

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

Meeting Date: 02/17/09		Item Number: <u>J-1</u>	
AGENDA ITEM: JOINT ITEM: 1) Consideration of a Fee Waiver Request by the Culver City Chamber of Commerce for the “Business E Waste Roundup” Event; 2) Designation of the Business E Waste Roundup as a City-Sponsored or Redevelopment Agency- Sponsored Event; and 3) Determination of the Level of Redevelopment Agency Support for the Event.			
Contact Person/Dept.: Jeremy Green /Community Development		Phone Number: (310) 253-5764	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Downtown Business Association (02/03/09); Chamber of Commerce (01/21/09); Master Notification List (02/03/09).			
Department Approval: Sol Blumenfeld (02/03/09)		City Attorney Approval: Carol Schwab (by H. Baker) (02/11/09)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (02/11/09)		City Manager Approval: Jerry B. Fulwood (02/11/09)	
<u>RECOMMENDATION:</u> Staff recommends the City Council (“Council”): 1. Consider a fee waiver request made by the Culver City Chamber of Commerce (“Chamber”) for the “Business E Waste Roundup” event; and, 2. Designate the Culver City Chamber of Commerce (“Chamber”) “Business E Waste Roundup” as a City-Sponsored event. Staff recommends the Redevelopment Agency (“Agency”): 1. Determine what level of support, if any, it wishes to provide to the Chamber in the form of reimbursement to the City of its costs associated with the Business E Waste Roundup; and, 2. Consider a fee waiver request for Agency costs; and, 3. Designate the Business E Waste Roundup as an Agency-Sponsored event. <u>BACKGROUND:</u> The Chamber plans to present its second “Business E Waste Roundup” event on April 24 and 25, 2009 from 8:00 a.m. to 3:00 p.m. on both days. The first roundup event occurred on October 29, 2008 from 8:00 a.m. to Noon at the former			

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Albertson Chevrolet site, 4114 Sepulveda Boulevard, southern parking lot. California Recycles was engaged for the original event, which is the same company that the Culver City Sanitation Division uses for their E Waste events. California Recycles expected to take away 3 pallets of waste. Upon completion of the event, 15 pallets of waste had been collected. In the future, the Chamber of Commerce plans to regularly hold two E Waste Recycling events per year, one in April and one in October. For the April event, ARC Recycling has been engaged to collect and handle the waste. The event will occur, once again, at 4114 Sepulveda Boulevard.

The Chamber of Commerce events targets Culver City businesses, a different target group from the Sanitation events. The Chamber will reach out to businesses through their e-newsletter and through additional advertising. To ensure outreach to the entire Culver City business community, the Chamber requests that the City or Agency sponsor the Business E Waste Roundup, provide additional outreach assistance, and allow the placement of banners in the three designated right-of-way locations for this event.

DISCUSSION:

In the past, a number of events have been sponsored by the Agency or the City: Taste of the Nation, George Barris' Cruisin' Back to Culver City Car Show, and the Chamber of Commerce Business Expo. The Agency and City participated in these events financially due to their positive economic impact. The Agency and City sponsored the first Chamber of Commerce Business E Waste Roundup in October, 2008. The Business E Waste Roundup not only provides a positive economic impact but also an environmental impact, assisting businesses in recycling efforts that will maintain Culver City as a healthy municipality for commerce and business.

Banner Request:

The Chamber requests that Council allow the organization to post banners in the public right-of-way to advertise the Business E Waste Roundup event. Section 17.330.040 of the Culver City Municipal Code (CCMC), relating to Signs in the Public Right-of-Way, provides for certain exceptions to posting signs in the public right-of-way (which is generally prohibited). One such exception is for signs relating to the "promotion of civic events and activities" where those events and activities are "organized or sponsored by the City or Redevelopment Agency." (CCMC Section 17.330.040.B.7.a)

To be "Sponsored" by the City or Redevelopment Agency, an event must comply with CCMC Section 17.330.040.B.7.b.ii. confirming that the following criteria have

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been 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) contributing 25% of the total estimated costs of the civic event or activity, or at least \$1,000, whichever is less. This contribution may take the form of funds, labor, staff time, materials, a waiver of fees, or any combination of the foregoing.

