

Martha Alvarez

From: Gary Osterhout <garyosterhout@verizon.net>
Sent: Tuesday, May 7, 2019 2:04 PM
To: List - City Council
Subject: DMB BID Agenda Item
Attachments: Farmers Market.pdf; dpba BUDGET 2018-2019 (sep. sheet).pdf; dpba BUDGET 2019-2020.pdf

Dear Councilmembers:

You will review the Downtown BID's plans tonight. Some comments:

- 1) Per their documents, they show anticipated Farmers Market net profit of \$119,000 (\$194K gross - \$75 cost of operations).
- 2) Last year (see budget attached), they anticipated net profit of \$96K.
- 3) Community donations for 2018-2019 were expected at \$26K for 19/20, and \$23K for 18/19.
- 4) As part of the 18/19 donations, \$2,500 were for Chamber events
- 5) In the Beach Reporter 3/28/19 edition introducing Jill Lamkin, she was quoted as saying "I can't imagine a more rewarding experience than visiting our beautiful Farmer's Market . . . knowing that every penny of the proceeds goes to benefit our community."
- 6) Per the 18/19 budget, it appears \$80K goes to the Executive Directors salary. Without the Farmer's Market profit, the BMBBPA's finances would be under water.
- 7) I, for one, don't consider that "every penny of the proceeds goes to benefit our community," unless that is meant to extend to financing downtown's lobbyist.
- 8) Were I a councilperson, I might suggest that the DMBBPA up their community donations.
- 9) Further, given that there are plenty locally sourced and organic foods, and M.B. is hardly a food desert in respect to unique foods, etc., nor is wanting in respect to nutritional information (and would go to cannibalize existing businesses as Vons, Bristol Farms, GROW, etc., I consider the Farmer's Market pretty much an entertainment destination than a public necessity. Which is fine as it goes, but would certainly impact value assessment.
- 10) When authorized in 2006, when the Council set the rent, it was estimated that the Market was to take in \$460 gross/week to the DMBBPA. It now provides DMBBPA gross revenue of \$3,880/week.
- 11) Council might consider jacking up the rent to "market" or similar (especially as the "public benefit" is not as compelling).
- 12) I realize I'm stepping on a lot of powerful toes with the above comments, but good governance doesn't come from asking easy questions.
- 13) There is no identification of the rent amount in the budget document.
- 14) In fact, for 19/20, I would hardly call that a budget as much as a mere narrative. The 18/19 document is more of a budget, and for true transparency/accountability there should have been a budget/actual comparison, an actual-to-budget, and a budget-to-budget comparison.
- 15) A good example where a detail budget would serve is that for some reason they put Farmer's Market operating costs as "Community Programs" (any accountant would say this is a program or rent expense that should be shown separately along with its revenues). Also curious is that under "Professional Management and Administration" the descriptions seem to omit the word "Salary."
- 16) Given the way the "budget" seems to want to avoid words like "salary" or obvious Farmer's Market profits suggests that either (a) the display is hardly meant to be "honest", and (b) that this "budget" is meant more for marketing the DMBPPA than to provide the Council and community useful information.

This is all to say that the City is not capturing the many ways we "subsidize" our business community.

Regards,
Gary Osterhout



Agenda Item # _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Ward and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Richard Gill, Director of Parks and Recreation

DATE: April 4, 2006

SUBJECT: Consideration of a Request from the Downtown Business and Professional Association (D.B.P.A.) to Conduct a Weekly Farmers Market on 13th Street

RECOMMENDATION:

Staff recommends that the City Council approve the request from the D.B.P.A. to conduct a weekly Farmers Market on 13th Street.

FISCAL IMPLICATION:

There are no direct costs to the City associated with this request. Minimal City staff time will be required to periodically check to see that all codes are enforced.

BACKGROUND:

Staff received the attached request from the D.B.P.A. to conduct a Farmer's Market every Tuesday afternoon from 11:00 a.m. to 5:00 p.m. on 13th Street between Morningside and Valley Drives. The D.B.P.A. has secured a manager for the operation. This person will be responsible for the coordination and implementation of all aspects of the Farmer's Market.

DISCUSSION:

Staff circulated the request from the D.B.P.A. to all City Department's for their feedback and concerns. Additionally, staff met with the Executive Director of the D.B.P.A. to discuss the logistics of implementing a Farmer's Market on 13th Street once the Public Safety Facility has been completed.

Staff chose 13th Street for the market instead of the 13th Street corner area of Metlox because of concerns of damage to the surface. The market will require each of the farmer's trucks near their booth so staff was concerned about oil, grease and tire marks on the new 13th Street corner of Metlox.

