

CITY OF ARCADIA

City Council Regular Meeting Agenda



Tuesday, September 5, 2023, 7:00 p.m.

Location: City Council Chambers, 240 W. Huntington Drive, Arcadia

Pursuant to the Americans with Disabilities Act, persons with a disability who require a disability related modification or accommodation in order to participate in a meeting, including auxiliary aids or services, may request such modification or accommodation from the City Clerk at (626) 574-5455. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to assure accessibility to the meeting.

根据《美国残障人法案》，需要调整或提供便利设施才能参加会议的残障人士（包括辅助器材或服务）可与市书记官办公室联系（电话：（626）574-5455）。请在会前 48 小时通知市书记官办公室，以便作出合理安排，确保顺利参加会议。

Pursuant to the City of Arcadia's Language Access Services Policy, limited-English proficient speakers who require translation services in order to participate in a meeting may request the use of a volunteer or professional translator by contacting the City Clerk's Office at (626) 574-5455 at least 72 hours prior to the meeting.

根据阿凯迪亚市的语言便利服务政策，英语能力有限并需要翻译服务才能参加会议的人可与市书记官办公室联系（电话：（626）574-5455），请求提供志愿或专业翻译服务，请至少在会前 72 小时提出请求。

How to Submit Public Comment:

Members of the Public who wish to submit public comment may do so using one of the following methods. Public comment is limited to the time and words allotted.

1. **In-Person:** Complete a Speaker Card, indicating the agenda item number and submit it to the City Clerk prior to the meeting, or simply come to the podium when the Mayor asks for those who wish to speak. Speakers shall be limited to five (5) minutes per person. At the Mayor's discretion, the time limit may be shortened to allow all speakers to address the City Council.

Electronic submission of Public Comment is also available via the City's website or by email as noted below. Public Comment submitted electronically will not be read into the record at the posted meeting time but are forwarded to the City Council prior to the meeting for consideration.

1. **Website:** Please submit your comments using our online public comment form at ArcadiaCA.gov/comment. Your comments must be received at least 30 minutes prior to the posted meeting time.
2. **Email:** Please submit your comments via email to CityClerk@ArcadiaCA.gov. Your comments must be received at least 30 minutes prior to the posted meeting time.

如何提交公众评论意见：

公众成员可以使用以下任何一种方法提交公众评论意见。请在时间和字数的限制范围内提交公众评论意见。

1. **亲自出席：**填写一张发言人卡片，注明议程项目编号，然后在会议开始前提交给市书记官，或者在市长询问公众发言时，直接到讲台上发言。每位发言人的发言时间不得超过五（5）分钟。市长可自行决定缩短发言限制时间，以便允许所有发言人向市议会表达自己的意见。

亦可按照以下方法在本市网站上或通过电子邮件以电子方式提交公众评论意见。以电子方式提交的公众评论意见不会在公布的会议期间读入记录，但会在会议开始前转交给市议会，供市议会考虑。

1. **网站：**请使用以下网站中刊载的在线公众评论意见表提交您的评论意见：ArcadiaCA.gov/comment。必须在公布的会议时间前至少提前 30 分钟提交评论意见。
2. **电子邮件：**请将您的评论意见通过电子邮件发送至：CityClerk@ArcadiaCA.gov。必须在公布的会议时间前至少提前 30 分钟提交评论意见。

1. CALL TO ORDER

2. INVOCATION

Reverend Darwin Ng, Arcadia Police Department Chaplain

3. PLEDGE OF ALLEGIANCE

4. ROLL CALL OF CITY COUNCIL MEMBERS

Paul P. Cheng, Mayor
April A. Verlato, Mayor Pro Tem
Michael Cao, Council Member
Sharon Kwan, Council Member
Eileen Wang, Council Member

5. REPORT FROM CITY ATTORNEY REGARDING CLOSED/STUDY SESSION ITEMS

6. SUPPLEMENTAL INFORMATION FROM CITY MANAGER REGARDING AGENDA ITEMS

7. PUBLIC COMMENTS (5-minute time limit each speaker)

Any person wishing to speak before the City Council is asked to complete a Speaker Card and provide it to the City Clerk prior to the start of the meeting. Each speaker is limited to five (5) minutes per person, unless waived by the City Council. Under the Brown Act, the City Council is prohibited from discussing or taking action on any item not listed on the posted agenda.

