



City of Culver City

Mike Balkman
Council Chambers
9770 Culver Blvd.
Culver City, CA 90232
(310) 253-5851

Staff Report

File #: 18-0535, **Version:** 1

Item #: PH-2.

CC - (1) Adoption of a Resolution Confirming the 2018 Annual Work Plan and Levy of Assessments for the Culver City Arts District Business Improvement District; and (2) Appointment of Members to the Culver City Arts District Business Improvement Advisory Board for 2018.

Meeting Date: December 11, 2017

Contact Person/Dept: Elaine Warner/CDD
Todd Tipton/CDD

Phone Number: (310) 253-5777
(310) 253-5783

Fiscal Impact: Yes ☐ No ☒

General Fund: Yes ☐ No ☒

Public Hearing: ☒

Action Item: ☐

Attachments: Yes ☒ No ☐

Commission Action Required: Yes ☐ No ☒

Commission Name:

Public Notification: (E-Mail) Meetings and Agendas - City Council (12/06/17); Publication of Resolution of Intention in the Culver City News (11/30/17).

Department Approval: Sol Blumenfeld, Community Development Director (12/04/17)

RECOMMENDATION

Staff recommends the City Council (1) adopt the proposed Resolution (Attachment No. 1) confirming the Culver City Arts District 2018 Work Program (Work Plan) and the levy of assessments for the Culver City Arts District Business Improvement District (BID); and (2) appoint members to the BID Advisory Board.

PROCEDURE:

1. The Mayor announces that this is the time and place for the hearing of protests or objections

to the continuation of the BID.

2. The City Clerk announces that the Resolution of Intention, which included notice of this public hearing, was published in the Culver City News on November 30, 2017, and was mailed to all affected businesses.
3. The Mayor requests a staff report (if desired).
4. The Mayor seeks a motion to open the public hearing.
5. After receiving all public comments, the Mayor requests the City Clerk to report on any protests received and announce whether a majority protest exists.
6. The Mayor seeks a motion to close the public hearing.
7. The Mayor seeks a motion to overrule and deny all protests. (Absent a majority protest)
8. The Mayor seeks a motion to adopt the proposed resolution. (Absent a majority protest)

BACKGROUND/DISCUSSION

The BID renewal process is governed by the California Streets and Highways Code, Sections 36500-36551. In accordance with the process prescribed therein, on November 27, 2017 the City Council approved the 2018 BID Annual Work Plan and Budget (Attachment No. 2) and adopted a Resolution of Intention to conduct a public hearing on December 11, 2017 to consider continuation of the BID program and the levy of assessments on the Culver City Arts District for calendar year 2018.

The BID Advisory Board proposes no changes to the BID boundaries and no increase in assessment rates for 2018. Annual assessments are collected by the City and may only be spent on programs/activities that are benefit the BID. The 2018 Work Plan includes activities related to: maintenance and beautification; marketing and promotion; and, advocacy and administration.

If there is a majority protest of the assessment during the public hearing, which represents 50 percent or more of the assessment proposed to be levied, the City Council is required to adopt a motion stating a majority protest exists and no further proceedings to renew the BID shall occur for a period of one year.

Advisory Board

The BID is managed by the BID Advisory Board, which is appointed by the City Council. The BID Advisory Board is recommending that the composition of the 2018 Advisory Board be modified as compared to the board composition contained in the Annual Report/Work Plan reviewed on November 27th. The Advisory Board recommends the following individuals be appointed to the 2018 BID Advisory Board:

Member 1 - Art Gallery Owner/Operator or Other Primary - Josetta Sbeglia

Member 2 - Creative Services Professional/Design or Other Primary - Chris Pagani

Member 3 - Restaurant/Food Services/Retail/ or Other Primary - George Montgomery

Member 4 - Consultant/Professional Services/ or Other Secondary - Janiece Russell

Member 5 - Commercial Sublease/Property Owner/ or Other Secondary - Rosey Miller

Member 6 - Service/or Other Secondary or Tertiary - Lee Chernotsky

Member 7 - At-large representative - Kai Telles

FISCAL ANALYSIS

There is no fiscal impact to the City by approving an annual renewal of the BID. Expenses to the City due to the collection and distribution of BID assessments, and staff time spent preparing and presenting reports are offset by the City's two percent (2%) administrative fee included in the 2018 Work Plan and budget.

ATTACHMENTS

1. Proposed Resolution
2. CCAD 2018 Work Plan

RECOMMENDED MOTION(S)

That the City Council:

- 1A. (In the event a majority protest is received) Adopt a motion recognizing that protests have been received from the owners of businesses in the proposed district which represent 50 percent or more of the assessment proposed to be levied, and no further proceedings to continue the Culver City Arts District Business Improvement District shall be taken for a period of one year from the date of this meeting.

OR

- 1B. (Absent a majority protest) Adopt the proposed resolution confirming the Business Improvement District Advisory Board's Annual Report and the levy of the Culver City Arts District Business Improvement District Assessment for Calendar Year 2018;

AND

2. Appoint the 2018 Advisory Board as recommended by the Culver City Arts District Business Improvement District.