



City of Culver City

Staff Report Details (With Text)

File #: 18-0354 **Version:** 1 **Name:**
Type: Minute Order **Status:** Action Item
File created: 9/28/2017 **In control:** City Council Meeting Agenda
On agenda: 10/23/2017 **Final action:**
Title: CC - Approval of a Memorandum of Understanding between the City and the Culver City Downtown Business Association (DBA) for City-Sponsored DBA Events in Calendar Years 2017-2018.

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
10/23/2017	1	City Council Meeting Agenda		

CC - Approval of a Memorandum of Understanding between the City and the Culver City Downtown Business Association (DBA) for City-Sponsored DBA Events in Calendar Years 2017-2018.

Meeting Date: October 23, 2017

Contact Person/Dept: Glenn Heald/CD
Todd Tipton/CD

Phone Number: 310-253-5752
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Fiscal Impact: Yes No **General Fund:** Yes No

Public Hearing: **Action Item:** **Attachments:**

Commission Action Required: Yes No **Date:**

Public Notification: (E-Mail) Meetings and Agendas - City Council (10/18/17); Culver City Downtown Business Association (09/20/17).

Department Approval: Sol Blumenfeld, Community Development Director (10/17/17)

RECOMMENDATION

Staff recommends the City Council approve a Memorandum of Understanding (MOU) with the Culver City Downtown Business Association (DBA) for City-sponsored DBA events through December 31,

2018.

BACKGROUND/DISCUSSION

On February 19, 2008, the City Council approved 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 (CCRA) Board approved such an MOU with the DBA for a one-year period. On November 1, 2010, the City Council and former CCRA Board approved renewal of the MOU for Events for a two-year period. On November 25, 2013, the City Council approved renewal of the MOU for Events for a one-year period expiring December 31, 2014, and on December 8, 2014, it was extended for a two-year period expiring December 31, 2016.

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 annual holiday tree lighting event in downtown is the only event contemplated during the term of this MOU for Events. However, the MOU for Events 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 with the Culver City Downtown Business Association designating the specified event(s) as City-sponsored events for calendar years 2017 and 2018; 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.