honor to former Mayor, long-time Councilmember and Parks and Recreation Commissioner Mr. Richard Alexander. <u>BACKGROUND/DISCUSSION:</u> Richard Alexander served as a member of the Parks and Recreation Commission from June, 1971 to April, 1974 and was elected to the City Council in April of 1974. He served four terms on the City Council. In June, 1998 he was appointed by the Council to serve an unexpired term on the then Human Services and Park Commission for one year. He was reappointed the following year to a four-year term and again in June of 2003 for a second term that would have expired in June, 2007. Unfortunately, his tenure was cut short by his untimely death on July 20, 2004, while recovering from a sudden illness. At the City Council meeting of July 26, 2004, there was concurrence among Councilmembers to agendize for consideration the naming of a Culver City park in Richard Alexander’s memory (Attachment 1). Subsequently, Culver West Park, Media Park and the City Hall Courtyard were presented as locations for council consideration in a staff report to City Council on September 13, 2004. Culver West Park was one of Mr. Alexander’s park assignments during fiscal years 2003-04 and 2004-05 up until the time of his death. Therefore, Culver West Park was brought			

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forth as a fitting and appropriate location for honoring the memory of Mr. Alexander. However, it was also reported at that time the Culver West Neighborhood Association had concerns regarding the loss of the Culver City identity if Culver West Park was renamed Richard Alexander Park. A motion was unanimously carried directing staff to work with the Alexander family, the Parks and Recreation Commission and the Culver West Neighborhood Association to come back with a name for consideration that incorporates the names of Richard Alexander and "Culver West Park" (Attachment 2).

A Neighborhood Meeting including members of the Culver West Neighborhood Association, the Culver Triangle Association and the Herbert Street Association was held on Wednesday, September 28, 2005 at 7:30 p.m. in the Culver West Park Community Room. At this meeting, staff presented information regarding the renaming of the park, and asked for community input. A summary of the comments made by the public at that meeting were delivered under a separate cover to members of the Parks and Recreation Commission prior to the October 4th Commission meeting (Attachment 3). In addition, copies of email comments regarding the renaming of the park were also provided to the Commission (Attachment 4).

At the October 4, 2005 meeting of the Parks and Recreation Commission, four of the members of the Commission were present to discuss making a recommendation to City Council on renaming Culver West Park. Staff's recommendation, based on direction from City Council on July, 26, 2004 (Attachment 1) and after discussions with the Alexander family since July 2005, was that Culver West Park, 4162 Wade Street, Culver City, CA be renamed "Richard Alexander-Culver West Park" in recognition of Mr. Alexander's outstanding service to the City of Culver City. A motion to that effect was made. However, the motion did not receive a second. Discussion continued until the Commission passed a motion to direct staff to bring this item back to the Commission at the next Commission meeting, and that it must be at a time and place when all five Commissioners would be in attendance, to discuss alternatives within the City for honoring Richard Alexander (3 to 1, Commissioner).

FISCAL ANALYSIS:

The cost associated with the renaming of Culver West Park will be in replacing the current signage (approximately \$300.00) and installing a dedication plaque (approximately \$600.00). These costs will be paid for using PRCS Parks account 10133100.514100 (Departmental Special Supplies). Cost of refreshments for the dedication ceremony (approximately \$300.00 from 10130100.514100 – Departmental Special Supplies) and staff time (approximately \$750.00 from 10131000.411100 – Regular Salaries) will be paid for by PRCS Administration.

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ATTACHMENTS:

1. Excerpt of the City Council minutes of July 26, 2004.
2. Excerpt of the City Council minutes of September 13, 2004.
3. Comments made by the public at the Neighborhood Meeting on 9/28/05 (September 30, 2005 memo to the Parks and Recreation Commission).
4. Email comments made by members of the community in response to the Neighborhood Meeting notice (September 30, 2005 memo to the Parks and Recreation Commission).

MOTION:

That the City Council make a motion that Culver West Park be renamed "Richard Alexander-Culver West Park," "Culver West-Richard Alexander Park, or "Richard Alexander Park," another name proposed by the Council, or any other action regarding the issue whereby former Mayor, long-time Councilmember and Parks and Recreation Commissioner Mr. Richard Alexander may be honored.