

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 01/12/09		Item Number: <u>A-3</u>	
AGENDA ITEM: Consideration of the Culver City Chamber of Commerce's Request to Assume Full Responsibility for the Annual Mayor's Luncheon as the Chamber's Stand Alone Event.			
Contact Person/Dept.: Shelly Wolfberg		Phone Number: (310) 253-6008	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒	Attachments: ☐
Public Notification: Culver City Chamber of Commerce President and Master E-Mail Notification List (01/07/09)			
Department Approval: Martin R. Cole (01/05/09)		City Attorney Approval: Carol Schwab (by H. Baker) (01/05/09)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (01/06/09)		City Manager Approval: Jerry B. Fulwood (01/07/09)	

RECOMMENDATION:

Staff recommends the City Council consider the Culver City Chamber of Commerce's ("the Chamber") request to assume full responsibility for the Annual Mayor's Luncheon as the Chamber's stand alone event.

BACKGROUND/DISCUSSION:

The Chamber has effectively managed the Mayor's Luncheon for 14 years at the request of the City. Prior to that time, the City Clerk's office managed the event. The City currently subsidizes the event by paying a management fee to the Chamber; the rental cost of the Veterans Memorial Auditorium; the meal costs for current elected officials and past city elected officials; and the mailing and program costs. These expenses total over \$4,000 annually.

On December 23, 2008, Chamber President Steven J. Rose, requested through the City Manager, to have the Chamber assume full responsibility for the Mayor's Luncheon. The Chamber proposes to take full responsibility for the Luncheon as a stand alone event for the City of Culver City, with the Chamber assuming all the financial risks for the event. The Chamber would include in the event, the costs of accommodating all the current elected officials that represent the city, locally, regionally, and state and federal governments. The Chamber proposes selling advertisements in a program book and sponsoring the event as the major way of defraying some of the costs for the event.

The Chamber would coordinate with the current Mayor to determine a date mutually agreeable to both parties and select and pay for the room rental for the Mayor's Luncheon. Further, the Chamber would coordinate the final event proposal each

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year with the City Manager's Office. The upcoming 29th Annual Mayor's Luncheon will take place in March. It is staff's opinion that the Culver City Chamber of Commerce would continue to effectively manage the Mayor's Luncheon, based on past experience of the success of the event. This event would remain a City event.

Incorporation of Proposal in Memorandum of Understanding with the Chamber

Because of the relative close proximity of this year's Mayor's Luncheon, 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 is expected to be brought to Council for consideration within the next three months.

FISCAL ANALYSIS:

Currently, the City budgets \$3,000 in the General Fund's Non-Departmental Account 10116100.516600-Special Events & Meetings and absorbs the room rental fee for the Mayor's Luncheon. The funding amount goes towards funding luncheon costs that are not covered by revenues received through lunch reservations. If the Chamber assumes full responsibility of the Mayor's Luncheon, the City would reduce its General Fund budget appropriation by that amount. Further, the City would realize income related to the payment made by the Chamber for rental of the auditorium at the Veteran's Memorial Building.

ATTACHMENTS:

None.

MOTION:

That the City Council:

1. Approve the proposal by the Culver City Chamber of Commerce to assume full responsibility for the Annual Mayor's Luncheon;

OR

2. Provide other direction to staff as deemed appropriate.