After reviewing the request with the D.B.P.A., staff believes there will be little City involvement and the Farmer's Market will be a benefit for the community. There will be approximately 20-30 food booths on 13th Street between Valley and Morningside. The Street will be barricaded and permanent signs will be placed on the parking meters identifying the no-parking period for

**CITY OF MANHATTAN BEACH
SPECIAL EVENTS APPLICATION**

Organization: Downtown Business & Professional Assoc.
Applicant Name and Title: CAROL ROWE, Executive Director
Address: 1104 Highland St N, MB CA 90266
Mailing Address (if different from above): P.O. Box 3298
Phone #: 310-379-9901

GENERAL EVENT INFORMATION

Name of Event: Farmers' Market
Type of Event: Weekly Community Market
Proposed Date(s) Tuesday Time(s) 12 NOON - 4 PM
Location: 13th St Between Morningside & Valley Drive
Anticipated Attendance: Several hundred each week
Cost Per Participant: Ø
Event Sponsors: Downtown Business Assoc.

Event Description

Give a detailed description of the event in chronological order from the set up to take down. This shall include event activities and timelines. Will there be any products/services given away? If so, what are they? Will there be products or services sold or rented? Please include prices charged to consumers. What measures will be taken to provide a safe event? Will alcohol be present or consumed at the event?

see attached

Event Site Plan and Equipment Layout

Attach a detailed site plan depicting the event's layout, e.g. route map, equipment, parking, tables, seating, tents, canopies, stages, signs, banners, sound amplification systems, etc. * Include photos or other written material to assist in providing visual clarification of the event. Flammable materials (e.g. tent) or cooking equipment will require the approval of the City Fire Department, and possibly the County Health Department. Scaffolding, bleachers, or other structures will require review by the Community Development Department. City ordinance (5.56.120) prohibits sound amplification on public property without first filing for a permit. Applications for sound amplification permits must be filed with the Chief of Police no later than 10 days prior to the event date.

City Personnel and Equipment

Describe type(s), times and location of any requested City services and/or variances from normal traffic, parking, City Ordinances, etc. Such services shall be billed to the applicant at the prevailing City rate.

Street Closure from 11 AM - 5 PM

Surety and Insurance Requirements

The City requires all organizations to provide evidence of general liability insurance in the amount of \$1,000,000. A certificate of insurance with the City of Manhattan Beach listed as additional insured, Insurance Endorsement Form #1 and the Indemnification and Hold Harmless Agreement must be submitted for review and approval by the City's Risk Manager.

Submitting and Changing Application

Applications must be submitted to the Parks and Recreation Department, 1400 Highland Avenue, Manhattan Beach, CA 90266. Should there be any substantive changes to the event after submittal of the original application, please submit a written request for review and approval. Any and all changes must be received one month prior to event date.

* Vehicles at Beach/pier related events will be limited to those vehicles transporting large, heavy materials.

10

CITY OF MANHATTAN BEACH
REQUEST FOR SPECIAL EVENT FEE WAIVER

The City of Manhattan Beach annually reviews requests for Special Event Fee Waivers. Waivers may be granted for costs/fees associated with requested services (personnel, equipment and materials) provided by the City.

Have you previously held this event? Yes _____ No

Were City fees waived? Yes _____ No _____

Amount of Fees previously charged for event:

Fire:
\$ _____

Police:
\$ _____

Public Works:
\$ _____

Other:
\$ _____

Total City Fees:
\$ _____

Anticipated Donations from sponsors:

Anticipated Cash Donations from Sponsors: (DBPH)
\$ 15,000

In-kind Donations from Sponsors:
\$ ∅

Cost per Participant:
\$ ∅

Anticipated Cost of Event: (start-up)
\$ 15,000

Anticipated Revenue from Event:
\$ 2600.00/weekly

Proposed Special Event Fee Amount to be waived for this event

\$ _____

How will anticipated revenue be spent?

- Marketing & Advertising for Downtown MB.
- Other community events (Halloween Trunk or Treat, etc)
- sponsor of Growing Great.

Explain why you believe the Special Event fees should be waived.

A Farmers Market will benefit the whole community and has the support of most all community organizations.

(Please use additional pages as needed.)



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D O W N T O W N
MANHATTAN BEACH

BUSINESS & PROFESSIONAL ASSOCIATION

FARMER'S MARKET PROPOSAL
FEBRUARY 24, 2006

MARKET SPONSOR

The Downtown Business Association (DBPA) will be the sponsor of the Manhattan Beach Farmers' Market. As such, the DBPA will incur the opening costs for the Market and will assume responsibility for weekly operation, promotion and advertising.

