

Agenda Date: 8/21/2018

TO:

Honorable Mayor and Members of the City Council

THROUGH:

Bruce Moe, City Manager

FROM:

Liza Tamura, City Clerk

George Gabriel, Management Analyst

SUBJECT:

Report on City Support Provided to Leadership Manhattan Beach as Non-Profit Organization (City Clerk Tamura).

DISCUSS AND PROVIDE DIRECTION

RECOMMENDATION:

At the request of City Council, discuss and provide direction on support the City provides to Leadership Manhattan Beach (LMB).

FISCAL IMPLICATIONS:

There are no fiscal implications associated with the recommended action however, the City regularly budgets and provides in-kind fee waivers and staff time towards various Leadership Manhattan Beach projects/initiatives. In the Fiscal Year 2018-19 Budget, the City has budgeted funds totaling \$425 for Leadership Manhattan Beach events such as the Meet the City event, mock City Council meeting, and the graduation dinner.

Staff regularly participates in annual Leadership Manhattan Beach classes. Tuition costs have varied yearly but the current price for tuition is \$899. Approximately two to four staff members in various departments participate in LMB classes on an annual basis and the City bears the full cost of tuition. Since 1996, the City has paid LMB approximately \$28,366 for tuition and other miscellaneous expenses.

In addition to budgeted expenses, the City provides in-kind fee waivers for room reservations, permits and numerous hours in staff time. To conduct meetings for LMB business, LMB has utilized the following City facilities at no cost: Public Works Yard, City Council Chambers, and Police/Fire Conference Room. The City also waives room reservation fees for LMB at Marine

Avenue Park and the Joslyn Community Center. Additionally, Staff estimates that since 2003, 718 staff hours have been utilized to complete various projects developed by LMB graduation classes.

BACKGROUND:

At the July 17, 2018 City Council meeting, the City Council requested a discussion regarding the City's support provided to Leadership Manhattan Beach.

Since its inception, the City has played an important role in supporting Leadership Manhattan Beach. According to LMB's website, LMB was founded and chartered in 1991 by the Manhattan Beach Chamber of Commerce, Manhattan Beach Unified School District and the City of Manhattan Beach. Additionally, LMB's founding sponsors were (and continue to be) Chevron and Northrop Grumman. Since 1991, over 600 people have graduated from the LMB program.

The organization's mission statement reads, "The purpose of Leadership Manhattan Beach is to develop and unite existing and aspiring community leaders in the Manhattan Beach community." LMB is a 501c(3) non-profit organization that is supported in large part by sponsors and alumni. Additionally, participants pay a tuition of \$899 for adults and \$499 for students.

LMB offers a comprehensive 9-month leadership program to educate and develop future community leaders. From September through May of the following year, LMB conducts training sessions and seminars centered on leadership and the facets of City of Manhattan Beach operations. Participants in the program have an opportunity to meet key leaders and experts within the community. Sessions for the program are held in different locations around the city so that the participants are exposed to different organizations and facilities. The program concludes with a final class project that completes a community service project for the City. Most recently, the LMB class installed bike fix-it stations in select locations throughout the City to assist bikers with maintenance of their bicycles.

DISCUSSION:

The City Clerk's Office is responsible for being the City liaison to LMB. As the liaison, the City Clerk's Office coordinates all room reservations for City facilities with the Parks and Recreation Department. In addition, the City Clerk's Office responds to all inquiries and directs LMB to the appropriate City resources to accomplish their goals. Upon completion of the nine-month course, the City's Clerk's Office prepares graduation certificates for the City Council to present to all graduates of the course.

The Parks and Recreation Department plays a large part in facilitating LMB meetings and class sessions for the program. LMB regularly holds Board of Directors meetings at Marine Avenue Park and one-time events at City Council Chambers (i.e. Mock City Council meeting), Public Works Yard (i.e. weekend retreat), and the Police/Fire Conference (i.e. class sessions).

