

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

Meeting Date: <u>02/05/13</u>		Item Number: <u>A-2</u>	
PRCS COMMISSION AGENDA ITEM: (1) Receive and File Individual Reports from the Members of the CC Giving Donation/Sponsorship Program Ad Hoc Subcommittee; and, (2) Consideration of a Recommendation to the City Council Regarding the Establishment of a PRCS Commission Fundraising Subcommittee.			
Contact Person/Dept.: Dan Hernandez, PRCS Director		Phone Number: (310) 253-6655	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: (Email) Meetings and Agendas – Parks, Recreation and Community Services Commission (01/31/13).			
Department Approval: Dan Hernandez (01/29/13)		City Attorney Approval: N/A	
Chief Financial Officer Approval: N/A		City Manager Approval: N/A	
<u>RECOMMENDATION:</u> Staff recommends the Parks, Recreation and Community Services (PRCS) Commission (1) receive and file individual reports from the members of the CC Giving Donation/Sponsorship Program Ad Hoc Subcommittee; and, (2) consider making a recommendation to the City Council regarding the establishment of a PRCS Commission Fundraising Subcommittee. <u>BACKGROUND:</u> During the years 2006 through 2011, the Parks, Recreation and Community Services (PRCS) Commission had a two-member Fundraising or Financial Resource Development Subcommittee. Beginning in 2010, the Financial Resource Development Subcommittee began meeting with staff to discuss new fundraising strategies. As a result of those discussions, the Subcommittee began developing a donation/sponsorship program for the PRCS Department which they named “Culver City Giving.” A January 12, 2011 memo to the City Council from the PRCS Commission outlined the proposed program, which would ultimately provide the following types of donation opportunities: a) Park Amenities b) Park and Recreation Facility Improvements c) Services and Programs d) Corporate Sponsorship, including Naming Rights As noted above, the first component of what came to be called “CC Giving” is a park amenity replacement program called “CC Parks Donations,” later referred to as the			

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“Park Hero” program, which was intended to encourage people to donate needed amenities at Culver City parks. Such programs are not uncommon and are done successfully in many communities. The PRCS Director has had success with these types of donation-specific programs in previous agencies, generating over \$100,000.00 in sponsored amenities.

The CC Giving Donation/Sponsorship Program Ad Hoc Subcommittee

In September 2011, all six of the Commission’s Advisory Subcommittees were dissolved based on recommendations from the City Attorney’s Office and the City Manager’s Office; Ad Hoc Subcommittees with specific short-term objectives were formed instead. This was done due to considerations based on the Brown Act and the related fiscal impact of operating and staffing standing Commission subcommittees.

The CC Giving Donation/Sponsorship Program Ad Hoc Subcommittee was formed as an alternative to, and a limited-term extension of, the Financial Resource Development Subcommittee. The objective of this Ad Hoc Subcommittee is to create promotional materials, both in hard-copy and web-based, for the Park Hero program. The current members are Chair Stuart and Commissioner Yanda. They have been working on a Park Hero program brochure which is still in the development stages. In the interim, staff has developed and web-posted a price sheet to provide information for those wishing to donate park amenities.

Over the past two years, both the Ad Hoc Subcommittee overseeing this project and the PRCS Commission have periodically discussed the CC Giving Donation/Sponsorship Program. However, during a discussion of this topic at the January 3, 2013 PRCS Commission meeting, Chair Stuart stated that she believed that the PRCS Commission should consider seeking additional support from the City Council to meet the Department’s fundraising needs. In addition, she felt that a permanent fundraising arm of the PRCS Commission should be established. After some discussion, the Commission agendaized the issue of forming a permanent fundraising (sub)committee with marketing objectives for this evening’s meeting.

DISCUSSION:

Report by Commissioner Yanda

A report on the Donation/Sponsorship Program submitted by Commissioner Yanda, one of the members of the CC Giving Donation/Sponsorship Program Ad Hoc Subcommittee, is provided as Attachment A. This document provides an update on the status of the Program and the Park Hero materials and an analysis of the future direction and function of the Ad Hoc Subcommittee.

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Report by Chair Stuart

A report titled “PRCS Fundraising in 2013” submitted by Chair Stuart, one of the members of the CC Giving Donation/Sponsorship Program Ad Hoc Subcommittee, is provided as Attachment B. This document provides a launching point for a discussion on ways to develop and support future fundraising efforts on behalf of the PRCS Department. Some of the points touched upon in the Chair Stuart’s report include:

- The future of parks and their financing in the United States
- Potential partnerships with other governmental agencies and non-profits
- Contracting out specific services
- Creating a Super Volunteer program
- Eight steps to facilitate brainstorming marketing ideas
- An outline of the “Integrated Marketing” approach
- A summary of “talking points” for a future discussion with the City Council
- The process of establishing and tracking marketing goals
- Developing a successful fundraising plan

Establishing a PRCS Commission Fundraising Subcommittee

One of the central recommendations set forth by Chair Stuart at the January 3, 2013 PRCS Commission meeting and in her attached report is the establishment of a PRCS Commission Fundraising Subcommittee. As noted earlier, the Financial Resource Development Subcommittee, which did not directly engage in fundraising but was formed to assist the PRCS Department in developing fundraising strategies, was dissolved due to Brown Act considerations and the related fiscal implications.

