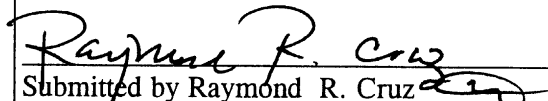


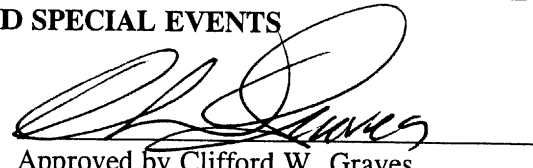


# City of Carson Report to Mayor and City Council

April 5, 2011  
New Business Discussion

**SUBJECT: CONSIDER APPROVING STANDARD MANAGEMENT PROCEDURE REGARDING  
FEE WAIVERS FOR CITY-ASSOCIATED SPECIAL EVENTS**

  
Submitted by Raymond R. Cruz  
Public Services General Manager

  
Approved by Clifford W. Graves  
Interim City Manager

## **I. SUMMARY**

For the past few months, the City Council Policy Sub-committee has been working toward developing a Standard Management Procedure (SMP) regarding fee waivers for city-associated special events. Though the policy has not yet been fully articulated as of the writing of this report (Exhibit No. 1), the Sub-committee anticipates that a final version will be approved at its April 4, 2011 meeting. Tonight, the City Council will be provided the Sub-committee's recommended SMP for its consideration.

## **II. RECOMMENDATION**

CONSIDER the City Council Policy Sub-committee's recommended Standard Management Procedure regarding fee waivers for city-associated special events.

## **III. ALTERNATIVES**

1. REFER this matter back to the City Council Policy Sub-committee for further discussion and an alternative recommendation.
2. TAKE another action the City Council deems appropriate.

## **IV. BACKGROUND**

The City Council recently charged the City Council Policy Sub-committee with the task of developing an SMP regarding fee waivers for city-associated special events. On February 24, 2011, the Sub-committee met for the first time to discuss this matter (Exhibit No. 2). It was recommended that fee waiver requests must first be reviewed and discussed by the Policy Sub-committee. Once a recommendation is approved by the Sub-committee, it would go before the City Council for consideration and approval.

Due to the city's continuing budget challenges, staff recommended that fee waivers should only be requested for the rental of city facilities and equipment. City staff, or any other hard costs (e.g. catering, entertainment, insurance, special equipment, security, etc.) to the city's general fund not budgeted for the

event would be ineligible. At the conclusion of the meeting, this matter was continued with a request that a draft SMP be prepared for this next meeting.

At its March 10, 2011 meeting, the draft SMP was presented to the Sub-committee for review and discussion (Exhibit No. 3). The Sub-committee decided to delay reaching a decision until its next meeting. At its March 24, 2011 meeting, the Sub-committee discussed various portions of the SMP, but was unable to come to a conclusion in the time allotted (disposition not available). The Sub-committee decided to continue this matter to its April 4, 2011 meeting, when they anticipate that a final version of the SMP will be ready and approved for the City Council's consideration. At tonight's meeting, the Sub-committee's recommendation will be present for discussion and approval.

**V. FISCAL IMPACT**

None at this time.

**VI. EXHIBITS**

1. Draft SMP. (pg. 3)
2. Minutes, City Council Policy Sub-committee, February 24, 2011. (pgs. 4-5)
3. Minutes, City Council Policy Sub-committee, March 10, 2011. (pgs. 6-8)

Document5

Prepared by: Luchie S. Magante, Sr. Administrative Analyst

TO:Rev032811

Reviewed by:

City Clerk	<u>City Treasurer</u>
<u>Administrative Services</u>	<u>Development Services</u>
<u>Economic Development Services</u>	<u>Public Services</u>

<b>Action taken by City Council</b>	
Date _____	Action _____

<b>CITY OF CARSON</b>		<b>POLICY/PROCEDURE</b>
<b>NUMBER:</b> <i>Draft</i>		<b>SUBJECT:</b> Special Event Fee Waiver
<b>ORIGINAL ISSUE:</b>	<b>EFFECTIVE:</b>	
<b>CURRENT ISSUE:</b>	<b>EFFECTIVE:</b>	<b>CATEGORY:</b> City Council Policy Sub-Committee
<b>SUPERSEDES:</b> <i>NEW</i>		

**I. PURPOSE AND SCOPE**

To establish a policy for the request of fee waivers for a special event, and to provide procedures in how those requests will be executed.