All meetings require in-kind staff time to open the facility, set up the room, clean the room and close the facility each time. As mentioned earlier in the report, expenses that the City incurs are typically recovered from fees charged by the renting party. However, the City waives these expenses for LMB.

Leadership Manhattan Beach Classes and Projects

Each LMB class includes 25-30 adults and high school students. The City regularly contributes funding towards 2-4 City Staff members' tuition costs. Since 1991, approximately 55 City staff members have participated in the LMB program.

In that time, LMB has completed several community service projects for the benefit of the city and residents. Below are projects LMB has completed since its inception.

- 1992 - Storm Drain Public Relations and Public Education Program
- 1993 - Manhattan Beach Community FACTS Guide
- 1994 - Disaster Preparedness
- 1995 - Program for Teens and Plans for a Teen Center/Skate Park
- 1996 - Promotional Video "MB ... In the Spotlight"
- 1997 - City of Manhattan Beach Website
- 1998 - City of Manhattan Beach Resource Guide
- 1999 - Educational and informational program called "BEE Aware"
- 2000 - Millennium Time Capsule & Art Sculpture
- 2001 - Manhattan Beach Cookbook
- 2002 - Mutt Mitts
- 2003 - Park Renaming of Culiacan Park & "Facts on Plaques"
- 2004 - Drain Strain Project
- 2005 - Bridging the Generations Videos
- 2006 - Donation of Digital Projector
- 2007 - Refurbishment of Manhattan Beach Lifeguard Pier Station
- 2008 - Creation of "Envelope of Life" Life Saving Tools
- 2009 - Addition of Solar Trash Compactors at City Parks
- 2010 - Installation of Signage & AV System for Round House Aquarium Signage
- 2011 - Installation of Bike Racks throughout City
- 2012 - Sustainable Garden added to Post Office
- 2013 - Water Station Installation at Strand and Parks
- 2014 - Tot Lot Renovation at Live Oak Park
- 2015 - Addition of Binocular Telescopes to Pier
- 2016 - Installation of Concrete Ping Pong Tables at City Parks
- 2017 - Replacement of Santa Float
- 2018 - Bicycle Fix It Station Installations

While all these projects offer a significant benefit to the community, staff regularly expends a large amount of time and resources on these projects to ensure they comply with City laws, policies, services and procedures. In some instances, the City is tasked with ongoing maintenance of the project without additional fundraising from the Leadership Class that developed the project. For example, the Mutt Mitts project completed in 2002 requires the City to expend \$15,000-\$17,000 annually to restock the waste bags.

Staff recommends that the City Council discuss and provide direction on the level of support the City would like to provide to LMB moving forward.

LEGAL REVIEW

The City Attorney has reviewed this report and determined that no additional legal analysis is necessary.