8. REPORTS FROM MAYOR, CITY COUNCIL AND CITY CLERK (including reports from the City Council related to meetings attended at City expense [AB 1234]).

9. CONSENT CALENDAR

All matters listed under the Consent Calendar are considered to be routine and can be acted on by one roll call vote. There will be no separate discussion of these items unless a member of the City Council, staff, or the public requests that a specific item be removed from the Consent Calendar for separate discussion and action.

- a. Special Meeting Minutes of August 14, 2023, and Regular Meeting Minutes of August 15, 2023.
CEQA: Not a Project
Recommended Action: Approve
- b. Resolution No. 7524 authorizing a submittal of application for grants and related authorizations to the Department of Resources Recycling and Recovery (“CalRecycle”).
CEQA: Not a Project
Recommended Action: Adopt
- c. Resolution No. 7525 authorizing a supplemental budget appropriation for the replacement of the HVAC Compressor in the Council Chambers in the amount of \$23,778, offset by a reduction in the General Fund Reserve; and ratify the Purchase Order with Carrier Corporation for the replacement of the HVAC Compressor in the Council Chambers in the amount of \$30,000.
CEQA: Exempt
Recommended Action: Adopt and Ratify
- d. Modify Resolution No. 7520 to correct amount of revenue necessary to pay for the authorized debt service for the 2021 General Obligation Refunding Bonds.
CEQA: Not a Project
Recommended Action: Approve
- e. Allocate American Rescue Plan Act (“ARPA”) funds for the 2023 Merry & Bright Holiday Shopping Program in the amount of \$200,000.
CEQA: Not a Project
Recommended Action: Approve

10. CITY MANAGER

- a. Resolution No. 7523 amending the Fiscal Year 2023-24 Operating Budget and authorizing a supplemental budget appropriation for the 2024 Multi-Agency Homelessness Symposium in an amount not to exceed \$2,500, offset by a reduction in the General Fund Reserve.
CEQA: Not a Project
Recommended Action: Adopt
- b. Report, discussion, and direction regarding City events and sponsorships.
CEQA: Not a Project
Recommended Action: Provide Direction

11. ADJOURNMENT

The City Council will adjourn this meeting to September 19, 2023, 5:00 p.m. in the City Council Conference Room.

Welcome to the Arcadia City Council Meeting!

The City Council encourages public participation, and invites you to share your views on City business.

MEETINGS: Regular Meetings of the City Council are held on the first and third Tuesday of each month at 7:00 p.m. in City Council Chambers. A full City Council agenda packet with all backup information is available at City Hall, the Arcadia Library, and on the City's website at www.ArcadiaCA.gov. Copies of individual Agenda Reports are available via email upon request (CityClerk@ArcadiaCa.gov). Documents distributed to a majority of the City Council after the posting of this agenda will be available for review at the Office of the City Clerk, 240 W. Huntington Drive, Arcadia, California. Live broadcasts and replays of the City Council Meetings are on cable television. Your attendance at this public meeting may result in the recording and broadcast of your image and/or voice as previously described.

PUBLIC PARTICIPATION: Your participation is welcomed and invited at all City Council meetings. Time is reserved at each regular meeting for those in the audience who wish to address the City Council. The City requests that persons addressing the City Council refrain from making personal, slanderous, profane, or disruptive remarks. Where possible, please submit a **Speaker Card** to the City Clerk prior to your comments, or simply come to the podium when the Mayor asks for those who wish to speak, and state your name and address (optional) for the record. Please provide the City Clerk with a copy of any written materials used in your address to the City Council as well as 10 copies of any printed materials you would like distributed to the City Council. The use of City equipment for presentations is not permitted.

MATTERS NOT ON THE AGENDA should be presented during the time designated as "PUBLIC COMMENTS." In general, each speaker will be given five (5) minutes to address the City Council; however, the Mayor, at his/her discretion, may shorten the speaking time limit to allow all speakers time to address the City Council. **By State law, the City Council may not discuss or vote on items not on the agenda. The matter will automatically be referred to staff for appropriate action or response or will be placed on the agenda of a future meeting.**

MATTERS ON THE AGENDA should be addressed when the City Council considers that item. Please indicate the Agenda Item Numbers(s) on the **Speaker Card**. Your name will be called at the appropriate time and you may proceed with your presentation within the five (5) minute time frame. The Mayor, at his/her discretion, may shorten the speaking time limit to allow all speakers to address the City Council.

