

**City of Culver City, California
Agenda Item Report**

Meeting Date: 08/13/12		Item Number: <u>A-5</u>	
CITY COUNCIL AGENDA ITEM: Consideration of City Sponsorship of the Seventh Annual EarthFest LA at West Los Angeles College on September 15, 2012 and Approval of Memorandum of Understanding Related thereto.			
Contact Person/Dept.: Martin R. Cole, Assistant City Manager		Phone Number: (310) 253-6000	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Meetings and Agendas – City Council (08/09/12); California Greenworks (08/07/12)			
Department Approval: Martin R. Cole (08/08/12)		City Attorney Approval: Carol Schwab (by H. Baker) (08/08/12)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (08/08/12)		City Manager Approval: John M. Nachbar (08/09/12)	
<u>RECOMMENDATION:</u> Staff recommends the City Council consider City sponsorship of the seventh annual EarthFestLA to be held at West Los Angeles College on September 15, 2012 and, if approved, approve a memorandum of understanding between the City and California Greenworks related thereto. <u>BACKGROUND:</u> During the City Council meeting of August 6, 2012, the City Council was addressed by Mr. Mike Meador, CEO of California Greenworks, the local non-profit organization that is planning the seventh annual EarthFestLA to be held at West Los Angeles College on September 15, 2012. Mr. Meador's comments were in addition to a letter addressed June 29, 2012 (but received by the City on July 16) where Mr. Meador requests the City's support and involvement in EarthFestLA. The City Council agreed to place this item on the August 13, 2012 agenda for consideration.			

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DISCUSSION:

City Council Policy Statement 2008-01 (Community Organizations) provides the criteria applicable to City sponsorship of events. The pertinent part is recounted below:

Category 3: City Sponsored Events

This category is for **events** which are produced by City Organizations that are not Official City Committees (Category 1) or Cooperative Community Groups (Category 2). To be considered a City Sponsored Event, the event must:

- (1) be a civic event or activity organized or sponsored by the City or Redevelopment Agency (CCMC Section 17.330.040.B.7.a); **and**,
- (2) To determine whether the civic event or activity is "sponsored" by the City or Redevelopment Agency, the following criteria must be met: The City and/or Redevelopment Agency is (a) participating in an **official capacity** in the planning, preparation, or promotion of the event or activity; **and** (b) contributes 25% of the total estimated cost of the event or activity or at least \$1,000, whichever is less. (Note: this contribution may take the form of funds, labor, staff time, materials, a waiver of fees, or any combination of the foregoing); **and**,
- (3) By specific action, the City Council has determined that the above criteria have been met

Should the City Council wish to consider sponsorship of the 2012 EarthFestLA, staff estimates that at least \$1,000 in staff time will be contributed to the planning, preparation, or promotion of the event (satisfying criterion (2b) above). To satisfy criterion (2a), staff recommends the City Council authorize the use of the City's logo and/or seal and require California Greenworks to prominently display the logo/seal in its promotional materials for the event.

In addition to Mr. Meador's letter, staff has gathered additional information regarding the 2012 EarthFestLA that was on the EarthFestLA website.

Should the City Council approve this request, a memorandum of understanding would be prepared to formalize the various duties and obligations of the parties with respect to this event. The details of the MOU will include, but not be limited to, the authorization to use the City Logo and Seal and the requirement to include the City in promotional activities and information. Further, if approved by the City Council, the MOU would authorize the City to place an advertisement regarding the 2012 EarthFestLA on the City's website and to advertise this sponsored event via the City's e-mail notification system. Mr. Meador has indicated his specific interest in

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having a banner displayed across one or more City streets that accommodate the display of banners. City sponsorship of this event is required in order to implement this request

FISCAL ANALYSIS:

The staff time contribution is expected to include, but not be limited to, time the Assistant City Manager and Assistant to the City Manager have already dedicated to discussions with Mr. Meador and the preparation of the staff report presented to the City Council regarding this proposal. Also, the City was already planning to have a booth at the event which would also count toward the staff time contribution. Should the City Council determine to designate this event as a City sponsored event, very limited additional staff time may be contributed to this event.

ATTACHMENTS:

Informational Materials regarding 2012 EarthFestLA.

MOTION:

That the City Council:

- 1A. Determine that the criteria in City Council Policy Statement 2008-01 have been met and designate the 2012 EarthFestLA as a City sponsored event contingent upon California Greenworks agreeing to identify the City in their promotional activities and documents as a sponsor of the event and approve a MOU related thereto; and,

Authorize the City Attorney to review/prepare the necessary documents; and,

Authorize the City Manager to execute such documents on behalf of the City.

OR

- 1B. Take no action (in which case the City would not be a sponsor of the 2012 EarthFest LA)