MARKET ORGANIZER

The DBPA will contract with Mary Lou Weiss to open the market. Mary Lou Weiss has been involved in Farmers' Markets 16 years and has opened 10 Farmers' Markets as a Consultant. She currently manages 3 Farmers' Markets (Hermosa & Torrance) and serves on the State Advisory Board for the Secretary of Agriculture. Her passion for the farmers, agriculture, wholesome eating and keeping communities healthy, keeps her working to secure these goals.

As the organizer, Mary Lou will be responsible for the following:

Develop a Farmers' Market for Manhattan Beach:

- *Check the location and parking
- *Secure Farmers' and Specialty Vendors
- *Prepare all paper work for Agriculture Department and Health Department
- *Prepare Market Rules
- *Hire a Market Manager and train
- *Determine day and time for the market
- *Work with the Executive Director of Downtown Manhattan Beach
- *Follow-up for 6 months after the market opens.

DAY & TIME

Tuesdays 12 noon to 4 PM. The day of the week was chosen to compliment but not to compete with our neighboring markets so that we get the best selection of vendors to choose from. The time was selected to encourage afternoon and lunch shoppers and to minimize the disturbance of guests staying at Shade.

LOCATION

13th Street between Valley Drive & Morningside Drive. This location provides ample space for vendors, easy and ample access to parking, minimal traffic disruption, access to bathrooms and water.

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STREET CLOSURE

We will need to work with Public Works & the MBPD to determine the safest and most effective way to block the street. The vendors require one hour of set-up and one hour for clean-up.

OPENING DATE

We would be looking at opening a market either in May or June. Opening date depends on current construction completion and City approval.

TYPE OF BOOTHS

- Certified Farmers Only (fruit, vegetables, flowers & plants)
- Non-Agriculture (non-ag, i.e., honey, eggs, some prepared foods)
- Community Booth

20-25 Booths is standard. Only certified growers will be allowed.

INSURANCE

Liability insurance will be required for all specialty vendors and any certified producer who is making non-certified products, such as jams, canned beans, etc. The liability insurance will name the Downtown Manhattan Beach Business and Professional Association and the City of Manhattan Beach as additional insured.

Producers/vendors will sign a Hold Harmless Agreement.

The Downtown Association will provide the City with a \$2 million general liability policy naming the City as an Additional Insured.

PUBLIC WORKS SUPPORT

Weekly street closure.

No parking signage on the meters.

RESTROOMS

The health Department requires restrooms within 100 yards of Market. Metlox Plaza have restroom facilities that meet this requirement.

TRASH

The DBPA will supply 4 large trash cans which will be lined with heavy duty trash bags. We will need to identify a trash bin close to the market for disposal.

The farmers and vendors are responsible for the clean-up of their street space. There should be no debris left on the ground

STORAGE

The Association would request a small area to store Market items such as a table and chairs, a canopy, signs, trash cans etc.

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FEES

EXPENSES

One Time	Annual	Weekly
\$8,000 -Consulting/Set-up Fee Includes: Producers, Non-Ag, Procuring Permits, Training Manager	\$408 -1 st 15 Farmers Permit \$16 – for ea. Add'l Farmer	\$200 Market Manager Fee
Purchase a Canopy/Booth, Table & 2 Chairs	\$493 –Health Dept. Permit	Advertising: Ads, Flyers, Cable
Supplies: Printing, Cash Box, Calculator, etc.	\$387 – Health Dept. Sponsor Fee	
	Insurance - TBD	

INCOME

% of Weekly Gross	Approx. Weekly Gross	Approximate to DBPA
Farmer's Pay 6%	\$6000	\$360
Non-Ag Pay 10%	\$1000	\$100
TOTALS	\$7,000	\$460 per week

RESULT

\$460 Weekly Income
 - 200 Weekly Manager Fee
 \$260 Net

Consultant suggests putting \$10,000 to \$15,000 aside for the Market. It will take about three years for the Market to settle in and during that time it will have its highs and lows. Hermosa's Market grosses \$1 million per year now, after 10 years in operation.

COMMUNITY SUPPORT

The Farmers' Market and the DBPA will work together to support **Growing Great**, a non-profit nutrition education organization dedicated to inspiring children & adults to adopt healthy eating habits. Growing Great sponsors classroom nutrition lessons, school & community gardens, food service programs, family and community nutrition education programs

SURROUNDING NEIGHBORHOOD MARKETS

Monday
 Tuesday Torrance
 Wednesday Gardena 9a.m. to 1p.m.
 Thursday El Segundo 3 to 7, Redondo Beach 8a.m. to 1p.m., Carson 8a.m. to 1p.m.
 Friday Hermosa Beach 12 to 4
 Saturday Torrance 8a.m. to 1p.m.
 Sunday Palos Verdes 9a.m. to 1p.m.

motorists. The project manager will be responsible for seeing that 13th Street is left in the same condition as they received it. During the time of the market, the traffic pattern on Valley will be changed to improve safety and keep motorists from turning onto 13th. The Community Development, Fire and Police Departments have stated that they will inspect the operation to make sure it conforms to all codes. The loss of access to the Public Safety facility from 13th does not concern the Police or Fire Departments as they have several other access points. To avoid porta-potties on site, staff will provide restroom access in the Metlox Town Square.