**II. GENERAL**

- A. A request for fee waivers of city facilities or equipment use for special events must be presented to the City Council Policy Sub-committee for review and consideration.
- B. Once it has been presented to the City Council Policy Sub-committee for discussion, the Sub-committee's recommendation will be forwarded to the City Council for final review and consideration.
- C. Employee salaries associated with the production of the proposed special event are *NOT* eligible to be waived.
- D. Any hard costs (City Staff, catering, entertainment, special equipment, insurance, security, etc.) that are not budgeted from the city's General Fund for the event cannot be waived.

**III. EXCEPTIONS**

There shall be no exceptions to this policy except through direct instruction of the City Council.

**IV. AUTHORITY**

Report to the Mayor and City Council, dated, \_\_\_\_\_, Item No. \_\_\_\_\_

\_\_\_\_\_  
Raymond R. Cruz  
Public Services General Manager

\_\_\_\_\_  
Date



## MINUTE EXCERPT

### CITY OF CARSON COUNCIL POLICY SUB-COMMITTEE

#### CARSON CITY HALL

FEBRUARY 24, 2011, 4:00 P.M.

**AGENDA POSTED:** FEBRUARY 17, 2011

“In accordance with the Americans with Disabilities Act of 1990, if you require a disability related modification or accommodation to attend or participate in this meeting, including auxiliary aids or services, please call the City Clerk’s office at 310-952-1720 at least 48 hours prior to the meeting.” (Government Code Section 54954.2)

**CALL TO ORDER:** The meeting was called to order at 4:00 p.m. by Chairman Jim Dear in the Executive Conference Room, located at 701 E. Carson Street, Carson, CA 90745.

**ROLL CALL:** Chairman Jim Dear noted that he and Sub-Committee Member Santarina were present and noted that Sub-Committee Member Kawagoe was on her way to the meeting.

Also Present: Barry Waite, Business Development Manager, LaToya Butler, Employment and Business Development Assistant, Zarah Cruz, Public Information Manager; Margie Revilla, Public Information Analyst, Cedric L. Hicks, Sr., Recreation Superintendent, Dan Cisneros, Human Services Manager, and Rosemary Naval, Administrative Secretary

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#### NEW BUSINESS DISCUSSION

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#### ITEM NO. (3) CONSIDERATION OF WAIVING FEES FOR 2011 SPECIAL EVENTS

Recreation Superintendent Hicks, Sr. verbally stated that staff would like direction from the Sub-Committee for the upcoming 2011 special event season. The Sub-Committee discussed this item and agreed that a policy be drafted to encourage special events be held in the city of Carson, however, without using the taxpayer’s money. Examples were given of events that were fully paid for by entities such as the Galaxy team, Home Depot Center and Watson Land Company; encourage sponsors to cover the costs during these difficult financial times and in times of financial solvency. Staff fees should be paid for by the group putting on the event and they must present their request to the City Council Policy Sub-Committee to ask for support, not directly to City Council. The group must present to the City Council Policy Sub-Committee how they will put the event on, how they are going to pay for it, what is their budget, and what are they asking for from the city. A written policy will allow staff documentation and grounds for responding to future requests from groups.

EXHIBIT NO. 02



RECOMMENDATION for the City Council Sub-Committee:

1. DISCUSS and PROVIDE direction.

ACTION: Interim City Manager to assign staff to prepare policy (Standard Management Procedures "SMP") to present to the City Council at the March 16<sup>th</sup> meeting. It will state that the city can be supportive of special events, but that no taxpayer's money will be spent. Any groups seeking city support on any level must appear before the City Council Policy Sub-Committee and provide a presentation to them. SMP to include the above Sub-Committee's recommendations. All groups should be notified of the new policy and process as quickly as possible.

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**ORAL COMMUNICATIONS**

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**ADJOURNMENT**

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Sub-committee Chair Dear asked Superintendent Hicks, Sr. to provide a report of the proposed Standard Management Procedure (SMP) for Special Events Fee Waivers.

Sub-committee Chair Dear stated he believed that at the March 1, 2011, City Council meeting, it voted to empower the Sub-committee to be the initial receivers of Special Event requests.

Public Services General Manager Cruz did not attend the Policy sub-committee meeting on January 24, 2011, but was told that the City Council Policy Sub-committee directed staff to develop a policy and SMP that required all requests for fee waivers be first presented to the Sub-committee for approval before it is sent to the City Council for its consideration. At the March 1, 2011, City Council meeting, the Interim City Manager, Cliff Graves, reported that staff will develop a SMP, and present it to the Council Policy Sub-Committee for review. Should the Sub-committee approve the SMP, it would then proceed to the City Council for its consideration at its March 16, 2011, meeting.