The CCMC clearly requires both (a) AND (b) to be met. In addition, the use of City staff resources, equipment, etc., for an event does not in and of itself constitute participation in the event by the City in an "official capacity" in the planning, preparation or promotion of the event. Further, in accordance with the recently adopted City Council Policy No. 2008-01, regarding Community Organizations, in addition to meeting the above-referenced criteria, in order for an event to be considered City-sponsored and/or Redevelopment Agency-sponsored, the City Council and/or Redevelopment Agency, must determine, by specific action, that the above criteria have been met (Attachment 1.)

In summary, in order to be eligible for a banner, the City and/or the Redevelopment Agency would need to take both of the following actions:

(1) determine that the Business E Waste Roundup is a City- or Agency- sponsored event AND (2) determine to support the event in an amount no less than \$1,000, which may take the form of a fee waiver.

The Chamber requests that the Council designate the Business E Waste Roundup a City-sponsored and/or Agency-sponsored event, based upon the above criteria as contained in the CCMC and the Policy.

Last year both the Agency and the Council approved the fee waiver request for \$1,067, with the Agency reimbursing the City for the full amount. After determining that the criteria of the City Council Policy statement 2008-01 had been met, the Business E Waste Roundup was designated as both a City- and Agency-sponsored event. (Attachment 2.)

Incorporation of Proposal in Memorandum of Understanding with the Chamber

Because of the relative close proximity of this event, this item has been brought separately for consideration by the City Council at this time. Should the City Council approve this item, it would be included as part of an overall Memorandum of Understanding to be negotiated between the City and the Chamber pursuant to City Council Policy 2008-01 (Community Organizations), which MOU will be brought to Council for consideration within the next two months.

FISCAL ANALYSIS:

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Staff has compiled costs associated with the Business E Waste Roundup, which are estimated to be approximately \$1,300. The Chamber of Commerce has requested a fee waiver for this amount. It will take one staff member approximately 10 hours to complete the tasks. This equates to costs of approximately \$550 (assuming the average fully burdened hourly rate of \$55 for a Management Analyst.) In addition to Agency staff costs, the costs for Public Works would be \$464 for banner installation costs and a banner Planning Division fee waiver of \$79.04 for each banner location, totaling approximately \$237.

The costs are calculated as follows:

Staff time (10 hours) (Agency)	\$ 550.00
Banner fee costs (City)	\$ 237.00
Banner Installation Costs (City)	<u>\$ 464.00</u>
Total City and Agency Costs	\$1,251.00

ATTACHMENTS:

1. City Council Policy Statement 2008-01.
2. Excerpt from City Council Minutes on October 6, 2008, designating the first Chamber Business E Waste Roundup as a City-Sponsored Event.

MOTION:

That the City Council:

- 1.A. Approve the fee waiver request made by the Chamber of Commerce for the "Business E Waste Roundup" and determine the amount t be \$- ;

OR

- 1.B. Deny the fee waiver request made by the Chamber of Commerce for the e "Business E Waste Roundup."

AND

- 2.A. Determine the criteria of the City Council Policy Statement 2008-01 have been met, designate the "Business E Waste Roundup" as a City-sponsored event and allow the banners to be posted in the Public right-of-way;

OR

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- 2.B. Determine that the “Business E Waste Roundup” is not a City-sponsored event.

That the Redevelopment Agency:

- 1.A. Approve the Agency fee waiver request made by the Chamber of Commerce for the “Business E Waste Roundup” and determine the level of support, if any, it wishes to provide to the Round-up in the form of a reimbursement to the City of its costs associated with the event to be \$ _____;

OR

- 1.B. Deny the fee waiver request made by the Chamber of Commerce for the Business E Waste Roundup. Determine what level of support, if any, it wishes to provide to the Roundup in the form of a reimbursement to the City of its costs associated with the event.

AND

- 2.A. Determine the criteria of the City Council Policy Statement 2008-01 have been met, designate the “Business E Waste Roundup” as an Agency-sponsored event and allow the banners to be posted in the Public right-of-way;

OR

- 2.B. Determine that the Business E Waste Roundup is not an Agency-sponsored event.