Representatives from the D.B.P.A. and Farmer's Market will be in attendance during Tuesday's City Council Meeting to answer questions and provide information if needed.

CONCLUSION:

Staff recommends that the City Council approve the request from the D.B.P.A. to conduct a Farmer's Market on 13th Street between Valley and Morningside every Tuesday from 11:00 a.m. to 5:00 p.m.

Attachments: A. Application for Farmer's Market

Downtown Manhattan Beach Business & Professional Association

2018-2019 PROPOSED BUDGET

	Projected Income	Projected Expense	Net Funds
General Administration			
BID Contribution	110,000	0	110,000
Payroll Totals		-74,500	-74,500
Medical Allowance		-6,000	-6,000
Interpretive Services		-1,400	-1,400
Rent		-11,000	-11,000
Insurance Premiums		-7,000	-7,000
Operating Expenses		-11,500	-11,500
SUBTOTAL	110,000	-111,400	-1,400
Farmers Market Income			
Farmers' Market	156,000	-66,000	90,000 closed 12/25 and 1/1/2019
A 1 Promotions/Train	6,000		6,000
SUBTOTAL	162,000	-66,000	96,000
Event Income			
Holiday Open House	11,000	-8,200	2,800
(MBO) SUNSET BEACH PARTY	20,000	-12,000	8,000
SUBTOTAL	31,000	-20,200	10,800
Special Events			
Pumpkin Race		-200	-200
Small Business Saturday		-727	-727
January Sidewalk Sale		-200	-200
April Sidewalk Sale		-200	-200
August Sidewalk Sale		-200	-200
Misc. Events		-200	-200
Easter		-200	-200
SUBTOTAL		-1,927	-1,927
Parking/Transportation			
Ride share options		-10,000	-10,000
SUBTOTAL		-10,000	-10,000
Community Relations			
Dig 4 Kids		-221	-221
Coordinating Council		-500	-500
Fireworks Festival		-1,000	-1,000
MBEF		-4,700	-4,700
Grades of Green		-4,700	-4,700
Growing Great		-4,700	-4,700
GRAD Nite		-250	-250
MB Little League		-500	-500
Roundhouse Aquarium		-4,000	-4,000
Chamber Events		-2,300	-2,300
Chamber Dues		-230	-230
SUBTOTAL		-23,101	-23,101
Marketing & Promotion			
Website Mgmt Fees		-12,500	-12,500
Website/Logo Design		-5,000	-5,000
Advertising		-10,000	-10,000
Banners		-6,000	-6,000
Banner Permits		-2,000	-2,000
Chamber Advertising		-3,000	-3,000
Design/Agency Fees		-10,000	-10,000
Visitor's Guide Brochure		-5,000	-5,000
Blogger Program		-4,000	-4,000
Downtown Maps/Directory		-850	-850
Holiday Lights		-5,400	-5,400
Holiday Décor/Metlox		-500	-500
SUBTOTAL		-64,250	-64,250
Misc		-6,000	-6,000
TOTAL	303,000	-302,878	122



**DOWNTOWN MANHATTAN BEACH
BUSINESS IMPROVEMENT DISTRICT**

Business Improvement & Activity Plan
April 2019

*Prepared pursuant to the State of California
And The Parking and Business Improvement Area Law of 1989
To maintain the Business Improvement District for
Downtown Manhattan Beach, California.*

Prepared by

Downtown Manhattan Beach Business & Professional Association

DOWNTOWN MANHATTAN BEACH BUSINESS IMPROVEMENT DISTRICT INFORMATION AT-A-GLANCE

This Business Improvement District has been in existence since April of 1969 under the authority of the “Parking and Business Improvement Area Law of 1965”. This law was restrictive with respect to the use of funds. In 1989 the State Legislature adopted Senate Bill 1424, “Parking and Business Improvement Area Law of 1989”. In 1998 a group of concerned merchants and a growing coalition of downtown stakeholders, developed the proposal to establish a new Downtown Manhattan Beach Business Improvement District (BID) under the new legislation. In October 1998, that legislation was approved and adopted as City Ordinance No. 1989. In January 1999, the BID contracted with the Downtown Manhattan Beach Business & Professional Association (DBPA), a 501 (c) 6 not-for-profit corporation established in 1985, to provide specific benefits to the members of the BID.

