

City of Culver City, California

Agenda Item Report

Meeting Date: 06/09/14		Item Number: <u>A-4</u>	
CITY COUNCIL AGENDA ITEM: Consideration of (1) the Concept of Partnering with a 501c3 Culver City Centennial Celebration Committee (CCCCC) and (2) Drafting a Memorandum of Understanding (MOU) Between the Proposed CCCCC and the City.			
Contact Person/Dept.: Shelly Wolfberg, Assistant to the City Manager		Phone Number: (310) 253-6000	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: Meetings and Agendas – City Council (06/04/14)			
Department Approval: Martin R. Cole (06/02/14)		City Attorney Approval: Carol Schwab (06/03/14)	
Chief Financial Officer Approval: Jeff Muir (06/02/14)		City Manager Approval: John M. Nachbar (06/04/14)	
<u>RECOMMENDATION:</u> It is recommended that the City Council consider (1) the concept of partnering with a 501c3 “not-for profit” Culver City Centennial Celebration Committee (CCCCC) to help plan, coordinate, and carry out events, activities and projects by individuals and organizations that will celebrate Culver City; and (2) (if desired) providing direction to the City Manager to work with the CCCCC to draft a Memorandum of Understanding with the CCCCC. <u>BACKGROUND:</u> The City of Culver City was incorporated on September 20, 1917; therefore the City’s 100th Anniversary (Centennial) will occur on September 20, 2017, a little over three years from now. While the actual Centennial occurs on a specific date, it is proposed the Centennial celebration begin on September 20, 2016 and culminate on September 20, 2017. At the November 12, 2012 City Council meeting, Councilmember Clarke received consensus to agendize a discussion about the establishment of a Centennial Committee (Committee) for the 100th anniversary of the incorporation of Culver City. On January 28, 2013, the City Council unanimously			

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approved the concept of partnering with such a Committee and directed the City Manager to return with a more detailed staff report at a future City Council meeting for the City Council's consideration.

On May 27, 2014, Councilmember Clarke provided information to City staff about the CCCCC, including a draft copy of the CCCCC Bylaws (Attached). Acting as a member of the public rather than in his official Councilmember capacity, Councilmember Clarke indicates he has recently filed and paid fees to the Secretary of State for the Articles of Incorporation. He stated he will have to file a Form 1023 with the IRS, and, as the incorporator, he will need to select the initial Board of Directors, who in turn will adopt or amend and adopt these Bylaws. The Board is established as five-to seven people, without any designation or representation of specific organizations but who reflect the diversity of the community.

Councilmember Clarke indicates that he has been in contact with several members of the community who have expressed interest in serving as Advisory Members, who will help in the selection of the Board Members. Councilmember Clarke anticipates that he would serve on the Board for the first year but then step down once the Committee is up and running, a work plan is in place, and the Memorandum of Understanding with the City has been approved.

DISCUSSION:

At tonight's City Council meeting, Councilmember Clarke proposes to discuss the CCCCC's plans. He is prepared to answer questions off the dais, as a member of the public. Upon receipt of City Council approval of the partnering concept, the Committee would commence its work, including the drafting of an MOU with the City that would outline the duties and responsibilities of the Committee and the City. The MOU would be brought back to the Council for approval.

MOU

Some main elements of the City's MOU with the CCCCC could include a description of the following key items:

1. The CCCCC's Scope of Activities, including the list of proposed official projects, activities and events and timetable from now until the end of the Centennial; and
2. The extent to which the City would provide funding for certain activities of the CCCCC; and,
3. The City's role in administering and implementing the provisions of the MOU and CCCCC Work Plan; and,
4. The City's in-kind services (which may include; meeting space, waiver of fees and permits, display of banners, etc.); and,

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5. Financial reports, audits, and the Centennial Program's budget; and
6. Performance review; and
7. Insurance requirements.

CCCCC

Councilmember Clarke considers the CCCCC's main function to be to encourage individuals and organizations to develop ideas for events, activities and projects during the Centennial celebration year and make certain that the Centennial calendar is well coordinated. In addition, it is hoped that there will be an ability to provide "official" recognition for events, activities and projects. He believes these undertakings can be an expansion or enhancement of existing events and activities or new ones. Councilmember Clarke believes these events, activities and projects will reflect the history of Culver City, but also demonstrate that Culver City is a thriving and diverse community 100 years after its incorporation.

Councilmember Clarke is open to the concept of individuals or organizations creating a for-profit idea. Such examples could include the creation of an official Centennial pin, writing and selling a book on Culver City, special Centennial artwork, etc. According to Councilmember Clarke, while the initial Bylaws allow for the Committee to receive and spend funds, he does not anticipate the CCCCC conducting a great deal of fundraising. He indicates that the Committee, as a 501c3, would pursue grant opportunities available to non-profits from corporations and foundations, but it is his hope that each project, event, or activity idea submission would contain a proposed budget and a fund raising plan. The CCCCC could assist with helping to promote the idea, but would not be directly responsible for funding the event. Councilmember Clarke anticipates one benefit to local businesses would be a compilation of a list of official ideas that could be shared with the businesses, and they could determine which projects to help sponsor. .

FISCAL ANALYSIS:

There is no fiscal impact related to the City Council's discussion of this item. If desired by the City Council, staff would return at a later date to discuss the approval of an MOU and any funding request associated with the MOU.

ATTACHMENTS:

Draft CCCCC Bylaws.

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MOTION:

That the City Council:

1. Consider the concept of partnering with the CCCCC; and
2. (if desired) Direct the City Manager to work with the CCCCC to draft an MOU for later presentation to the City Council for consideration.