

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

Meeting Date: 10/6/08		Item Number: <u>J-1</u>	
AGENDA ITEM: JOINT ITEM: 1) Consideration of a Fee Waiver Request by the Culver City Chamber of Commerce for the “Business E-Waste Roundup” Event; 2) Designation of the Business E Waste Roundup as a City-Sponsored or Redevelopment Agency- Sponsored Event; and 3) Determination of the Level of Redevelopment Agency Support for the Event.			
Contact Person/Dept.: Jeremy Green /Community Development		Phone Number: (310) 253-5764	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Downtown Business Association; Chamber of Commerce; Master Notification List (10/01/08).			
Department Approval: Sol Blumenfeld (09/25/08)		City Attorney Approval: Carol A. Schwab (by H. Baker) (10/01/08)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (10/01/08)		City Manager Approval: Jerry B. Fulwood (10/01/08)	
<u>RECOMMENDATION:</u> Staff recommends the City Council (“Council”): 1. Approve a fee waiver request made by the Culver City Chamber of Commerce (“Chamber”) for the “Business E Waste Roundup” event; and 2. Designate the “Chamber “Business E Waste Roundup” as a City-Sponsored event; Staff Recommends the Redevelopment Agency (“Agency”): 1. Determine what level of support, if any, it wishes to provide to the Chamber in the form of reimbursement to the City of its costs associated with the Business E Waste Roundup; and, 2. Approve a fee waiver request for Agency costs; and, 3. Designate the Business E Waste Roundup as an Agency-Sponsored event. <u>BACKGROUND:</u> The Culver City Chamber of Commerce will present the first annual “Business E Waste Roundup” event on October 29, 2008 from 8:00 a.m. to Noon at the former			

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Albertson Chevrolet site's (4114 Sepulveda Boulevard) southern parking lot. California Recycles has been engaged to handle the collection of items and is the same company that the Culver City Sanitation Division uses for their E Waste events.

This inaugural Chamber event will be the first time that Culver City businesses are the focus of a recycling effort and will attract a different target group than the Sanitation events, which occur on weekends, when many businesses are closed and unable to participate. The Chamber of Commerce is reaching out to businesses through their e-newsletter and through additional advertising. To ensure outreach to the entire Culver City business community, the Chamber requests that the City or Agency sponsor this event, provide additional outreach assistance and allow the placement of banners in the three designated right-of-way locations for this event.

DISCUSSION:

Banner Request:

In the past, a number of events have been sponsored by the Agency or the City: Taste of the Nation, George Barris' Cruisin' Back to Culver City Car Show, and the Chamber of Commerce Business Expo. The Agency and City participated in these events financially due to their positive economic impact.

The Chamber requests that Council allow the organization to post banners in the public right-of-way to advertise the Business E waste Roundup event. Currently, Section 17.330.040 of the Culver City Municipal Code (CCMC), relating to Signs in the Public Right-of-Way, provides for certain exceptions to posting signs in the public right-of-way (which is generally prohibited). One such exception is for signs relating to the "promotion of civic events and activities" where those events and activities are "organized or sponsored by the City or Redevelopment Agency." (CCMC Section 17.330.040.B.7.a)

For purposes of this Section of the CCMC, the City has adopted certain standards/definitions to determine whether an event or activity qualifies for this exception. Those standards and definitions are embodied in the CCMC, as well as in City Council Policy No. 2008-01 regarding Community Organization, which was adopted by the City Council on February 19, 2008.

The Policy provides a process for determining if an event is considered "Sponsored" by the City and/or the Redevelopment Agency. Following is the section of the Policy related to City Sponsored Events:

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Category 3: City Sponsored Events

This category is for events which are produced by City Organizations that are not Official City Committees (Category 1) or Cooperative Community Groups (Category 2).

