



City of Culver City

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

Staff Report

File #: 20-503, **Version:** 1

Item #: PH-2.

CC - PUBLIC HEARING: (1) Adoption of a Resolution Confirming the 2020 Annual Work Plan and Levy of Assessments for the Culver City Arts District Business Improvement District; (2) Appointment of Members to the Culver City Arts District Business Improvement District Advisory Board for 2021; and (3) Approval of a Management Agreement Through 2020/2021.

Meeting Date: December 9, 2019

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 ☒

Public Notification: (E-Mail) Meetings and Agendas - City Council (12/03/19); Mailing to Business Owners and Property Owners (10/03/19); Publication in the Culver City News (11/28/19)

Department Approval: Sol Blumenfeld, Community Development Director (11/19/19)

RECOMMENDATION

Staff recommends the City Council (1) adopt the proposed Resolution (Attachment No. 1) confirming the Culver City Arts District 2020 Work Program (Work Plan) and the levy of assessments for the Culver City Arts District Business Improvement District (BID); (2) appoint members to the BID Advisory Board; and (3) approve a Management Agreement with the Culver City Arts District (CCAD) through December 31, 2021.

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 mailed to all affected businesses on October 1, 2019 and published in the Culver City News on November 21, 2019.
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 AND 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 October 14, 2019 the City Council approved the 2020 BID Annual Work Plan and Budget (Attachment No. 2) and adopted a Resolution of Intention to conduct a public hearing on December 9, 2019 to consider continuation of the BID program and the levy of assessments on the Culver City Arts District for calendar year 2020. The BID Advisory Board proposes no increase in assessment rates for 2020; however, it does propose a boundary expansion. The CCAD's proposed expansion includes Washington Boulevard between Helms Avenue and the Expo, portions of National Boulevard (south and north of Washington Boulevard and Wesley and Helms Avenues between Washington Boulevard and the Expo bike path. A map illustrating the BID boundaries, including the proposed expansion area, is included as Exhibit "A" to the proposed Resolution of Intention.

Annual assessments are collected by the City and may only be spent on programs/activities that benefit the BID. The 2020 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 Advisory Board recommends the following individuals be appointed to the 2020 BID Advisory Board:

Member 1 - Art Gallery Owner/Operator - Josetta Sbeglia

Member 2 - Property Owner/Manager - Michelle Zauzig

Member 3 - Restaurant/Food Services/Retail - Janiece Russell

Member 4 - Consultant/Professional Services - Rosey Miller

Member 5 - Commercial Sublease/Property Owner - Noah Baylin

Member 6 - Service/Other - George Montgomery

Member 7 - At-large representative - Lee Chernotsky

Management Agreement

The CCAD is a nonprofit mutual benefit corporation that administers the annual work program developed - by the BID Advisory Board and approved by Council. A Management Agreement between the City and the CCAD defines and denotes the responsibilities and duties of the City and the CCAD regarding implementation of the BID work program (Attachment No. 3). The current Management Agreement expires on December 31, 2019.

FISCAL ANALYSIS

There is no fiscal impact to the City by approving an annual renewal of the BID. Expenses relative 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 2020 Work Plan and budget.

ATTACHMENTS

1. 2019-12-09_ATT - Proposed Resolution
2. 2019-12-09_ATT - Resolution of Intention- including CCAD BID Boundary Map ("Exhibit A") and 2020 Work Plan ("Exhibit B")
3. 2019-12-09_ATT - CCAD 2020/2021 Management Agreement

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 2020; **AND**
2. Appoint the 2020 Advisory Board as recommended by the Culver City Arts District Business Improvement District; **AND**
3. Approve the Management Agreement through December 31, 2021.