Location: The Existing Business District of Downtown Manhattan Beach.

Stakeholders: Downtown Businesses - All business license holders in the Downtown area except commercial property owners.

***Improvements
And Activities:***

- A. Parking, Transportation & Community Programs
- B. Marketing & Advertising
- C. Promotions & Special Events
- D. Professional Management & Communications

***Method of
Financing:***

Benefit-based assessments on City Business License Tax.

Assessment:

Based on the existing assessment. An 80% surcharge on the City Business License Tax not to exceed \$600.

***Collection of
Assessment:***

The fees are collected in March/April of each year and disbursed through contract, to the Downtown Manhattan Beach Business & Professional Association (DBPA).

Governance:

Advisory Board: Annual recommendations on Downtown Manhattan Beach Business Improvement District (BID) budgets and assessments will be submitted to the Manhattan Beach City Council by a seven–nine (7-9) member Advisory Board composed of business owners located within the boundaries of the BID. The Advisory Board will also monitor the delivery of improvements and activities, which will be the day-to-day responsibility of the Downtown Manhattan Beach Business and Professional Association (DBPA).

Business owners that are assessed within the BID, and, per State law, appointed by the Manhattan Beach City Council can nominate members of the Advisory Board.

Representation should consist of business on Manhattan Beach Boulevard, Manhattan Avenue and Highland Avenue. It should also contain a mix of retail, service and restaurants.

It is anticipated that the Advisory Board will meet at least once annually.

Downtown Association:

The BID will contract with the DBPA to carry out improvements and activities described in the Plan, as well as the day-to-day operations. In delivering BID improvements and activities, the DBPA will aim to meet the following objectives:

- Maximize coordination with the City and other civic organizations to leverage resources;
- Deliver programs through a cost-effective and non-bureaucratic organization that features one executive director that works for all Downtown Manhattan Beach stakeholders;
- Provide for accountability to business owners who pay assessments.

Maintaining the District:

The City Council can maintain the district by adopting a Resolution of Intention. A public hearing shall be held not less than 20 or more than 30 days after the adoption of the Resolution of Intention. If there is not written protest from owners representing over 50% of the assessments to be paid, the BID assessment will continue.

Benefits Of the District:

The BID costs no more than the prior assessment and allows the district's funds to be self-governed and to go beyond parking issues.

The BID allows for integrated marketing efforts such as valet parking, cooperative promotions, advertising and publishing downtown directories and calendars of events.

The DBPA provides key promotional and organizational support through a variety of functions that directly benefit its ratepayers as well as the City. Such as:

- Creating a public/private partnership to manage the Downtown environment to ensure high standards for signage, security, maintenance, parking and marketing;
- Increasing sales and revenues throughout the district as well as tax and parking revenue to the City;

- Advocating Downtown interests and for the City at large;
- Establishing and implementing a Downtown vision, an image of a thriving city center that reflects the good health and economic vitality of the entire city, making the city an attractive venue for businesses;
- Assisting the City in policy making, administration and implementation of City programs;
- Streamlining communications and saving time and energy, by providing the City with a single, unified Downtown entity.

BUSINESS IMPROVEMENT GOALS ACHIEVED, ACTIVITY PLAN 2018-2019

As a result of the concerns identified through surveying business owners and the accomplishments of the DBPA since 1999, the DBPA Board of Directors proposes the following plan.

A. Downtown Manhattan Beach Lighting and Beautification

- Lighting – The BID believes that the aesthetics and safety of the District will be greatly improved through installation of additional lighting. The BID has directed the DBPA to spend up to \$10,000 to obtain lighting design options specific to our Downtown BID, focusing on safety as well as beautification. The BID would like to see additional lighting installed on the Pier railings, under the Pier, as well as lighting underneath the pier to highlight the ocean.
- Beautification – The BID believes its members and visitors would be well served by enhancing landscaping, seating and walkway options throughout the District. The BID has directed the DBPA to spend up to \$10,000 to obtain design options for enhanced landscaping, seating options and specifying a new tile or substitute for walkways to replace the current mismatched, slippery Japanese tile in the District.
- Recycling Bins in Lot 3 – The recycling bins in this area have been problematic for several years. They are not used, emptied, or maintained properly, resulting in an eyesore and public health nuisance with swarming flies, overflowing boxes and untenable odors. The BID will be sending a letter to the City to recommend an ordinance regarding breaking down boxes, with financial penalties for those who do not comply. Most boxes are traceable by mailing labels, making it easy to fine businesses who do not abide by the rules. Although these bins are in an alleyway, it is highly traveled due to visitors to Lot 3, as well as offices and two nearly adjacent store fronts, Right Tribe and Homie. It may be beneficial to enclose or screen the area to help prevent the eyesore.
- Sidewalks—The BID believes that sidewalk cleaning has been reduced and would like to see a more frequent schedule established.

