

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

Meeting Date: 08/26/13		Item Number: <u>A-1</u>	
CITY COUNCIL AGENDA ITEM: Consideration of City Sponsorship of the 8th Annual EarthFest LA at West Los Angeles College on September 28, 2013 and Approval of Memorandum of Understanding Related thereto.			
Contact Person/Dept.: Shelly Wolfberg, City Manager's Office		Phone Number: (310) 253-6008	
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 (08/20/13); California Greenworks (08/20/13)			
Department Approval: Martin R. Cole (08/19/13)		City Attorney Approval: Carol Schwab (by H. Baker) (08/19/13)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (08/20/13)		City Manager Approval: John M. Nachbar (08/20/13)	
<u>RECOMMENDATION:</u> Staff recommends the City Council consider City sponsorship of the 8th Annual EarthFest LA (Event) to be held at West Los Angeles College on September 28, 2013 and, if approved, approve a Memorandum of Understanding (MOU) between the City and California Greenworks related thereto. <u>BACKGROUND:</u> On July 8, Mike Meador, Chief Executive Officer of California Greenworks, Inc. forwarded the attached letter to the City Council, presented an award to the City Council for their support of last year's event, and requested City support of the 2013 Event. During the City Council meeting of August 12, 2013, the City Council gave its consensus to consider an item related to the Event to be held at West Los Angeles College on September 28, 2013. The City Council agreed to place this item on the August 26, 2013 agenda for consideration.			

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DISCUSSION:

To be categorized as a “sponsored” event by the City, an event must meet with criteria set forth in Culver City Municipal Code (CCMC) Section 17.330.040.B.7.b.ii., confirming that the City 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 thereof. If approved by the City Council, the City would be contributing at least \$1,000 in waivers to the event.

The CCMC requires both (a) AND (b) conditions be satisfied. Additionally, in order for an event to be considered City-sponsored, the City Council must determine, by specific action, that the above criteria have been met.

Mr. Meador has requested that the City provide the following as part of its event sponsorship:

1. Email Event information to the City’s listserv.
2. Include Event information in Bi-Weekly Report from the City Manager.
3. Place Event information on City’s website
4. Give permission to hang Event banners across Sepulveda Boulevard, Washington Boulevard and Overland Avenue.
5. Waive banner permit application fee.
6. Place signage on Culver City Sanitation refuse trucks (Signage to be provided by California Greenworks).

Should the City Council wish to consider sponsorship of this year’s Event, staff estimates that at least \$1,000 in staff time will be contributed to the planning, preparation, or promotion of the event (satisfying criterion (2b) above), along with the cost to waive the \$119 banner application permit fee. To satisfy criterion (2a), staff recommends the City Council authorize the use of the City’s logo and/or seal and require California Greenworks to prominently display the logo/seal in its promotional materials for the event.

Should the City Council approve this request, an MOU would be prepared to formalize the various duties and obligations of the parties with respect to this event. The details of the MOU will include, but not be limited to, the authorization to use the City Logo and Seal and the requirement to include the City in promotional activities and information. Further, if approved by the City Council, the MOU would authorize the City to place an advertisement regarding the Event on the City’s sanitation trucks and by advertising this City sponsored Event through the City’s website and via the City’s e-mail notification system.

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Because Mr. Meador has indicated his specific interest in having a banner displayed across one or more City streets that accommodate the display of banners, City sponsorship of this event is required in order to implement this request. As mentioned earlier, Mr. Meador is also seeking the waiver of the \$119 permit application fee for the three over the public right-of-way banners.

FISCAL ANALYSIS:

The staff time contribution is expected to include, but not be limited to, time the Assistant to the City Manager has already dedicated to discussions with Mr. Meador and the preparation of the staff report presented to the City Council regarding this proposal. Should the City Council approve City sponsorship for the Event, the City Manager's Office and Information Technology Department will work together to promote the Event on the City's website and through a distribution of information through the City's e-mail notification system. Transportation and Public Works staff will work together to coordinate the placement of the signage on the City's Sanitation vehicles. In addition to the in-kind costs of staff time, the one-time \$119 permit application fee for the three over the public right-of-way banners is requested to be waived.

ATTACHMENTS:

Letter from Mike Meador of California Greenworks regarding 2013 EarthFest LA.

MOTION:

That the City Council:

- 1A. Consider designating the 2013 EarthFestLA as a City sponsored event contingent upon California Greenworks agreeing to identify the City in their promotional activities and documents as a sponsor of the event and approve a MOU related thereto; and,
- 1B. Authorize the City Attorney to review/prepare the necessary documents; and,
- 1C. Authorize the City Manager to execute such documents on behalf of the City.

OR

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2. Take no action (in which case the City would not be a sponsor of the 2013 EarthFest LA)