

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

Meeting Date: 11/14/07		Item Number: <u>J-1</u>	
AGENDA ITEM: A Joint Item of the City Council and Redevelopment Agency to Provide Input and Direction Regarding Holiday Celebrations, and the decoration of poles located in the Culver Boulevard Median between Duquesne Avenue and Venice Boulevard.			
Contact Person/Dept.: Todd Tipton		Phone Number: (310) 253-5783	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Consent Item: ☐ Action Item: ☒ Attachments: ☐	
Public Notification: Master Notification List on November 7, 2007; the Downtown Business Association on November 7, 2007, the Chamber of Commerce on November 7, 2007.			
Department Approval: Sol Blumenfeld (11/07/08)		Executive Director Approval: Jerry Fulwood (11/08/07)	
Fiscal Impact Approval: Marlee Chang (by M. Noller) (11/07/08)			

RECOMMENDATION:

Staff recommends that the City Council (the "Council") provide input and direction regarding holiday celebrations, and that the Redevelopment Agency (the "Agency") provide direction and input regarding the decoration of poles located in the Culver Boulevard median between Duquesne Avenue and Venice Boulevard.

BACKGROUND:

On November 5th 2007, the Agency was asked to authorize the purchase of a 22-foot tall holiday tree and reuse of existing decorations that are installed on light poles in downtown, and the Council was asked to provide direction and input regarding holiday celebrations. The purchase of a holiday tree was authorized by the Agency, and the Council requested that the celebration and decoration discussion be continued to the next available meeting.

Also on November 5, 2007, the City Council considered the recommendation of the Economic Development Subcommittee to combine the two holiday tree lighting ceremonies into a single event.

During the November 5th discussion, the Council also expressed its concern regarding a potential conflict between the holiday celebration scheduled at Veteran's Auditorium ("Vets") and the Fire Department's disaster preparedness exercise, which were both tentatively scheduled for December 7, 2007.

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DISCUSSION:

- **Celebrations**

During the discussion of the tree lighting celebrations, the Councilmembers voiced a number of thoughts ranging from the availability of more space at Vets, to having indoor space in the case of inclement weather, to having an additional opportunity for the Community to gather together. The general feeling from that discussion was that the City Council preferred to continue to hold two separate events.

To resolve the conflict with the Citywide Disaster Preparedness Drill, the Vets event is now being rescheduled to December 5, 2007.

- **Decoration of Poles**

The decorations in question are those installed during the holiday season on the existing light standards located in the Culver Boulevard median. Over the prior four years the decorations have become worn due to being exposed to the elements and being installed/uninstalled multiple times. Considering the decoration's condition, the DBA recommends that they be replaced. New decorations are expected to last approximately four to five years.

Due to the Agency's cash flow, staff recommended that the existing decorations be reused and that this item be revisited in June 2008 when the two-year budget update is presented to the Agency for consideration. During the November 5th discussion, the Council directed staff to identify additional options for decorating the poles.

Based on the Council's direction, staff believes banners, lights and decorative wraps are options. In discussing this with the Public Works Director, he prefers lights and banners because his staff is not accustomed to decorating poles. While researching banners, staff was able to locate the holiday banners used in downtown prior to the decorations being acquired by the DBA. There are a sufficient number of banners to adorn at least one side of the 23 light poles in the Culver Boulevard median between Duquesne Avenue and Venice Boulevard. The banners are in good condition.

Staff's research indicates that 25-foot strings (70 bulbs per strand) of Light Emitting Diode ("LEDs") can be obtained for as little as \$30 per strand. Assuming there are 23 light poles in the median and that two strings of lights would be required per pole, the total cost is estimated to be \$1,380. The lights could be installed by Public Works staff, which is expected to take approximately 20 hours to complete.

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FISCAL ANALYSIS:

During the November 5th discussion, the Agency authorized the expenditure of \$15,050 to acquire an artificial tree. For that discussion staff recommended that additional expenditures for new decorations be considered during the mid-term budget process (June 2008) due to the Agency's cash flow constraints. In an effort to assist the Agency, the DBA agreed to pay the ongoing cost of installing/uninstalling the tree and storing it (approximately \$2,000 annually).

Acquisition of lights to adorn the poles in the Culver Boulevard median is expected to cost \$1,380. The cost of staff time to install the lights (20 hours) is anticipated to be approximately \$865 which would be absorbed in Division 10163300. Sufficient funds exist in 59190400, Administration – Contract Services to fund the acquisition of the lights.

MOTION:

That the City Council:

1. Provide input and direction regarding holiday celebrations; and

That the Redevelopment Agency:

1. Provide input and direction regarding decoration of light poles located in the median of Culver Boulevard between Duquesne Avenue and Venice Boulevard.