The BID Board respectfully requests City Council consider and approve the following downtown lighting and beautification requests:

- Install lighting on the Pier railings and underneath the Pier to highlight our beautiful oceanfront
- Establish an ordinance to financially enforce breaking down boxes for recycling bins to prevent unnecessary overflow
- Address the eyesore of recycling bins in Lot 3 through screening or other method of keeping these bins out of public view
- Establish a more frequent sidewalk steam cleaning schedule

B. Parking and Transportation Strategies

BID proposed parking and transportation solutions are to benefit employees, visitors and consumers. The Downtown BID, through the DBPA, will continue exploring alternative solutions to attract, transport and park customers and employees to/in Downtown Manhattan Beach.

- Valet - Due to rising operational costs and lack of vendor interest, the downtown valet is no longer considered financially viable and the BID recommends suspending the program indefinitely. The City should note that parking meters previously utilized for valet parking are still not allowing payment during what were valet hours and should be updated to accept payment. The signs on these meters should also be updated so they no longer indicate they are reserved for valet parking.
- Metlox - The BID Board will submit a letter to the PPIC indicating that we would like to request the final implementation of the Smart Parking technology installed during construction of the Metlox parking structure. This technology should be utilized with parking space count displays at both entrances to the structure. This would eliminate the unsafe and unhealthy circling of vehicles in the garage looking for spaces that are not available.
- Rideshare and Taxi Loading Zones – The BID Advisory Board encourages the City to explore and subsequently approve dedicated ride share loading zones. Streets within the BID experience unnecessary congestion when ride share vehicles stop in the middle of a street or in front of a specific business. This creates both a safety issue and traffic problems within the BID. Vehicular and pedestrian safety would be greatly enhanced by implementing specific loading zones for all ride sharing services.
- LAX Corridor Transportation to Downtown BID – The valuable Ocean Express service ended in October 2017. The DBPA continues to fund a line item for a transportation model to bring travelers from the LAX corridor to the BID area. The DBPA is directed to continue to explore hotel/concierge relationships and potential ride share options, partnering with the MB Chamber of Commerce and City where applicable.
- The Downtowner EV shuttles – No replacement program has been identified by the City of Manhattan Beach, leaving parking availability, mobility within the BID, and access to the beach compromised. The BID encourages the DBPA and the City to continue to explore similar options and vendors.

The BID Board respectfully requests City Council consider and approve the following parking and transportation requests.

- 4 weeks of red-bagging the meters during the 2019 Holiday Season
- Prohibit all City and Athens vehicles that park in Metlox, Lot 1, 2, 3, or 6 on a daily basis
- Prohibit City MB employee parking in Metlox, Lot 1, 2, 3 or 6
- Change the lower level of Metlox parking to merchant parking only
- Extend the closing time of the lower pier lots to midnight on Friday and Saturday nights
- Prohibit event staff or VIP reserved parking at metered spots in Downtown, during marquee events
- Require marquee events to provide an event shuttle (with parking located outside of Downtown) and/or ride share codes to attendees and staff
- Re-instate the two “merchant only” spaces in Lot 1 that were removed when the Lot 1 retaining wall project was completed in late 2017
- Install a traffic light or flashing light crosswalk at Manhattan Beach Boulevard & Morningside Drive. This highly traveled intersection is dangerous for pedestrians.
- Allow immediate Permit Parking access to the approximately 75 parking spaces previously allocated to dealer.com in Lot 1
- Identify and approve dedicated ride share loading zones
- Complete implementation of smart parking technology in Metlox parking garage

C. Support weekly Manhattan Beach Certified Farmers' Market

- Continue to support the City MB's Employee Wellness program through carrot coins to be used at the Farmers Market
- Continue to work with the City's Environmental Sustainability department and Waste Management to further "green" the market
- Ensuring all vendors comply with City environmental standards including providing no polystyrene containers or handled plastic bags, and utilize only paper straws and compostable or bamboo utensils
- Working on further initiatives to greatly reduce plastic produce bags, provide mesh produce bags for sale at minimal cost, and increasing use of compostable serving containers for hot food vendors

