



Legislation Text

File #: 19-0452, **Version:** 1

TO:

Honorable Mayor and Members of the City Council

THROUGH:

Bruce Moe, City Manager

FROM:

Mark Leyman, Parks and Recreation Director
Jan Buike, Older Adult Program Supervisor

SUBJECT:

Consider a Request from the Friends of the Senior and Scout House Community Center to Hold a Fundraising Event with Beer and Wine at the Joslyn Community Center, and to Waive Associated City Fees (Parks and Recreation Director Leyman).

APPROVE

RECOMMENDATION:

Staff recommends that the City Council approve the request from the Friends of the Senior and Scout Community Center for a fundraising event with beer and wine at the Joslyn Community Center, and waive fees totaling \$590.

FISCAL IMPLICATIONS:

The City would typically collect fees for this event, including a \$270 rental fee and \$320 for one Community Services Officer. The Friends of the Senior and Scouts are requesting that the City waive all fees, as all proceeds go directly to funding the Senior and Scout Community Center, to which the City has already committed \$1 million.

BACKGROUND:

On January 15, 2013, City Council approved the Memorandum of Understanding with the Friends of Senior and Scout House. The Friends of Senior and Scout House is a nonprofit organization consisting of members from the Boy Scouts, Girl Scouts, and Manhattan Beach older adults/seniors.

The City has committed \$1.0 million towards the project, as long as the remaining balance for the construction is acquired through fundraising. The Scout House was built in 1952 by volunteers and is at the end of its useful life. To meet their fundraising goals, an eight-member committee was formed to create a fundraising event for the Senior and Scout Center. The members are from the Senior Advisory Committee, the two Senior Clubs and Friends of Senior & Scout Community Center. The committee is proposing an art auction and benefit. Many seniors who are talented artists have wanted to participate in helping to raise the funds and offered to donate artwork and other items. The Committee will also solicit other donated artwork and items from the community.

Based on this type of event, the Committee is requesting permission to serve beer, wine, and hors d'oeuvres. The committee developed this concept to be in line with events such as City of Manhattan Beach Art Openings, which serve beer and wine. Initially, the intent was to hold the event at the Manhattan Beach Art Center, as alcohol could be served during art openings. However, it was decided that the priority was to be near the current Scout House to enable tours of the facility.

DISCUSSION:

In an effort to meet their fundraising goal, the art auction and benefit will be held on March 21, 2020, at the Joslyn Community Center from 4:00 PM to 7:00 PM. The expected attendance is 150. The Friends of Senior and Scout House plan to have a third party serving beer and wine and will follow the laws of the California Department of Alcoholic Beverage Control (ABC). An identification system will be developed to ensure that alcohol is served only to those 21 years old and over. Event tickets will range from \$15 to \$30 for general admission including one drink ticket. Additional drink tickets will be sold separately. The Committee hopes to partner with a local restaurant to donate and serve the beer and wine.

The event will include a silent auction of both artwork and donated items, and possibly a live auction depending on the donations received. Publicity will include a press release to local papers, flyers, letters sent through the scouting community and senior network, and advertisement utilizing the Chamber of Commerce's network.

PUBLIC OUTREACH:

The event was discussed at the Senior Advisory Committee meeting on October 8, 2019. The Senior Advisory Committee are in support of providing this fundraising event.

LEGAL REVIEW

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