Attachments

1. Bylaws and Policies of LMB

LMB City Facility Reservation Report

Facility / Center		Cost Per Hour	Event / Event Type /	Date	Start Time	End Time	Total Time	Cost of Room Reservation	
Friday, June 30, 2017									
	JCC Sunrise Room	\$17.00	Leadership Board Meeting	July 9, 2017	8:00:00 AM	5:00:00 PM	9	\$	153.00
	JCC Sunrise Room	\$17.00	Leadership Board Meeting	August 10, 2017	5:30:00 PM	9:00:00 PM	3.5	\$	59.50
	JCC Sunrise Room	\$17.00	Leadership Board Meeting	Sep 7, 2017	5:30:00 PM	9:00:00 PM	3.5	\$	59.50
	Police/Fire Conference Room	\$0.00	Class Session: Past, Present and Future	September 18, 2017	4:45:00 PM	8:30:00 PM	4.75	\$	-
	JCC Sunrise Room	\$17.00	Leadership Board Meeting	Nov 2, 2017	5:30:00 PM	9:00:00 PM	3.5	\$	59.50
	MAP Rocketship Hall	\$29.00	Leadership Manhattan Beach Elecitons of Project	November 27, 2017	3:30:00 PM	8:30:00 PM	5	\$	145.00
	JCC Sunrise Room	\$17.00	Leadership Board Meeting	Dec 7, 2017	5:30:00 PM	9:00:00 PM	3.5	\$	59.50
	MAP Rocketship Hall	\$29.00	Leadership Manhattan Beach Project Discussion	December 11, 2017	4:30:00 PM	8:30:00 PM	4	\$	116.00
	City Council Chambers	\$0.00	City Council Stimulation	December 18, 2017	5:00:00 PM	8:30:00 PM	3.5	\$	-
Total							42.25	\$	536.00
Sunday, July 01, 2018									
	JCC Sunrise Room	\$17.00	Leadership Board Meeting	Jan 4, 2018	5:30:00 PM	9:00:00 PM	3.5	\$	59.50
	MAP Rocketship Hall	\$29.00	Leadership Manhattan Beach Project Meeting	Jan 8, 2018	4:30:00 PM	8:30:00 PM	4	\$	116.00
	Police/Fire Conference Room	\$0.00	Leadership Manhattan Beach Retreat II	January 13, 2018	9:00:00 AM	4:00:00 PM	7	\$	-
	MAP Rocketship Hall	\$29.00	Leadership Manhattan Beach Project Meeting	Jan 29, 2018	4:30:00 PM	8:30:00 PM	4	\$	116.00
	JCC Sunrise Room	\$17.00	Leadership Board Meeting	Feb 1, 2018	5:30:00 PM	9:00:00 PM	3.5	\$	59.50
	MAP Rocketship Hall	\$29.00	Leadership Manhattan Beach Project Meeting	Feb 12, 2018	4:30:00 PM	8:30:00 PM	4	\$	116.00
	MAP Rocketship Hall	\$29.00	Leadership Manhattan Beach Project Meeting	Feb 26, 2018	4:30:00 PM	8:30:00 PM	4	\$	116.00
	JCC Sunrise Room	\$17.00	Leadership Board Meeting	Mar 1, 2018	5:30:00 PM	9:00:00 PM	3.5	\$	59.50
	MAP Rocketship Hall	\$29.00	Leadership Manhattan Beach Project Meeting	Mar 12, 2018	4:30:00 PM	8:30:00 PM	4	\$	116.00
	MAP Rocketship Hall	\$29.00	Leadership Manhattan Beach Project Meeting	Mar 26, 2018	4:30:00 PM	8:30:00 PM	4	\$	116.00
	JCC Sunrise Room	\$17.00	Leadership Board Meeting	Apr 5, 2018	5:30:00 PM	9:00:00 PM	3.5	\$	59.50
	MAP Rocketship Hall	\$29.00	Leadership Manhattan Beach Project Meeting	Apr 9, 2018	4:30:00 PM	8:30:00 PM	4	\$	116.00
	MAP Rocketship Hall	\$29.00	Leadership Manhattan Beach Project Meeting	Apr 23, 2018	4:30:00 PM	8:30:00 PM	4	\$	116.00
	MAP Rocketship Hall	\$29.00	Leadership Manhattan Beach Project Meeting	Apr 30, 2018	4:30:00 PM	8:30:00 PM	4	\$	116.00
	JCC Sunrise Room	\$17.00	LMB - Class of 2019 Interviews	May 12, 2018	8:00:00 AM	6:00:00 PM	10	\$	170.00
	JCC Sunrise Room	\$17.00	LMB - Class of 2019 Interviews	May 14, 2018	4:00:00 PM	10:00:00 PM	6	\$	102.00
	JCC Sunset Room	\$17.00	LMB - Class of 2019 Interviews	May 14, 2018	4:00:00 PM	10:00:00 PM	6	\$	102.00
	JCC Sunrise Room	\$17.00	LMB - Class of 2019 Interviews	May 19, 2018	8:00:00 AM	6:00:00 PM	10	\$	170.00
	JCC Sunset Room	\$17.00	LMB - Class of 2019 Interviews	May 21, 2018	4:00:00 PM	10:00:00 PM	6	\$	102.00
	JCC Sunrise Room	\$17.00	LMB - Boardmembers Meeting	Jun 7, 2018	5:00:00 PM	10:00:00 PM	5	\$	85.00
Total							100	\$	2,013.00
								Total Hours	Total \$ Waived
Grand Total							142.25	\$	2,549.00



