



Legislation Details (With Text)

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On agenda: 6/30/2020 **Final action:** 6/30/2020

Title: Approve Updated Donation Policy and Provide Direction on Donation Program Recommendations (Parks and Recreation Director Leyman).
APPROVE

Sponsors: Mark Leyman

Indexes:

Code sections:

Attachments: 1. Updated Donation Policy, 2. Park Amenity Donation Catalog, 3. Park Amenity Donation Application, 4. PowerPoint Presentation

Date	Ver.	Action By	Action	Result
6/30/2020	1	City Council Adjourned Regular Meeting	approved	Pass

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:
Approve Updated Donation Policy and Provide Direction on Donation Program Recommendations (Parks and Recreation Director Leyman).
APPROVE

RECOMMENDATION:
Staff recommends that the City Council approve the updated Donation Policy and provide direction on donation program recommendations.

FISCAL IMPLICATIONS:
There are no fiscal implications associated with the recommended action for community pavers and the park donation catalog, as there will be cost recovery. If the City Council approves moving forward with the Veteran's recognition wall, costs will be determined and staff will return to the City Council for approval.

BACKGROUND:
At the September 3, 2019, City Council meeting, staff proposed an umbrella donation policy and donation program options. 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. City Council directed staff to make the following changes and return to Council for further direction and approval.

Donation Policy Language

Update language in the policy to provide City Council approval for all items over \$5,000, specify a term of the donation, and develop a standardized application and donor agreement reviewed by the City Attorney.

Develop Donation Programs

The City Council approved three donation programs and directed staff to develop guidelines for each. The three programs are:

1. City donation catalog
2. Community donation pavers
3. Veterans recognition wall

DISCUSSION:

Per City Council direction, the Parks and Recreation Commission Ad-Hoc Committee met to update the donation policy language and further develop each Council approved donation program.

Donation Policy Language

City Council directed staff to update language in the policy to require City Council approval for all items over \$10,000. Upon further review, the Ad-Hoc Committee suggested a \$5,000 administrative approval maximum. This would allow common administrative donations such as games, furniture, etc. related to parks programs, while bringing anything over \$5,000 for City Council approval.

In addition, the policy was updated to remove the proposed donation tiers (1,2,3) to simplify the policy. The tiers were intended to provide a clear differentiation between types of donations, but proved to be confusing. Ultimately, the tiers were unnecessary, as the approved donation program (paver donation and park amenity catalogue) guidelines will already be in place. All other donations would be outside of these guidelines and brought to City Council for approval.

City Council also asked staff to address the specific terms of each donation and develop a standardized application reviewed by the City Attorney. The application is attached. Staff and the City Attorney have obtained samples of donation agreements from other cities, and staff will upload the donation agreement, tailored for Manhattan Beach, to the City's website. The policy has been updated to reflect a ten-year term for donations and outlines City and donor responsibilities

Donation Programs:

The three donation programs approved by City Council are the City Donation Catalog, community pavers, and veterans' recognition wall.

City Donation Catalog

The City donation catalog is an expanded version of the previous tree and bench donation program. In addition to trees and benches, catalog options include: drinking fountains, picnic tables, and barbecues. This program is intended to promote community and allow residents to purchase a park amenity from an online catalog that will be updated based on the needs of the parks. The Parks and Recreation Department will work in partnership with Public Works to inventory and update park amenities as needed, providing an online list of donation items. This is a cost-recovery program. The prices listed in the catalog represents the cost to purchase and install.

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.

Community Pavers

This program is intended to promote greater community unity and allow residents to become a permanent part of the City landscape by honoring their family, remembering a loved one or commemorating a special occasion with a brick paver. The pavers will line the walkway of the garden in front of the Post Office on the corner of 15th St. and Valley Drive.

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 per brick paver

Veteran's Recognition Wall

This program is intended to honor our military veterans and active duty service members, and would be located at or near the Veterans Memorial at 15th Street and Valley Drive. Upon inspection of the site, staff suggests a low wall that would mirror the slight curve of the landscaping surrounding the memorial. After the initial installation, plaques could be purchased and added to the wall periodically as an ongoing program.

Purpose: To honor military veterans and active duty service members

Location: 15th Street and Valley Drive

Process: Community members would submit a request for a plaque to be reviewed and approved by the City Council annually, with the unveiling at the Veterans Day event.

Cost: \$400 per bronze plaque

Donation Recognition

The Ad-Hoc Committee discussed a variety of donation recognition options based upon the direction

and discussion by City Council and proposed the following recognition recommendations:

- *Trees* - Anonymous option, recognition on City website donor page, donor certificate.
- *Pavers* - Paver with personalized engraving.
- *Park Amenity over \$1,000* - Anonymous option, recognition on City website donor page, 6"x3" bronze plaque placed in concrete adjacent to amenity.

To remain consistent with current donor plaque wording, options will be limited to:

*Donated in Honor of
Name, Date*

*Donated in Recognition of
Name, Date*

*Donated By
Name, Date*

With each donation program, donors will sign an application that will address lifespan, vandalism and maintenance, recognition, and confirm that the donor has read and understands the donation policy. All donations falling outside of the catalog and established programs will require a written proposal to be reviewed by the Parks and Recreation Department with recommendations to the City Council for approval, and donation agreement.

PUBLIC OUTREACH:

The ad-hoc committee met nine times to draft the policy and investigate program options. The donation policy was also discussed at the September 17, 2018, October 22, 2018, January 28, 2019, February 25, 2019, and March 25, 2019, Parks and Recreation Commission meetings and the September 3, 2019, City Council meeting.

LEGAL REVIEW:

The City Attorney has reviewed the donation program application and agreements from other cities.

ATTACHMENTS:

1. Updated Donation Policy
2. Park Amenity Donation Catalog
3. Park Amenity Donation Application
4. PowerPoint Presentation