PUBLIC HEARINGS AND APPEALS are items scheduled for which public input is either required or desired. Separate and apart from the applicant (who may speak longer in the discretion of the City Council), speakers shall be limited to five (5) minutes per person. The Mayor, at his/her discretion, may shorten the speaking time limit to allow all speakers to address the City Council. The applicant may additionally submit rebuttal comments.

AGENDA ITEMS: The Agenda contains the regular order of business of the City Council. Items on the Agenda have generally been reviewed and investigated by the City Staff in advance of the meeting so that the City Council can be fully informed about a matter before making its decision.

CONSENT CALENDAR: Items listed on the Consent Calendar are considered to be routine by the City Council and will be acted upon by one motion. There will be no separate discussion on these items unless a member of the City Council, Staff, or the public so requests. In this event, the item will be removed from the Consent Calendar and considered and acted on separately.

DECORUM: While members of the public are free to level criticism of City policies and the action(s) or proposed action(s) of the City Council or its members, members of the public may not engage in behavior that is disruptive to the orderly conduct of the proceedings, including but not limited to, conduct that prevents other members of the audience from being heard when it is their opportunity to speak or which prevents members of the audience from hearing or seeing the proceedings. Members of the public may not threaten any person with physical harm or act in a manner that may reasonably be interpreted as an imminent threat of physical harm. All persons attending the meeting are expected to adhere to the City's policy barring harassment based upon a person's race, religious creed, color, national origin, ancestry, physical handicap, medical condition, marital status, gender, sexual orientation, or age. The Chief of Police, or such member or members of the Police Department, shall serve as the Sergeant-at-Arms of the City Council meeting. The Sergeant-at-Arms shall carry out all orders and instructions given by the presiding official for the purpose of maintaining order and decorum at the meeting. Any person who violates the order and decorum of the meeting may be placed under arrest and such person may be prosecuted under the provisions of Penal Code Section 403 or applicable Arcadia Municipal Code section.

欢迎参加阿凯迪亚市议会会议!

市议会鼓励公众参与，并邀请您分享对城市管理的看法。

会议：市议会定期会议于每个月第一个和第三个星期二下午七时在市议会会议厅举行。在市政厅、阿凯迪亚图书馆和市政府网站 (www.ArcadiaCa.gov) 可以找到包含所有相关信息的完整市议会议程。单独的议程报告可应请求通过电子邮件索取 (CityClerk@ArcadiaCa.gov)。至于在发布该议程后向市议会多数成员分发的文件，公众可在阿凯迪亚市书记官办公室查阅，地址：240 W. Huntington Drive, Arcadia, California。市议会会议实况将通过有线电视进行现场直播和回放。如在以往的通知中所提示，如果您参加这次公开会议，您的图像和/或声音可能被录下并播出。

公众参与：市议会欢迎并邀请您参加市议会的所有会议。在每次定期会议上都为那些希望在会上发言的市民留出时间。市政府要求在市议会发言的人杜绝个人攻击、诽谤、亵渎或破坏性言论。如有可能，请在发表意见之前向市书记官提交一张**发言卡**，亦可在市长宣布自由发言时直接上台发言，并说出您的姓名和地址（如果您愿意），以便制作会议记录。请向市书记官提供一份您在发言中使用的任何书面材料，以及 10 份您希望分发给市议会的任何印刷材料。不允许把市政府设备用于准备发言内容。

议程之外的事项应当在指定的“公众评议”时间提出。在一般情况下，每位发言者将有五（5）分钟时间向市议会陈述意见，但市长可酌情缩短发言时限，以便让所有希望发言的人都有机会发言。**根据州法，市议会不得讨论或表决未列入议程的事项。此类事项将自动转给工作人员采取适当行动或作出回应，或将其列入未来会议的议程。**