D. Community Programs

- Continue to support the Fireworks Festival, Jimmy Miller Foundation, Neptunian Women's Club, Tour de Pier, Skechers' Friendship Walk, CHOICE Program, Pumpkin Races, Walk With Sally, American Red Cross and other identified local philanthropies with cash or in-kind donations when appropriate
- The Farmers Market continues to support the community, youth and wellness by contributing a percentage of quarterly market proceeds to MBEF, Growing Great, and Grades of Green. In addition the Farmers Market income also contributes to the Roundhouse Aquarium, MBLL, MBX, MCHS Drug and Alcohol Prevention, Coordinating Council, Catalina Classic and more
- Support non-profit organizations that benefit the community through proceeds from the Farmers' Market and other events, not to exceed 10% of Gross combined revenue of BID funds and MB Farmers Market funds

E. Marketing & Advertising

- Downtown is the heart & soul of the City and community needs to be reminded that the charm comes through independent business owners offering unique merchandise and personal service
- Continue to promote the downtown as a unique destination for visitors with quaint shops, dining & services
- Utilize more social media advertising
- Cultivate and utilize an email database for direct marketing and communication and newsletters
- More effectively promote our Farmers Market
- Update graphics and collaterals related to last year's rebranding efforts
- Keep visitor guides fresh to reflect the tenant changes
- Continue to cultivate the Concierge and hotel relationships in the area
- Work in tandem with the Chamber of Commerce and their various advertising and marketing mechanisms, such as the Chamber Map and Destination Guide
- Continue working with the Chamber of Commerce to promote commerce in Manhattan Beach & seek their continued support of how important small business is to our City and local economy
- Continue to negotiate and make available cooperative advertising opportunities.

F. Promotions & Special Events

- Holiday Open House Type Events—The BID believes the Holiday Open House has been a tremendous success in bringing together the community and our Downtown Businesses. The BID directs the DBPA to consider adding an additional event this year. Sponsor (3) annual “Sidewalk Sales” to promote Downtown merchants
- Participate in Family Movie Nights with Parks & Recreation Department
- Operate Sunset Beach Party at the AVP/MB Open with a portion of proceeds being donated to the Roundhouse Aquarium educational programs
- Conduct weekly Farmers Market and monthly Chef demos
- Host the “Holiday Open House together with the Pier Lighting to kick-off the holiday shopping season
- Continue to work with the ‘Beach Events’ such as 6-Man/International Surf Festival, Catalina Paddleboard & Manhattan Open to ensure the downtown benefits from the events and that there

G. Professional Management & Communications

- Provide affordable resources to businesses within the BID to assist with government mandated training or HR related issues through private vendors or coordination with the Chamber of Commerce
- Maintain professional management to ensure this cohesive Business Improvement and Activity Plan is implemented and continued
- Reach out to new businesses to make them feel welcome and invite their participation in our efforts as an Association to keep downtown thriving
- Work closely with the MB Property Owners Association
- Work closely with the MB Residents Association
- Work closely on the Homeless Initiatives with City of Manhattan Beach
- Work closely with all merchants and the Farmers Market on all Sustainable MB practices
- Meet regularly with City Manager and Department heads
- Continue informing members of important issues affecting their business
- Communicate needs and concerns and work closely with MBPD
- Increase public relations opportunities for promoting the Downtown
- Communicate with BID Board as often as needed regarding larger BID concerns and opportunities, such as parking and revenue streams

BUSINESS IMPROVEMENT & ACTIVITY PLAN BUDGET

I. INCOME

2019-2020 Operating Budget

This fiscal year's operating budget breakdown of income for the Downtown Manhattan Beach BID is outlined below. The activity plan budget is projected at approximately \$340,000 with the following components:

BID Contribution

\$109,000 has been budgeted. The assessment methodology will remain the same, a surcharge on the City of Manhattan Beach Business License Tax. Calculation of individual assessments for one year is determined by one factor; an 80% surcharge on the business license tax, not to exceed \$600.00.

DBPA Event Income

\$37,000 projected income

\$12,000 projected income for the Holiday Open House/Pier Lighting HOH income is a suggested \$100 contribution from each business and is allocated towards entertainment and activities that evening as well as Small Business Saturday and December Advertising

\$25,000 projected income for the Sunset Beach Party

Farmers Market

\$194,000 projected income in total sales (market sales, merchandise, additional vendors, Carrot Coins and other sources)

This reflects a 5% increase in overall market sales over the previous year

II. FISCAL YEAR

Net income for 2018-2019 was \$63,000 and the net retained earnings are \$158,000 of which approximately the following is allocated:

- \$37,000 in BID reserves
- Approximately \$35,000 is allocated for operating costs and payroll expense through July of 2019 and until the BID funds are received in July 2019
- \$28,000 is allocated towards transportation solutions
- \$25,000 is allocated towards Community Programs
- Approximately \$55,000 is appropriated for marketing and advertising in the fiscal year 2018-19

