

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

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| Meeting Date: 09/17/07                                                                                                                                  |  | Item Number: <u>A-2</u>                                                                |  |
| <b>AGENDA ITEM: Consideration of a Contract Extension with MDG &amp; Associates for Economic Development Administrator Services on an Interim Basis</b> |  |                                                                                        |  |
| Contact Person/Dept.: John Fisanotti                                                                                                                    |  | Phone Number: (310) 253-5767                                                           |  |
| Fiscal Impact: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>                                                                      |  | General Fund: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>      |  |
| Public Hearing: <input type="checkbox"/>                                                                                                                |  | Action Item: <input checked="" type="checkbox"/> Attachments: <input type="checkbox"/> |  |
| Public Notification: Master Notification List (09/12/07).                                                                                               |  |                                                                                        |  |
| Department Approval:<br>Sol Blumenfeld (09/06/07)                                                                                                       |  | Executive Director Approval:<br>Jerry Fulwood (9/12/07)                                |  |
| City Controller Approval:<br>Marlee Chang (09/08/07)                                                                                                    |  |                                                                                        |  |

**RECOMMENDATION:**

Staff recommends the Culver City Redevelopment Agency ("The Agency") authorize an amendment to extend the administrative contract with MDG & Associates for an additional cost not-to-exceed \$10,000.00.

**BACKGROUND:**

As a result of retirements, job changes and maternity leaves, the Agency staff has many unfilled positions this year. In order to maintain the staffing level needed to carry out the Agency's work program, an administratively approved contract with MDG & Associates (MDG") was signed on May 29, 2007 to hire the part-time services of Mr. Ruben M. Lopez, as a contract Project Manager, specifically to oversee the economic development activities which had been under Ms. Kellee Fritzel, Economic Development Administrator, prior to her departure from Culver City. The administratively approved contract has a cap on compensation not-to-exceed \$10,000, which is close to being exhausted. There is a need to continue Mr. Lopez's services and therefore, the Agency is asked to consider a contract extension.

**DISCUSSION:**

Mr. Lopez has over thirty (30) years experience with various municipalities in the redevelopment/economic development field. His resume includes over fourteen (14) years as Community Development Director with responsibilities in redevelopment, economic development, planning and zoning, code enforcement, Housing Authority, housing programs, and CDBG/HOME funds. Project experience includes industrial

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parks, entertainment center, retail centers, mixed use developments, affordable housing (senior/family), hotels, and major streetscape projects.

Over the past few months, Mr. Lopez has been working with staff and management in the Economic Development Division to develop a strategic work plan and timeline to promote and assist existing, expanding, and new businesses wishing to locate in Culver City. The plan will include marketing, webpage, newsletter, economic development incentives, and a new resource center geared to provide "one on one" service to the business community.

It is anticipated that Mr. Lopez's services will be needed through the end of the calendar year; giving the Agency time to recruit and hire the budgeted but vacant positions, particularly the re-classified Economic Development Manager. If the contract extension is approved by the Agency board, the next several months will be spent getting Agency approval of the workplan, development of the various components, and implementation.

The present contract is for a maximum compensation of \$10,000. The request is to increase the maximum another \$10,000 for a new not-to-exceed total of \$20,000.

**FISCAL ANALYSIS:**

MDG & Associates charges \$75.00 per hour for Mr. Lopez's services. When compared to the rate the Agency pays for many other consultant services, this compares favorably. In fact the rate is not too far different than the labor plus benefit burden rate the Agency pays to comparably experienced staff.

By projecting the rate of monthly billings received from MDG to date, through to the end of the year, staff estimates another \$10,000 should be sufficient to pay for Mr. Lopez's part time work until the Agency has filled some of its vacancies.

Funding for the contract with MDG comes from account number 59190400.619800. There is adequate money available to pay the recommended additional compensation to MDG.

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**MOTION:**

That the Agency:

1. Approve an amendment to the contract with MDG & Associates, in a form approved by Agency General Counsel, to extend the contract with for another \$10,000 bringing the new not-to-exceed total contract compensation to \$20,000.00; and
2. Authorize the Executive Director, or his designee to execute the contract amendment.