

MEETING DATE:

August 13, 2012

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.

ATTACHMENTS

Informational Materials regarding 2012 EarthFestLA.

Pages
1-8



**CALIFORNIA
GREENWORKS**

A Non Profit Environmental Education & Economic Development Corporation
"Growing Communities One Neighborhood at a Time"

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CITY MANAGER'S OFFICE
CITY OF CULVER CITY

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June 29, 2012

John Nachbar
City Manager
City of Culver City
City Hall
9770 Culver Blvd.
Culver City, CA. 90232

*Shelly,
SEE ME to discuss
for*

Dear Mr. Nachbar:

My name is Mike Meador, and I am the CEO of a local nonprofit organization--California Greenworks Inc--that is planning the seventh annual EarthFestLA, Sept. 15, 2012 at West Los Angeles College.

This event is designed to give participants information about how to reduce their impact on the city's natural environment in a fun and educational way.

It will feature a concert, film screenings as well as a variety of educational panels, workshops and demonstrations.

We are currently supported by a number of local elected officials including Culver City Councilman Jeff Cooper, Congresswoman Karen Bass and Assemblywoman Holly Mitchell, who are serving as our event chairs.

Among our sponsors are West Los Angeles College, Edison International, the Boeing Employee Fund, and Los Angeles Department of Water and Power.

I am contacting you to solicit the city's support with and involvement in EarthFestLA. We would like to have yourself as well as various city dignitaries—Mayor, Council members etc.—to attend the various events (based on availability). We would also like to take advantage of various city resources to stage the event, and would appreciate it if you could place our event on your Listserv and request that the city assist with placing street banners in key areas.

In addition, any other support you can provide would be most appreciated. I thank you for taking time to review this letter. Should you have any questions, please do not hesitate to contact me at the phone number and email address listed below. I or someone on my planning committee will follow this letter up shortly with a call.

Sincerely,



Mike Meador, MBA
Chief Executive Officer

Email: mmeador@californiagreenworks.org.

Cc

City Council Members

CGI Executive Board



FOR IMMEDIATE RELEASE 1 of 2 pages

July 16, 2012

Mike Meador: (323) 298-5077

info@californiagreenworks.org

www.earthfestla.org

Festival and Concert Celebrate Environmental Stewardship During Coastal Cleanup Month



Educational panel discussions and demonstrations on environmental topics and fun activities for youth are among the elements of the 7th Annual Earthfest LA coming to West Los Angeles College in Culver City on Saturday, September 15. A concert featuring chart-topping smooth jazz and R&B artists is also scheduled.

The day-long event is being coordinated by California Greenworks Inc. in conjunction with West Los Angeles College. EarthFest LA is intended to raise the level of awareness about environmental protection, conservation and pollution prevention. EarthFest LA teaches visitors about sustainable ways to live green and how to reduce any negative impact to our environment.

All exhibitions are free. They include presentations on how to grow and cook foods that improve your health; understanding the green economy; evaluating the impact of technology such as Fracking on communities; as well as how to create an energy-efficient home. Demonstrations begin at 11 a.m. in front of the Student Services Building.

Children's activities include a Star Eco Station booth. Star Eco Station is Culver City's popular environmental science museum for kids. The winners of a student essay and poster contests will be selected and their works put on display. Kid's Eco Camp will perform an interactive climate change skit that shows young people the roles they can play in impacting climate change. Information on how youth can live green by getting involved in activities such as recycling will be provided and there will be face painting.

(more)

EARTHFEST LA 2012

PG 2 OF 2

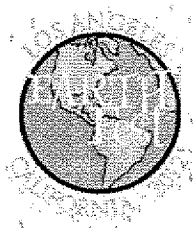
In addition to all of the free activities, a jazz concert benefiting California Greenworks will run from 2:00 to 6:00 p.m. Headlining is Grammy Award winning artist and smooth jazz legend guitarist Paul Brown. Also scheduled to appear are chart-topping contemporary jazz musician Darren Rahn; R&B vocalist Wendy Moten; jazz fusion band DW3; and Motown-influenced singer/songwriter Chris Lightfoot.

