

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

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| Meeting Date: <u>05/07/13</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  | Item Number: <u>A-1</u>                                                |                                                  |
| <b>PRCS COMMISSION AGENDA ITEM: (1) Consideration of Establishing a Parks, Recreation and Community Services Commission "Sponsorship/Fiscal Support" Ad Hoc Subcommittee; and, (2) if Approved, Make Appointments to the Newly Formed Subcommittee.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |                                                                        |                                                  |
| Contact Person/Dept.: Dan Hernandez,<br>PRCS Director                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  | Phone Number: (310) 253-6655                                           |                                                  |
| Fiscal Impact: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  | General Fund: Yes <input type="checkbox"/> No <input type="checkbox"/> |                                                  |
| Public Hearing: <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  | Action Item: <input checked="" type="checkbox"/>                       | Attachments: <input checked="" type="checkbox"/> |
| Public Notification: (Email) Meetings and Agendas – Parks, Recreation and Community Services Commission (05/02/13).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                                                                        |                                                  |
| Department Approval: Dan Hernandez<br>(04/30/13)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  | City Attorney Approval: N/A                                            |                                                  |
| Chief Financial Officer Approval: N/A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  | City Manager Approval: N/A                                             |                                                  |
| <br><b><u>RECOMMENDATION:</u></b><br><br>Staff recommends the Parks, Recreation and Community Services (PRCS) Commission (1) consider establishing a "Sponsorship/Fiscal Support" Ad Hoc Subcommittee; and, (2) if approved, make appointments to the newly formed Subcommittee.<br><br><b><u>BACKGROUND:</u></b><br><br>During the years 2006 through 2011, the Parks, Recreation and Community Services (PRCS) Commission had a two-member Fundraising or Financial Resources Development Subcommittee. The Subcommittee did not engage directly in the fundraising; it was formed to assist the PRCS Department in developing fundraising strategies. In a January 12, 2011 email to the City Council, the PRCS Commission proposed the development of the "CC Giving Donation/Sponsorship Program" which would ultimately provide the following types of donation opportunities:<br><br>Phase I. Park Amenities (the "Park Hero Program")<br>Phase II. Park and Recreation Facility Improvements<br>Phase III. Services and Programs<br>Phase IV. Corporate Sponsorship, including Naming Rights<br><br><u><i>September 6, 2012 Dissolution of the PRCS Commission Advisory Subcommittees</i></u><br><br>At the September 6, 2012 meeting, the six (6) standing PRCS Commission Advisory Subcommittees were reviewed in terms of several factors, including the most appropriate application of the Brown Act. The outcome of the Commission's review |  |                                                                        |                                                  |

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was that all six Advisory Subcommittees were dissolved; some because they had become obsolete and others, which were considered to be standing Subcommittees, were dissolved due to fiscal and staffing implications associated with the public noticing and accommodation requirements of the Brown Act. Ad Hoc Subcommittees with a limited purpose and duration, which do not require public noticing and accommodation, were formed as deemed appropriate.

**Developing a Broader Vision Regarding Sponsorship/Fiscal Support**

During discussions on the development of the Park Hero Program brochure, Commissioner Yanda and Chair Stuart, the members of the CC Giving Donation/Sponsorship Program Ad Hoc Subcommittee, decided that the topic of fundraising should be expanded to develop a broader vision related to assisting the PRCS Department in financial ways to maintain facilities, programs and overall quality of life issues in Culver City. At the February 5, 2013 PRCS Commission meeting, reports were submitted by each of the Ad Hoc Subcommittee members. These reports are provided as Attachments A and B, respectively. Subsequently, a recommendation was made by the Commission to request the City Council establish a standing Commission Subcommittee to discuss and develop a strategy moving forward on fundraising, tying in Economic Development, partnerships and programming. The item was scheduled to go before the City Council on April 8<sup>th</sup>, but the staff report was pulled from the Meeting Agenda at the request of the Subcommittee members.

**DISCUSSION:**

On April 17, 2013 the Subcommittee members met with the City Manager, Mayor Weissman and PRCS Director Dan Hernandez to discuss concerns related to the report as submitted. It was determined that in order to present a proposal to the City Council on the establishment of a standing subcommittee, clearly defined goals and objectives needed to be determined.

In order to proceed, it is recommended that the Commission establish a Sponsorship/Fiscal Support Ad Hoc Subcommittee and, if approved, appoint two Commissioners to formulate a detailed plan to bring forward to the City Council. Ad Hoc Subcommittee discussions will include updates from the PRCS Director as appropriate with respect to the identifiable needs that exist, or may be reasonably foreseen in the future, and to focus on areas involving amenities, program partnerships, capital improvements and deferred maintenance issues that are relevant to the discussion. It is recommended that a viable plan would include:

1. Identifying needs within the PRCS Department that can be addressed through sponsorships and other types of fiscal support.

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2. Defining roles as well as time commitment of Commissioners and the PRCS Director in this process of developing the plan for City Council review.
3. Identifying challenges related to this project.
4. Prioritizing how to address those needs within the established roles of Commissioners and possible partnership outreach to assist the Ad Hoc Subcommittee in meeting its goals.

**FISCAL ANALYSIS:**

At this time, there is no fiscal impact associated with the discussion of this Agenda Item.

**ATTACHMENTS:**

- A. "PRCS Department Donation/Sponsorship Program Status Update with Recommendations for the Future," a report submitted by Commissioner Yanda at the February 5, 2013 PRCS Commission meeting.
- B. "PRCS Fundraising in 2013," a report submitted by Chair Stuart at the February 5, 2013 PRCS Commission meeting.

**MOTIONS:**

That the Parks, Recreation and Community Services Commission:

1. Establish a "Sponsorship/Fiscal Support" Ad Hoc Subcommittee;and
  2. Appoint Commissioner \_\_\_\_\_ and  
Commissioner \_\_\_\_\_ to the newly  
formed Subcommittee;
- OR
3. Provide staff with alternate suggestions.