To be considered a City Sponsored Event, the event must:

- (1) Be a civic event or activity organized or sponsored by the City or Redevelopment Agency (CCMC Section 17.330.040.B.7.a); and,
- (2) To determine whether the civic event or activity is “sponsored” by the City or Redevelopment Agency, the following criteria must be met: The City and/or Redevelopment Agency is (a) participating in an official capacity in the planning, preparation, or promotion of the event or activity; and (b) contributes 25% of the total estimated cost of the event or activity or at least \$1,000, whichever is less. (Note: this contribution may take the form of funds, labor, staff time, materials, a waiver of fees, or any combination of the foregoing); and
- (3) By specific action, the City Council has determined that the above criteria have been met.

The Chamber requests that the Council/Agency designate the Business E Waste Roundup a City-sponsored and/or Agency-sponsored event, based upon the above criteria as contained in the CCMC and the Policy.

Staff recommends that Agency and/or Council designate the Business E Waste Roundup as a sponsored event and approve the fee waiver request. This event furthers the City’s goal of becoming more sustainable and increases recycling efforts. Elham Ebiza of California Recycles, with whom the Chamber will partner for the event, has verified that businesses generate more electronic waste than residential consumers, and that businesses would be more likely to participate in a weekday event, during which time businesses are open, and that a similar event, organized by the Santa Monica Chamber of Commerce, was extremely successful.

FISCAL ANALYSIS:

Staff has compiled costs associated with the Business E Waste Roundup, which are estimated to be approximately \$1,000. The Chamber of Commerce has requested a fee waiver for this amount. It will take one staff member approximately 10 hours to assist with the planning, preparation, and promotion of this event. This equates to costs of approximately \$530 (assuming the average fully burdened hourly rate of \$53 for a Management Analyst at E step). In addition to Agency staff

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costs, the costs for Public Works would be \$300 for banner installation costs and a banner Planning Division fee waiver of \$79.04 for each banner location, totaling approximately \$237.

The costs are calculated as follows:

Staff time (10 hours) (Agency)	\$ 530.00
Banner fee costs (City)	\$ 237.00
Banner Installation Costs (City)	<u>\$ 300.00</u>
 Total City and Agency Costs	 \$1,067.00

NOTE: Per City Council direction, staff is currently compiling information on fee waivers. From the information that staff has received to date, very few discretionary fee waiver requests are granted by staff unless the request has first been considered by City Council. Once staff has completed their efforts, a memo containing all pertinent information will be provided to City Council.

ATTACHMENTS:

1. City Council Policy Statement 2008-01.
2. Excerpt from City Council Minutes on June 2, 2008, Designating the Culver Expo '08 as a City-Sponsored Event.

MOTION:

That the City Council:

- 1.A. Approve the fee waiver request made by the Chamber of Commerce for the "Business E Waste Roundup" and determine the amount to be \$_____;

OR

- 1.B. Deny the fee waiver request made by the Chamber of Commerce for the e "Business E Waste Roundup."

AND

- 2.A. Determine the criteria of the City Council Policy Statement 2008-01 have been met and designate the "Business E Waste Roundup" as a City-sponsored event;

OR

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- 2.B. Determine that the “Business E Waste Roundup” is not a City-sponsored event.

That the Redevelopment Agency:

- 1.A. Approve the Agency fee waiver request made by the Chamber of Commerce for the “Business E Waste Roundup” and determine the level of support, if any, it wishes to provide to the Round-up in the form of a reimbursement to the City of its costs associated with the event to be \$ _____;

OR

- 1.B. Deny the fee waiver and expenditures request made by the Chamber of Commerce for the Business E Waste Roundup. Determine what level of support, if any, it wishes to provide to the Roundup in the form of a reimbursement to the City of its costs associated with the event.

AND

- 2.A. Determine the criteria of City Council Policy Statement 2008-01 have been met and determine that the Business E Waste Roundup is an Agency-sponsored event;

OR

- 2.B. Determine that the Business E Waste Roundup is not an Agency-sponsored event.