Lawn seats are just \$15 in advance and \$20 at the gate. Children 12 and younger are free. The concert will be held on the expansive Student Services Building lawn overlooking the city. Tickets can be purchased online at www.EarthFest LA.org and at the gate. The gate opens at noon and the last band is expected to take the stage by 4:30 p.m. Picnic baskets are welcome but no alcohol is permitted. Food may also be purchased at this event.

EarthFest LA is co-chaired by Congresswoman Karen Bass, Assemblywoman Holly Mitchell and Culver City Vice Mayor Jeffrey Cooper. Community organizations supporting this event are Food and Water Watch, The UCLA Labor Center and the California Construction Academy, Habitat for Humanity Los Angeles chapter, Heal the Bay, The Angeles chapter of the Sierra Club, and Champions for Change.

EarthFest LA 2012 is being presented by California Greenworks, Inc. and is sponsored by Clear Channel Outdoors, Toyota Motor Sales USA, the Los Angeles Department of Water and Power, Edison International, the Boeing Employee Fund and West Los Angeles College.

California Greenworks Inc. is a non-profit organization whose charter is to improve urban communities in Southern California specifically Los Angeles County. Our motto "Greening communities one neighborhood at a time" reflects our mission to improve the quality of life in urban areas by promoting environmental education and awareness, implementing sustainable community based restoration and revitalization projects that promote open space conservation and reduce urban blight; push advocacy; and promote green economic development programs.



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July 17, 2012

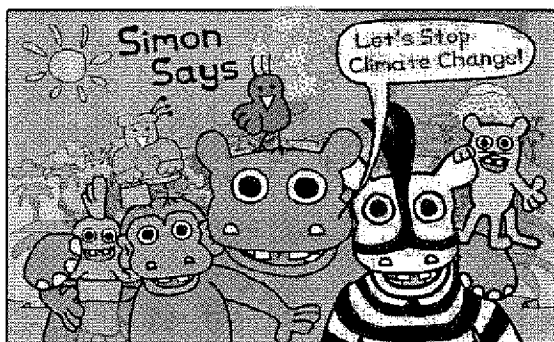
Mike Meador: (323) 298-5077

info@californiagreenworks.org

www.earthfest.org

EarthFest LA Sparks Children's Creativity

CONTEST DEADLINE - AUGUST 1



The 7th Annual EarthFest LA is coming to West Los Angeles College on September 15. The day-long event will feature numerous free, fun and educational activities for the entire family as well as a number of special events for youth.

EarthFest LA is designed to help Southern California residents discover ways to reduce their impact on the region's environment and is being held during Coastal Clean Up Month. During this month, volunteers work with environmental organizations to help solve some of the ecological problems man has created locally and around the world.

The children's activities at EarthFest LA include poster and essay contests; and the appearance of Star Eco Station, a popular Culver City environmental science museum. There will be sessions on how youth can live more green by getting involved in programs like recycling. Kid's Eco Camp, from 11:00 a.m. to 4:00 p.m., will feature an interactive skit to help young people understand climate change and the roles they can play. There will also be face painting.

Other activities, not specifically aimed at youth but that are kid-friendly, include a segment called "From the Garden to the Table" where master gardeners teach how to plant and growth healthy foods. There are also cooking and nutrition demonstrations that will take foods grown in the garden and show how to prepare them in a healthy way.

(more)

EARTHFEST LA – CHILDREN’S CREATIVITY

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The winners of the student essay and poster contests will be announced and their works will be displayed at EarthFest LA. The contests are open to youth in grades 5 to 12. Three winners from each category (elementary school, middle school, and high school) will be recognized. First prize receives a \$50 savings bond, and second and third place winners each receive a certificate of recognition. **The deadline to submit entries is Wednesday Aug. 1, 2012.** Submissions should be delivered to 3438 W. 43rd St., Los Angeles, between 10:00 a.m. and 4:00 p.m. and essays must be emailed by August 1 at 4 p.m. to: info@californiagreenworks.org. For specific details on the subject matter and dimensions of the poster and the essay topics, visit the web site EarthFestLA.org.

