

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

Meeting Date: 11/25/2013		Item Number: <u>C-2</u>	
CITY COUNCIL AGENDA ITEM: Approval of a Memorandum of Understanding Between the City and the Culver City Downtown Business Association (DBA) for City-Sponsored DBA Events for Calendar Years 2013 and 2014.			
Contact Person/Dept.: Glenn Heald Todd Tipton Community Development Dept.		Phone Number: 310-253-5752 310-253-5783	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☐ Attachments: ☐	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: Culver City Downtown Business Association (11/07/13); (E-Mail) Meetings and Agendas – City Council (11/19/13).			
Department Approval: Sol Blumenfeld (11/13/13)		City Attorney Approval: Carol Schwab (by H. Baker) (11/19/13)	
Chief Financial Officer Approval: Jeff Muir (11/19/13)		City Manager Approval: John Nachbar (11/19/13)	
 <u>RECOMMENDATION:</u> Staff recommends the City Council approve a Memorandum of Understanding for Events (MOU for Events) between the City of Culver City (City) and the Culver City Downtown Business Association (DBA) through December 31, 2014. <u>BACKGROUND:</u> On February 19, 2008, the City Council adopted Resolution 2008-R011 approving City Council Policy 2008-01, providing the means for community organizations to enter into MOUs with the City defining their relationship and denoting responsibilities for each of the parties. This process allows specified recurring events to be approved by the City Council through a contractual agreement. On August 17, 2009, the City Council and former Culver City Redevelopment Agency Board (former Agency Board) approved such an MOU with the DBA for a one-year period. On November 1, 2010, the City Council and Former Agency Board approved renewal of the MOU for Events for a two-year period. <u>DISCUSSION:</u> The City Council's stated purpose in approving City Council Policy 2008-01 is to provide a mechanism by which staff and authorized community organizations may plan and stage events, waive predetermined fees, and/or utilize staff time with City approval through contractually specified standards and terms. Currently, the DBA's			

City of Culver City, California
Agenda Item Report

annual holiday tree lighting event in downtown is the only event contemplated during the term of the new MOU. No new events are being requested as part of this MOU for Events. However, the MOU does provide the ability for staff and the DBA to consider additional events and present them to the City Council for consideration.

The event(s) covered by the MOU for Events serve to supplement the City's own economic development and public safety, health, and welfare efforts. Participation in this MOU allows the City to effectively share costs with the DBA to provide services that the City may not have the funds or staff resources to otherwise provide.

FISCAL ANALYSIS:

The MOU for Events provides consistency and clearly defines the level of participation and, consequently, costs borne by the City. Staff time of up to 18 hours per event for planning and promotional assistance equates to approximately \$1,000 of in-kind staff cost (using total costing for a Management Analyst position).

The DBA is responsible for all hard costs for the subject events but is eligible for fee waivers consistent with City Council Policy 2008-01. Although Fee waivers are available to the DBA, none are being requested. As the City Council has historically provided these in-kind services and approved fee waivers/reductions, no additional fiscal impact will be realized by approving this MOU for Events.

ATTACHMENTS:

None.

MOTION:

That the City Council:

1. Approve a Memorandum of Understanding Between the City of Culver City and the Culver City Downtown Business Association Designating the Cited Event(s) as City-Sponsored Events for Calendar Years 2013 and 2014; and,
2. Authorize the City Attorney to review/prepare the necessary documents; and,
3. Authorize the City Manager to execute such documents on behalf of the City.