Based on the interpretation of the Brown Act provided by the City Attorney’s Office at the September 6, 2011 PRCS Commission meeting, an “ad hoc” subcommittee serves only a limited or single purpose, it is not perpetual and it is dissolved when its specific task is completed. Ad-hoc subcommittees do not constitute a “legislative body” and are not subject to the Brown Act. A “standing” subcommittee, which has a continuing subject matter jurisdiction is considered to be a “legislative body” and is subject to the requirements of the Brown Act. Under the current policy, subcommittees are required to abide by the following:

- Agendas must be posted outside City Hall 72-hours prior to the meeting.
- Meetings must be held in City facilities. Informal locations cannot be used because the meetings are open to the public.
- The subcommittee is only empowered to make recommendations to the PRCS Commission.
- No official meeting minutes are kept.
- Staff attendance is not mandated.

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The Current Status of PRCS Department Staffing and Fundraising Efforts

With regard to all existing programs and projects, staff resources are over-extended; with multiple demands on staff time, day-to-day operations and real-time problem solving are prioritized. This is especially true in light of the fact that as per the direction of the City Council and City Manager, no new positions are being approved for the Department. Any proposal that would require a reallocation of existing resources requires re-prioritizing staff duties and thereby reduces levels of service to the Department and community, which would be of negative impact. Many successful fundraising components of various cities throughout California do not utilize city staff and, in fact, some of the most productive are fully-staffed by volunteers. Currently in Culver City, the Cultural Affairs Foundation has a staff member assigned as part of the Cultural Plan adopted by the City Council over four years ago when the economic climate was better and funding levels were higher.

Also of note is that under the current operational format, PRCS Department staff is free to work directly with various user groups and organizations in the community to discuss the Department's needs and accept donations. Recent successes in this area include, but are not limited to:

GROUP	DONATION	AMOUNT
Southern California Aquatics (SCAQ), Royal and Team Santa Monica Swim Clubs	Pool Deck Amenities	\$6,000
Culver City Rotary Club	Teen Center Computers	\$5,000
Anonymous Donor	New Scoreboard at Veterans' Memorial Park	\$5,000
Culver City Senior Citizens Association	Miscellaneous Equipment, Supplies & Services at the Senior Center & Teen Center	\$20,000
"Yes on Measure Y" Committee	New Bench at the Overlook at Culver City Park.	\$1,400
	TOTAL	\$37,400

Based on the information above, it is important to state that whatever recommendation is made by the Commission, it should not hinder staff's ability to work independently on fundraising directly with program participants. Rather, it should look at areas outside normal PRCS interactions for opportunities to raise funds.

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FISCAL ANALYSIS:

There is no fiscal impact associated with the discussion of this Agenda Item. However, it is important to note that current staffing and budgetary restraints prevent the PRCS Department from allocating significant resources toward supporting a PRCS Commission Fundraising Subcommittee. At bare minimum, the materials to develop the meeting Agenda and the staff time necessary to prepare and post it would be absorbed by the PRCS Department Administrative Division, thereby diverting these resources from other projects already included in the Department workplan.

In terms of assisting the Subcommittee in meeting its goals, there is no budget for printing marketing materials or multiple brochures, as suggested in the Attachment. Unless a donor could be found, the development of marketing materials would require a budget request to the City Council to provide funding. The estimated cost of marketing materials would be well in excess of \$1,000.00 without more specific details at this time. It would therefore be more cost effective to forgo printed materials and use hyperlinkson the City's website to provide information on the various types of giving opportunities to potentialdonors.

ATTACHMENTS:

- A. "PRCS Department Donation/Sponsorship Program Status Update with Recommendations for the Future," a report submitted by Commissioner Yanda.
- B. "PRCS Fundraising in 2013," a report submitted by Chair Stuart.

MOTIONS:

That the Parks, Recreation and Community Services Commission:

- 1. Receive and file individual reports from the members of the CC Giving Donation/Sponsorship Program Ad Hoc Subcommittee; and,
- 2. Make a recommendation to the City Council regarding the establishment of a PRCS Commission Fundraising Subcommittee;

OR

- 3. Provide staff with alternate suggestions.