EarthFest LA is being presented by California Greenworks Inc. and is sponsored by Clear Channel Outdoors, Toyota Motor Sales USA, the Los Angeles Department of Water and Power, Edison International, the Boeing Employee Fund and West Los Angeles College.

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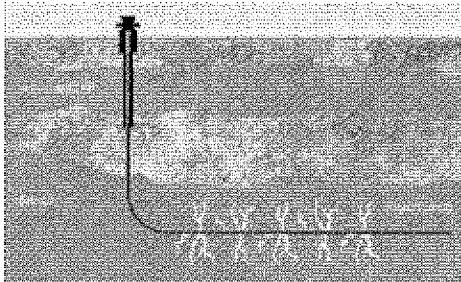
rev. Aug. 6, 2012

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www.earthfestla.org

Experts on Fracking to Present at EarthFest LA 2012



Fracking Illustration



Daniel Villao, State Dir. of the
CA Construction Academy of
at the UCLA Labor Center



DeAna Vitela, CEO & Partner
AquaBio Environmental Technologies

Presentations by experts on fracking, green jobs and construction, and water reclamation will be part of the free activities at the 7th Annual EarthFest LA being held at West Los Angeles College in Culver City on Saturday, September 15, 2012. EarthFest LA is a day-long event coordinated by California Greenworks, Inc. It is intended to raise the level of awareness about environmental protection, conservation and pollution prevention. In addition to all of the free, family-friendly activities, a jazz concert benefiting California Greenworks will run from 2:00 p.m. to 6:00 p.m. Headlining is Grammy Award winning smooth jazz artist Paul Brown. Also scheduled to appear is chart-topping contemporary jazz musician Darren Rahn; R&B vocalist Wendy Moten; jazz fusion band DW3; and Motown-influenced singer/songwriter Chris Lightfoot.

Food & Water Watch will discuss the impact of fracking, an issue currently being hotly debated in Culver City, Baldwin Hills and surrounding communities. A screening of “**Gas Land**” by Josh Fox is scheduled to accompany the presentation. **Daniel Villao**, primary author of “Beyond Green Jobs,” and State Director of the California Construction Academy at the UCLA Labor Center, will discuss the economic and environmental benefits of a greener economy. **DeAna Vitela**, CEO and partner of AquaBio Environmental Technologies, will address the future of water sustainability.

ABOUT FRACKING

In the past few months, hundreds of activists and neighbors of the nation’s largest urban oil field in Baldwin Hills have turned out at meetings to discuss the controversial practice of hydraulic fracturing or “fracking.” This method has been in the news on the East Coast, in the Midwest and in Rocky Mountain states for years.

Fracking uses a high-pressure injection of water and chemicals underground to break up rock so that oil and gas can be released and pumped out. The technique has raised questions about safety and contamination of underground aquifers which can contaminate drinking water supplies. Baldwin Hills residents also question if fracking is triggering small earthquakes that are damaging their properties.

~ MORE ~

According to a June 12, 2012 report by NBC, “earlier this year, regulators with the Division of Oil, Gas, and Geothermal Resources (DOGGR) admitted that fracking had been used in California for decades. But fracking is not regulated or tracked in California, so oil companies do not have to tell the state whether, where or when they're using the technique. The piece quoted Damon Nagami, a staff attorney with the Natural Resources Defense Council “We wouldn't even know where to look for contamination because the state doesn't require companies to say where fracking is going on.”

ABOUT “GAS LAND”

“The largest domestic natural gas drilling boom in history has swept across the United States. The Halliburton-developed drilling technology of "fracking" or hydraulic fracturing has unlocked a "Saudi Arabia of natural gas" just beneath us. But is fracking safe? When filmmaker Josh Fox is asked to lease his land for drilling, he embarks on a cross-country odyssey uncovering a trail of secrets, lies and contamination. ~ *source Gaslandthemovie.com*

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