III. EXPENSES

2019-2020 Operating Budget

The operating budget breakdowns of expenses for the Downtown Manhattan Beach BID and Farmers Market sales are provided below. The improvement and activity plan budget is projected at approximately \$340,000.00

- **Professional Management & Administration (Rent, Supplies, Insurance, Permits, Utilities, etc.):**
\$112,000 is provided which accounts for 33% of the budget
- **City Services:**
\$30,000 is projected, comprising approximately 9% of the budget
- **Community Programs:**
\$101,000 is projected, comprising approximately 30% of the budget
\$75,000 is estimated for the operation of the Farmers Market
\$26,000 is estimated in community donations and sponsorships
- **Marketing, Advertising:**
\$55,000 is available, which comprises 16% of the budget
- **Parking/Transportation:**
\$28,000 is allocated, which comprises 8% of the budget
- **Special Events:**
\$13,000 is allocated, comprising 4% of the budget (does not include advertising or marketing associated with the events)

Martha Alvarez

From: Bruce Moe
Sent: Tuesday, May 7, 2019 7:55 AM
To: Martha Alvarez
Subject: FW: Item 20 in the agenda: "To Discuss the Current Reimbursement Policy...
Attachments: ATT00001.txt; ATT00002.txt

Bruce Moe
City Manager
(310) 802-5053
bmoe@citymb.info
City of Manhattan Beach, CA

Office Hours: M - Th 7:30 AM - 5:30 PM | Fridays 7:30 AM - 4:30 PM | Not Applicable to Public Safety

Here for you 24/7, use our click and fix it app www.citymb.info/reachmanhattanbeach

-----Original Message-----

From: INDIRA MONTEJO <imontejo@aol.com>
Sent: Tuesday, May 7, 2019 1:03 AM
To: Steve Napolitano <snapolitano@citymb.info>; Bruce Moe <bmoe@citymb.info>
Subject: Item 20 in the agenda: "To Discuss the Current Reimbursement Policy..."

Item 20 in the agenda: "To Discuss the Current Reimbursement Policy for City Councilmembers".

<https://manhattanbeach.legistar.com/View.ashx?M=F&ID=7195720&GUID=C1EEAAF2-2378-428F-AEB1-53A6392A974E>

Informational notes:

Policies", in government, differs from the rules of law. - "Policies", in government are guides, not vehicles of enforcement like in the private sector, would to disciplinary actions.

Training for "elected officials", Councilmembers; a position of employment, that requires no pre-existing qualifications; nor specific's academics, if any; nor a job description.

Good to start with the basics. The City Municode; The California Brown Act; Forms of Government; Municipal Laws to the County and the State. Environmental laws being study; implemented.

Ethics training. Ethics are also not enforceable in government; best of circumstances, for the "elected official" that committed the ethical violation, to resign.

"Discuss":

Technology have improved tons since 2006.!

In so:

1.- Background Data: Research in physical form, actual archives documents, papers; business meetings; business trips; newspapers coverage. The expenditure, purposes and results; of all Councilmembers and Mayors, since that resolution now to be discuss, it was approved, April of, 2006-present. That way, you'll be able to assess the efficiency and set backs of the present resolution/policy.

Moving forward to:

2.- 'Expense Management', software (web-based), program: To manages the application for the expenses; checks for authorization; audits; processes the reimbursement. Which by being "web-based", it would be easily accessible to the residents. Reviewed quarterly, as an Agenda item. Open to the public for comments.

3.- The pre-approval for Expenses previously filed int the "web-based", cost and purpose. Also as an Agenda item. Subject to City Council in unison approval. Also open to the public for comments.

Training. In case or an Emergency: A given: First Responders - Police and Fire. But, I heard in the CC meeting, the Council is to go to the City Hall. Like there are no longer bells to ring at the City Halls. - The streets should be clear from any traffic other than the first responder's vehicles.

There has to be a procedure from the Fire and Police Chiefs. Made available in the City website. Where would the shelters be. Like at the Library. All is expected from the City Hall, for the Mayor to held a press conference. Along the Fire and Chief of Police.

Much to do it seems within the City parameters- like this 134 pages.

<https://www.citymb.info/home/showdocument?id=39718>

[OBJ]

Lots of cement pouring. - There is a new cement starting being use in LA part of Newson environmental projects. I haven't had the time to read its composition; but, its supposed to keep the heat from being absorbed. Which is immense since cement not only retains heat, but also reflects it. Worth looking into it, maybe the City can get a Grant.

Thank you for the opportunity, I did not, April of 2006.

Best as always, Indira