列入议程的事项应当在市议会审议该事项时讨论。请在**发言卡**上标明事项的议程编号。在适当的时间会叫到您的名字，您可以在五（5）分钟时限内发言。市长可酌情缩短发言时限，以便让所有希望发言的人都有机会发言。

公开听证和上诉是为需要或希望征求公众意见的事项安排的日程。除申请人外（市议会可酌情决定延长申请人的发言时间），每位发言人的发言不得超过五（5）分钟。市长可酌情缩短发言时限，以便让所有希望发言的人都有机会发言。申请人还可以另外提交反驳意见。

议程事项：议程包含市议会的例行议题。一般而言，由市政府工作人员在会议前对议程中的事项进行审查和调查，以便市议会在作出决定之前能够充分了解情况。

同意日历：在同意日历上列出的事项被市议会视为例行公事，并将通过一项动议采取行动。除非市议员、工作人员或公众提出请求，否则不会对这些事项进行单独讨论。如果有人提出请求，该事项将从同意日历中删除，单独进行审议和采取行动。

行为规范：尽管市民可对市政府的政策和市议会或其成员的行动或拟议行动自由地提出批评，但不得出现干扰会议正常秩序的行为，包括但不限于在别人的发言时间内阻止别人发言，或妨碍公众听到发言内容或看到议程进展状况。市民亦不得威胁进行身体伤害或以可能被合理理解为作出身体伤害紧迫威胁的方式行事。所有出席会议的人都必须遵守市政府的反骚扰政策，禁止基于个人种族、宗教信仰、肤色、原国籍、祖籍、身体残障、疾病、婚姻状况、性别、性取向或年龄骚扰他人。警察局长或警察局其他成员将担任维持市议会会议秩序的保安官。保安官将执行会议主持人的一切命令和指示，以维持会议秩序和行为规范。对任何违反会议秩序和行为规范的人可执行拘捕，并可能根据《刑法典》第 403 条或《阿凯迪亚市政法典》相关条款提出起诉。

**ARCADIA CITY COUNCIL
SPECIAL MEETING MINUTES
MONDAY, AUGUST 14, 2023**

CALL TO ORDER – Mayor Cheng called the Special Meeting to order at 5:35 p.m.

ROLL CALL OF CITY COUNCIL MEMBERS

PRESENT: Cao, Kwan, Wang, Verlato, and Cheng

ABSENT: None

PUBLIC COMMENTS

Emily Hess, President of the Arcadia Police Civilian Employees Association, appeared on behalf of the Arcadia Police Dispatchers; she indicated that staff shortage has been an ongoing issue forcing dispatchers to work an unusual amount of overtime; she spoke about the crucial role of dispatchers; the impact of staff shortage; and recommended the City Council offer dispatchers a retention bonus to reduce turnover.

A discussion ensued and Dispatcher Everhart responded to various questions, and comments about the impact of staff shortage and the strain it places on dispatchers.

Jon Ansell, President of the Arcadia Firefighters' Association, appeared and expressed his support for the dispatchers; and urged the City Council to support public safety.

Drew Pruhs, Vice President of the Arcadia Police Officers' Association, appeared and expressed his support of the dispatchers.

The City Council recessed at 6:13 p.m. and reconvened at 6:15 p.m.

CLOSED SESSION

- a. Pursuant to Government Code Section 54957.6 to confer with labor negotiators.

City Negotiators: City Manager Dominic Lazzaretto, Assistant City Manager/Development Services Director Jason Kruckeberg, and Human Resources Administrator Anely Williams.

Employee Organizations: Arcadia Public Works Employees Association, Arcadia City Employees Association, Arcadia Police Civilian Employees Association, Arcadia Police Officers' Association, Arcadia Firefighters' Association, and unrepresented employees: Department Heads, Division Managers, Supervisors, and part-time employees.

Council Member Kwan and Council Member Wang left the meeting at 8:50 p.m.

The Special Meeting recessed at 9:43 p.m. to Tuesday, August 15, 2023, at 6:00 p.m., in the City Council Conference Room.

CALL TO ORDER – Mayor Cheng called the Special Meeting (continued from August 14, 2023) to order at 6:00 p.m. on Tuesday, August 15, 2023.

