



# Staff Report

## City of Manhattan Beach

**TO:** Honorable Mayor Ward and Members of the City Council

**THROUGH:** Geoff Dolan, City Manager

**FROM:** Sherilyn Lombos, Deputy City Manager

**DATE:** July 18, 2006

**SUBJECT:** Consideration of a Process for Recruiting a Steering Committee for the Community Facility Strategic Plan

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**RECOMMENDATION:**

The Facility Strategic Plan sub-committee (Mayor Pro Tem Tell & Councilmember Aldinger) and staff recommend that the City Council discuss a process for appointing a steering committee for the Community Facility Strategic Plan.

**FISCAL IMPLICATION:**

There is no fiscal implication associated with this recommendation.

**BACKGROUND:**

At the June 20, 2006 City Council meeting, the Council approved entering into a contract with MDA Johnson Favaro for the development of a Community Facility Strategic Plan. Part of the process proposed is a steering committee of 15 – 20 people who would meet once a month to give feedback and direction to the process. The consultants have proposed a 52-week timeline that includes holding the first steering committee meeting the week of August 21. In order to maintain that schedule we would like to form the steering committee no later than the Council meeting of August 15.

**DISCUSSION:**

The sub-committee met on July 7 to discuss a process for how to form the best team for a steering committee. The sub-committee believes that the make-up and composition of the steering committee is very important for a number of reasons including: 1) this committee has the potential of being the team that continues on after making the strategic plan decisions to help determine potential funding for the implementation of the plan, and 2) strong leadership during this phase from all members of our committee will ensure that all aspects of the community are represented.

The sub-committee believes that because it is important that a wide variety of interests be represented on the steering committee and that the committee be diverse and represent a cross-section of the community, that they will need to actively search for and recruit applicants. The following interests are potential areas to explore in recruiting committee members:

- Parent / Teacher Association
- Education Foundation
- Former Council Members
- Chamber of Commerce
- Faith Community
- Seniors
- Cultural / Performing Arts
- Sports
- Aquatics
- Library (Friends of the Library)
- Recreation Services
- Development Community

The sub-committee proposes the following process for recruiting a steering committee:

- Applications will be accepted from the public at large after an open advertising period. In order to get as much interest as possible, advertisements will be placed in the Beach Reporter on July 20, 27 and August 3. Applications will be due by noon on Friday, August 4<sup>th</sup> to Sherilyn Lombos in the City Manager's Office.
- In order to get a better understanding of the specific value each individual could bring to the steering committee and the interests they would represent, everyone interested will need to fill out an application. The application will be available on the City's website as well as at City Hall in the Manager's Office.
- In order to get the highest quality members of the steering committee, it is anticipated that Council members will need to utilize their contacts in the community to recruit members. If necessary, the members of the sub-committee will be available to help follow-up with potential members. The Council sub-committee will interview potential members and present a list of candidates to the entire Council at the August 15<sup>th</sup> Council meeting.

**CONCLUSION:**

The Community Facility Strategic Plan Sub-Committee and City staff recommend that the City Council discuss a process for recruiting a steering committee for the Community Facility Strategic Plan.