Sub-committee Chair Dear stated that the staff report provided today doesn't reflect that. Sub-committee Chair Dear asked Public Services General Manager Cruz to obtain a copy of the minutes from the March 1, 2011 Council meeting. A 15 minute recess took place for Public Services General Manager Cruz to obtain a copy of the minutes from the City Clerk's office. Public Services General Manager Cruz reported that there was no written report, but an oral report by Interim City Manager Graves. The actual minutes are not ready yet. He added that the action taken was to "receive and file" the report.

Sub-committee Chair Dear stated that The Philippine Independence Foundation is requesting support from the City Council with an in-kind donation for its event. Though not on the agenda, it should be. Sub-committee member Santarina stated that he received a text to discuss the Philippine Independence Day Foundation funding request.

Public Services General Manager Cruz stated that the meeting today is for the discussion of the SMP and for developing guidelines.

Sub-committee Chair Dear stated that they *could* discuss/approve Philippine Independence Day, and then revise and discuss the SMP at another meeting. He further stated that he would not vote on the SMP today.

Public Services General Manager Cruz stated that all supporters of special events should be welcome to discuss the policy and guidelines of the SMP. However, before the meeting Alex Cainglet expressed hopes that the city would provide staff costs as part of the recommendation for the fee waiver. Staff's recommendation is that we do not include staff costs as part of the fee waiver.

Sub-committee Chair Dear asked Sub-committee member Santarina if he was willing to take the foundation's request. Sub-committee member Santarina was in agreement. A formal verbal request was made by Sub-committee Chair Dear to proceed with the discussion for consideration to provide a fee waiver for the Philippine Independence Day Foundation.

Subcommittee Chair Dear asked for staff's response. Public Services General Manager Cruz stated that even after last year's cancellation of the event, the Foundation was still able to provide the needed funding and hold the event. The city concentrated on minimizing the cost of part-time and full-time staff, and closely monitored their hours of their involvement.

Public Services General Manager Cruz stated that as the city will be challenged by an estimated \$2 million dollar deficit for the next fiscal year, it is unlikely that special events will be funded the same way as in the past. However, we should give them our cooperation up to those items that are not hard costs to the city. One

concern is that once a foundation determines to put on an event primarily on its own, it requests staff's assistance at the last minute, and the city does not have the staff budgeted for events.

On behalf of the Foundation, Alex Cainglet stated that they would take care of all the planning. He is asking that the city provide the venue itself. The Foundation would take care of everything else, including planning, the sound system, and clean up. Both Subcommittee members asked what he meant by "the venue," and to be specific. Per Alex Cainglet, the "venue" includes one stage, tents, chairs, tables, and canopies. This is the extent of the involvement he is requesting from the city.

Sub-committee member Santarina motioned that the foundation will care of everything, except set up and break down. Sub-committee Chair Dear asked how much that would cost. Public Services General Manager Cruz said between \$12,000.00 and \$15,000.00. Alex Cainglet asked for \$15,000.00. Sub-committee Chair Dear said not to exceed \$15,000.

For the record, Sub-committee Chair Dear asked each of the Foundation's representatives if they agreed with the terms. He received individual affirming replies so that they cannot come back and say that they did not agree.

Recreation Superintendent Hicks, Sr., asked if that is without the use of any full time staff in the planning of the event. "Yes," was the reply. They also stated that the Foundation will not need to use the Veterans Park meeting room; they will meet at their facility instead. Sub-committee Chair Dear asked staff to provide a detailed budget of the event for the March 16, 2011, City Council meeting.

It was a unanimous vote by the sub-committee to support the Foundation which will handle all aspects of the event, except set up and break down.

Sub-committee Chair Dear directed Public Services General Manager Cruz to inform staff of the new process for special events, that a sub-committee has been formed to review and discuss requests before they go to the City Council.

The next sub-committee meeting will review the Special Event Fee Waiver Policy/SMP.

There was some discussion as to whether or not the funding allocation recommended for the Philippine Independence Day Foundation should be acted on by the City Council at its March, 16, 2011, meeting. It will be reported on by Interim City Manager Graves when discussing actions of all City Council Sub-committees.

**RECOMMENDATION for the City Council Policy Sub-Committee:**

1. DISCUSS and PROVIDE direction.

**ACTION:** Submit a budget for the Philippine Independence Day Celebration associated with the set up and tear down of stages(s), canopies, chairs, and tables to the Philippine Independence Day Foundation. The City Council will fund these costs up to \$15,000.00. The Foundation will pay all other costs and will not utilize city staff or facilities to stage its event. Staff will bring back Special Event Fee Waiver SMP at a future City Council Sub-committee meeting. Staff will also notify community groups that they can submit fee waiver requests for the sub-committee's review.

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**ORAL COMMUNICATIONS**

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**ADJOURNMENT**

