



City of Culver City

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Staff Report

File #: 18-0712, **Version:** 1

Item #: A-9.

CC - (1) Discussion of Becoming a Member of Revitalize California Cities (Revitalize CA); (2) If the City Council Chooses to Become a Member: (A) Adoption of Resolution to Join Revitalize CA; (B) Appointment of a Delegate and Alternate to Revitalize CA; and (C) Approval of \$5,000 for One-Time Membership Dues; and (3) Direction to the City Manager as Deemed Appropriate.

Meeting Date: January 22, 2018

Contact Person/Dept: Shelly Wolfberg/City Manager's Office

Phone Number: (310) 253-6008

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 (01/17/2018); Russell Lowery, RCC Executive Director.

Department Approval: John M. Nachbar (01/17/18)

RECOMMENDATION

Staff recommends the City Council (1) discuss whether the City of Culver City should become a member of Revitalize CA; (2) if the City Council chooses to become a member, then (a) adopt a resolution to join Revitalize CA, (b) appoint a Delegate and Alternate to Revitalize CA and (c) approve \$5,000 for membership; and (3) provide direction to the City Manager as deemed appropriate.

BACKGROUND/DISCUSSION

On December 20, 2017, Council Member Eriksson and the City Manager met with Rosemead Mayor Pro Tem Steven Ly and Russell Lowery, Executive Director, Revitalize CA/CEO, Competitive Edge Advantage, Inc., to discuss the benefits of becoming a Revitalize CA Member. Revitalize CA is a grassroots 501(c)(6) membership organization by cities and partners focused on returning crucial community and economic development tools to local cities. Since the elimination of redevelopment, cities are constrained in their ability to eradicate blight, meet infrastructure needs, incentivize

business development, and construct housing for their residents. Revitalize CA states that while various plans have been developed since the loss of redevelopment, none have generated any real or serious tools that are vitally needed.

In November 2018, Governor Jerry Brown will be termed out of office. Revitalize CA's goal is to work with each of the major gubernatorial candidates to get their commitment prior to the election to re-establish Redevelopment Agencies so that local government can better plan and develop their communities.

For Culver City, currently there are about \$105 million in outstanding bonds, and the average annual debt service ranges from \$12 to \$15 million per year until 2028. Mr. Lowery has indicated that once cities' debt service is paid off, a new state policy could provide for the redistribution of these funds to various public sources in California, like Culver City. It is not clear at this time how Revitalize CA proposes to ensure the development of a plan that would be approved by the new Governor and would result in the return of a specific amount of Culver City's annual debt service back to Culver City.

According to Mr. Lowery, Revitalize CA is currently comprised of a group of six member cities "united to advocate for common sense legislative solutions that will enhance the local governments' economic toolbox." Mr. Lowery states that the current members are the cities of El Cajon, El Monte, Huntington Beach, Murrieta, Rosemead, and Santee. Staff has been attempting to verify the dates (online) that the City Councils from these cities have officially taken action to become a member of Revitalize CA. Revitalize CA is actively trying to grow the coalition of cities, and staff believes that in order for this organization to make strides towards being effective, it would take a large number of cities to join to achieve critical mass.

Revitalize CA will create a Board of Directors, and the Board is anticipated to meet on a regular basis. Member Cities are eligible to be Board Members. Should the City Council choose to join Revitalize CA, staff recommends the City Council consider appointing a Delegate and Alternate to attend Board meetings.

FISCAL ANALYSIS

The one time CCCA membership dues is \$5,000, which would go towards the advocacy team's services. If approved, funds will be transferred from appropriated reserves to the City Council memberships and dues account.

ATTACHMENTS

1. 2018-01-22 - ATT Revitalize CA Resolution
2. 2018-01-22 - ATT Revitalize CA Background Information

MOTION

That the City Council:

1. Join the Revitalize CA and;
 - 1a. Appoint Council Member _____ as the Delegate and Council Member _____ as the Alternate; and
 - 1b. Approve \$5,000 for membership dues; or
2. Choose not to join Revitalize CA; or
3. Provide other direction to the City Manager as deemed appropriate