



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Wilson and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Bruce Moe, Finance Director
Russell J. Morreale, Assistant Finance Director
Leadership Class of 2005

DATE: March 01, 2005

SUBJECT: Presentation of the Leadership 2005 Class Project – “Bridging the Generations”

RECOMMENDATION:

Staff recommends that the City Council receive and file the Leadership 2005 class project presentation.

FISCAL IMPLICATION:

The Leadership class project will be funded through a series of class member and local business donations. Much of the cost of production, involving technical filming skills, has been obtained without cost through a partnership with the Mira Costa Media Arts Department and Adelpia Studios.

BACKGROUND:

Leadership Manhattan Beach is an ongoing community leadership development program designed to identify and educate existing and potential community leaders, increase their knowledge of the Manhattan Beach community, and develop a growing network of individuals who can help each other solve community problems. This year’s class includes 20 members made up of a mix of local high school students, business leaders, city employees, and career professionals. All members share one commonality – a love for the Manhattan Beach community.

In a nine month course, participants explore the governmental, economic, environmental, educational and social systems of Manhattan Beach. Candid discussions are held with civic leaders and corporate sponsors. Seminars, field trips and a weekend retreat provide participants with the opportunity to enhance their leadership skills, explore current issues, challenge leaders on their views and decision making processes and identify areas where they may become more involved. A cooperative class produced community project is presented to City Council at the completion of the course.

Specific goals of the leadership classes include:

- Bring together, from different areas of the community, people with a desire to demonstrate leadership ability and a commitment to the future of Manhattan Beach.

- Nurture these "civic entrepreneurs" through a comprehensive and challenging educational and motivational program.
- Develop a growing network of program graduates, a "resource bank" of leaders, whose knowledge, imagination and energy are directed toward enterprises beneficial to Manhattan Beach.
- To produce, as a class, a project which will significantly benefit the community

This years class project, entitled "Bridging the Generations" was selected after a series of several proposals were made by the class members.

DISCUSSION:

Bridging the Generations: The class members of 2005 Leadership are genuinely excited about their project "Bridging the Generations." The essence of this project can be best described by the projects mission statement which reads *"To preserve memories of early Manhattan Beach for the enrichment of our children and community."* The idea for this project was inspired through our contact with several local seniors who charmed and tantalized us with their stories about our wonderful and traditionally rich community. The concept, which we believe is simple but powerful, is to archive (in a short documentary format) the most treasured memories of our seniors and to do so in a way that can be shared with our school children and the community at large.

The class is bringing this project to City Council at this time to seek comment and quite simply to announce the beginning of production. The project already has quite a bit of momentum. To date we have engaged a five member Mira Costa Production Team, partnered with Adelpia Studios, and advertised and selected a cast of thirteen community seniors. Filming has begun and will continue over the course of the next three weekends at a variety of city locations. It is important to note that the class has obtained tremendous support for the Manhattan Beach Historical Society who has generously offered their location for filming of local memorabilia.

The Leadership class of 2005 is greatly appreciative of the long-time support of City Council and the tremendous talent afforded this project by Mira Costa and Adelpia. The end product of the class project will take the form of a documentary DVD and will be provided, free of charge, to our community through a variety of distribution points including - city schools, the local library, the historical society, City Hall and the Chamber of Commerce. A decision to not market this product for resale or profit was a strategic decision made by the class to remain true to the true spirit of giving that inspired this endeavor.

This project is described on attachment A and is the subject of tonight's presentation.

- Attachments: A. Bridging the Generations – Project Overview
Attachments: B. Bridging the Generations – Project Liaisons & Contacts

Agenda Item #: _____

ATTACHMENT A

Leadership Manhattan Beach Project 2005
Bridging the Generations
Old and New Manhattan Beach
March 1, 2005

“To preserve memories of early Manhattan Beach for the enrichment of our children and community”

Overview:

- Visual medium interview of long time Manhattan Beach Seniors
- Interview questions can accommodate the state curriculum guidelines for the elementary grades:
 - Our Community - Our Stories - Old & New
- The videos/DVDs can be archived as teacher resources for the specified subject matter.
- The videos/DVDs can be made available for general population use online, through local organizations, or archived in the Public Library.
- The feature will be aired on Adelphia
- Featured seniors can align with the MBUSD “Grand Friends” Program.
- Adelphia & MBMS and Mira Costa Audio/Visual students will be used to tape and edit the interviews along with other community technicians.
- Sponsor Donations will only cover costs - This will not be sold but donated to civic organizations
- Documentary Premiere anticipated for May 2005



Current Status

- 13 seniors selected and committed
- Mira Costa Media Arts Department engaged as Lead production
- Adelphia Media Arts engaged - In Studio & Support
- Historical Photos & Reference Materials made available by Hist. Society
- Wilmer Drake Car Tour In Place

Agenda Item #: _____

ATTACHMENT B

Leadership Manhattan Beach Project 2005
Bridging the Generations
Old and New Manhattan Beach
March 1, 2005

Class Contacts

- **Leadership Team Liaisons:**
 - Russell Morreale – City of Manhattan Beach / Class 2005
 - Deborah Striff – Shorewood Realtors / Class 2005
 - Lora Vrastil – General Manager – Manhattan Village / Class 2005
 - Elizabeth Sperry – Shorewood Realtors / Class 2005

- **Contact Information**
 - Russell Morreale – 310-802-5554 / rmorreale@citymb.info
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 - Lora Vrastil – lvrastil@mmrs.com
 - Elizabeth Sperry – e.sperry@verison.net