



Legislation Details (With Text)

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In control: City Council Regular Meeting

On agenda: 9/3/2019 **Final action:**

Title: Proposed Donation Policy and Donation Program Options (Parks and Recreation Director Leyman).
a) APPROVE POLICY
b) PROVIDE DIRECTION ON DONATION PROGRAMS

Sponsors: Mark Leyman

Indexes:

Code sections:

Attachments: 1. Donation Policy, 2. PowerPoint Presentation

Date	Ver.	Action By	Action	Result
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TO:
Honorable Mayor and Members of the City Council

THROUGH:
Bruce Moe, City Manager

FROM:
Mark Leyman, Parks and Recreation Director
Linda Robb, Management Analyst

SUBJECT:
Proposed Donation Policy and Donation Program Options (Parks and Recreation Director Leyman).
a) **APPROVE POLICY**
b) **PROVIDE DIRECTION ON DONATION PROGRAMS**

RECOMMENDATION:
Staff recommends that the City Council approve the proposed Donation Policy and provide direction on donation programs.

FISCAL IMPLICATIONS:
Fiscal implications will vary based on City Council direction for donation program options.

BACKGROUND:
At the January 3, 2018, City Council meeting, Council directed staff to review additional options for Strand Alcove Bench and Tree and Bench Donation programs and return to City Council with an update at a future meeting. Specifically, staff was directed to suspend the current programs until certain program elements can be clarified, including adding consistent donor recognition language for both strand alcove and park benches, and a specific term for the donation. In addition, Council

directed staff to explore alternative donation programs.

At the June 6, 2018, work plan meeting, City Council directed staff to draft a comprehensive donation policy and explore donation programs to include donated tiles.

The Parks and Recreation Commission established an ad-hoc committee to create a donation policy and evaluate program options. The Committee met six times to draft the policy and presented their findings at several Commission meetings. The donation policy and programs were approved for City Council consideration on May 28, 2019.

DISCUSSION:

The Parks and Recreation Commission discussed the policy at their January, February, March, April, and May meetings. Much of the discussion focused on establishing a comprehensive policy that would create an “umbrella” process and guidelines for donations. The Commission looked at comparable policies as well as a draft policy that was prepared in 2002 by the Commission that eventually focused solely on the Public Art Master Plan. The Public Art Master Plan was approved by City Council on November 19, 2002, and included a section addressing donated works of art and donations of funds dedicated to the acquisition of works of art.

The Commission intentionally designed the attached umbrella policy to address the donation process, and not each individual donation program (i.e. Tree and Bench and Strand Alcove Bench donation programs). The policy allows for flexibility to add or delete programs at Council’s discretion.

The umbrella policy establishes a uniform process for donation in public parks, facilities, and open space on City property or public easements. The objective of the policy is to ensure uniformity and a timeline for requests, facilitate and encourage donations, and provide opportunities for residents to create a vested connection to place and community. The policy defines types of donations, the process for application or proposal, implementation guidelines, and includes language limiting the City’s responsibility for maintenance to the useful life of the donation.

When the Council approved donation programs are established, all donors will sign an application or agreement that will address lifespan, vandalism and maintenance, recognition, and indemnification. All donations falling outside of the catalog and established programs will require a written proposal to be reviewed by the Parks and Recreation Department and Parks and Recreation and City Council, if appropriate.

Separately, program options were developed to provide a range of donation opportunities. The following are the proposed donation programs:

1) Park Amenity Catalog

The park amenity catalog is an expanded version of the tree and bench donation program. In addition to trees and benches, catalog options include: picnic pads, drinking fountains, water filling stations, big belly solar trash receptacles, bike racks and barbecues. These items along with other park amenities will be added to the catalog as items are in need of replacement. The initial catalog offerings will be established based on the needs assessment associated with the Parks Master Plan through the Parks and Recreation Commission and City staff.

Purpose: To replace park amenities and recognize community members or organizations.

Location: All City parks and public spaces.

Process: Donor would select and purchase item from the online catalog. Staff will install amenity

and provide donor recognition.

Cost: Cost will vary by amenity. Parks and Recreation and Public Works will develop appropriate pricing including cost of materials and installation for each catalog item. Donor recognition for each item will vary by amenity and will be established prior to inclusion in the catalog.

2) Paver Donation Program

The paver donation program would provide brick pavers to recognize friends and family of Manhattan Beach residents.

Purpose: To recognize community members or organizations.

Location: Walkway outside of the post office on 15th Street.

Process: Community members would purchase pavers during a limited time frame to be installed at a specific site. This program could be implemented at alternate locations as identified.

Cost: \$100-200 per brick paver.

3) Mosaic Community Mural

The mosaic community mural would provide a public art piece in the Civic Center plaza, with the opportunity to recognize community members.

Purpose: Provide public art and recognize community members or organizations.

Location: Civic Plaza corrugated metal walls on walkway from City Hall to Police/Fire facility.

Process: Sponsors would purchase tiles within the mural. The mosaic wall and artist will be selected through an RFQ process with review from the Cultural Arts Commission and Arts in Public Places Committee, with recommendations to the City Council.

Cost: Cost to community members will be determined by the size of each mosaic tile. The cost for the artist to create the mural may be subsidized by the Public Art Trust Fund. Cost estimates for the artist and installation of the piece are approximately \$200,000.

4) Military Banner Program

The military banner program provides an opportunity to recognize Veteran's and active military members with a pole banner along Manhattan Beach Boulevard.

Purpose: Program would recognize our community's men and women either currently serving the United States armed forces or veterans who have served in the past.

Location: Manhattan Beach Boulevard recommended. Available space to be determined on a first-come, first-served basis.

Process: Pole banners will be designed and printed by a third-party company and installed by Public Works on an annual basis. The banners would be displayed for five months, from July through November to coincide with our Salute to the Troops and Veterans Day events. The banners, once removed, will be given to the sponsor.

Cost: Approximately \$400 per banner depending on size (includes installation, hardware, and the banner).

5) Strand Alcove Bench Donation Program

The Parks and Recreation Commission suggests eliminating the Strand Alcove Bench Donation program. The Commission recommends elimination, as there are only seven remaining locations and most of the recent donations are of a single design. The Commission believes that the City Council

should select the benches and artists for the remaining alcoves.

PUBLIC OUTREACH:

The ad-hoc committee met six times to draft the policy and investigate program options. The donation policy was also discussed at the 9/17/18, 10/22/18, 1/28/19, 2/25/19, and 3/25/19 Parks and Recreation Commission meetings.

LEGAL REVIEW:

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

ATTACHMENTS:

1. Donation Policy
2. PowerPoint Presentation