2018 – 2019 Class Calendar

Day	Date	Time	Location	Topic
Monday	Aug. 27	6:00-9:00 PM	The Belamar Hotel	Orientation: Leadership Manhattan Beach
Monday	Sep. 10	4:45-8:00 PM	MB Police & Fire Community Room	Manhattan Beach: Past, Present and Future
Saturday Sunday	Sep. 22 Sep. 23	7:30 AM 4:00 PM	American Jewish University	Leadership Retreat I: Creating a Dynamic Team
Monday	Oct. 1	5:30-8:30 PM	West Basin Water Reclamation Plant	Preserving Our Environment
Monday	Oct. 15	5:30-8:30 PM	Manhattan Beach School District	What's Happening in Education? City Council Simulation Preparation
Monday	Oct. 29	5:30-8:30 PM	Beach Cities Health District	The Power of One: Civic Engagement
Monday	Nov. 12	5:30-8:30 PM	Northrop	Business & Economics in the South Bay
Monday	Nov. 26	5:30-8:30 PM	Marine Avenue Park	Selection of Project
Monday	Dec. 10	5:30-8:30 PM	Marine Avenue Park	Project Discussion
Monday	Dec. 17	5:30-8:30 PM	Manhattan Beach City Council Chambers	City Council Simulation
Monday	Jan. 7	5:30-8:30 PM	Marine Avenue Park	Kicking Off Our Project
Saturday	Jan. 19	9:00 AM-4:00 PM	MB Police and Fire Community Room	Leadership Retreat II: Maximizing Team Performance
Monday	Jan. 28	5:30-8:30 PM	Marine Avenue Park	Project Meeting/Team Building
Monday	Feb. 11	5:30-8:30 PM	Marine Avenue Park	Project Meeting/Team Building
Monday	Feb. 25	5:30-8:30 PM	Marine Avenue Park	Project Meeting/Team Building
Monday	Mar. 11	5:30-8:30 PM	Marine Avenue Park	Project Meeting/Team Building
Monday	Mar. 25	5:30-8:30 PM	Marine Avenue Park	Project Meeting/Team Building
Monday	Apr. 8	5:30-8:30 PM	Marine Avenue Park	Project Meeting/Team Building
Monday	Apr. 22	5:30-8:30 PM	Marine Avenue Park	Project Meeting/Team Building
Monday	Apr. 29	5:30-8:30 PM	Marine Avenue Park	Project Meeting/Team Building
Tuesday	April 30	6:30 PM	MB City Council Chambers	Presentation of Project to City Council
Thursday	May 9	6:00-9:00 PM	The Belamar Hotel	Class of 2019 Graduation

LMB 2019 Roster

Last Name	First Name	M/F
Apostol	Jason	M
Avelleyra	Tanya	F
Boxer	Jonathan	M
Bruno	Jeanne-Marie	F
Bunnell	Laura	F
Chase	Alexandra	F
Chase	DeAnn	F
Enriquez	Andrew	M
Fliszar	Emily	F
Flores	Jessica	F
Giancoli	Andrea	F
Hampton	Troy	M
Hennon	Blake	M
Houska	Austin	M
Igoe	Shawn	F
Kerr	Daniel	M
Kirschenbaum	Allen	M
Kitsios	Steve	M
Mahlmann	Kristen	F
Marchetti	Christopher	M
Medi	Shahab	M
Mickschl	Cynthia	F
Nathan	Peri	F
Parks	Kristen	F
Pickard	Laura	F
Ramirez	Carla	F
Rideout	Tiana	F
Sena	Kathy	F