ROLL CALL OF CITY COUNCIL MEMBER


PRESENT: Cao, Kwan, Wang, Verlato, and Cheng

ABSENT: None

PUBLIC COMMENT – No one appeared.

No reportable action was taken.

The Special Meeting ended at 6:51 p.m.



Linda Rodriguez
Assistant City Clerk

**ARCADIA CITY COUNCIL
REGULAR MEETING MINUTES
TUESDAY, AUGUST 15, 2023**

CALL TO ORDER – Due to the continuation of the Special Meeting from August 14, 2023, the following Closed Session items on the August 15, 2023, agenda were not discussed.

CLOSED SESSION

- a. Pursuant to Government Code section 54956.9(d)(4) to confer with legal counsel regarding potential litigation - two (2) cases.
- b. Pursuant to Government Code Section 54956.9(d)(1) to confer with legal counsel regarding the matter of Arcadians for Environmental Preservation v. City of Arcadia, Los Angeles County Superior Court (Case No. 20STCP02902).

**Regular Meeting
City Council Chambers, 7:00 p.m.**

1. **CALL TO ORDER** – Mayor Cheng called the Regular Meeting to order at 7:04 p.m.
2. **INVOCATION** – Reverend Jolene Cadenbach, Arcadia Congregational Church
3. **PLEDGE OF ALLEGIANCE** – Council Member Cao
4. **ROLL CALL OF CITY COUNCIL MEMBERS**

PRESENT: Cao, Kwan, Wang, Verlato, and Cheng
ABSENT: None

5. **REPORT FROM CITY ATTORNEY REGARDING CLOSED/STUDY SESSION ITEMS**

City Attorney Maurer reported that the City Council met for a Special Meeting on August 14, 2023, in which there was a Closed Session on Labor Negotiators; that meeting was adjourned and continued to 6 p.m. tonight; he indicated there was no reportable action from the continuation of the Closed Session, Special Meeting.

6. **SUPPLEMENTAL INFORMATION FROM CITY MANAGER REGARDING AGENDA ITEMS**

City Manager Lazzaretto reported that the three items posted on the Closed Session Agenda for this evening were not discussed and would be rescheduled for a future meeting.

7. **PRESENTATIONS**

- a. Presentation of appreciation to firefighter/paramedics Beth Fournier and Nik Pheng from Monterey Park Fire Chief Matt Hallock for Arcadia Fire Department's response and assistance to the January mass shooting.
- b. Mayor's Certificate to Arcadia resident and photographer Jamie Nicholson for his support of the Arcadia Fire Department.
- c. Mayor's Certificate to the Arcadia Chinese Association for organizing Law Day 2023.

- d. Presentation of the WaterSmart Hero Awards.
- e. Presentation by Waste Management to introduce staff to the City Council and Community.
- f. Presentation by Arcadia Performing Arts Foundation President and CEO Gary Kovacic.

8. PUBLIC COMMENTS

Suzy Powell-Rutherford, American Cancer Society and Relay For Life representative, appeared and announced that on September 9, there will be a free 24-hour event held at the infield of Santa Anita Park to fundraise for the fight against cancer; she invited everyone to attend the event and indicated she is seeking sponsors to purchase a pop-up tent for the event.

City Manager Lazzaretto inquired about the cost of the tent and later indicated that the Arcadia Management team would donate the cost of the tent.

David Park, a Pastor for The Well SGV, announced they are opening a new church and meet every Sunday at 10 a.m. at the Arcadia Community Center; and he invited everyone to attend their next gathering.

Gerri Lyn, an Arcadia resident, appeared and expressed her concerns regarding possible home birthing centers near her residence; she thanked the Fire Department for saving her life; and she stated that her home should be zoned as a single-family residence and that it has been zoned incorrectly.

9. REPORTS FROM MAYOR, CITY COUNCIL AND CITY CLERK *(including reports from the City Council related to meetings attended at City expense [AB 1234]).*

Council Member Cao announced that he attended the second City Council Health Committee Meeting; the USC Arcadia Hospital Town Hall Meeting; Arcadia's Concerts & Movies in the Park; the Hilton Hotel Ground Breaking Ceremony; the Planning Commission Meeting; League of Cities Organizational Meeting where he was elected as L.A. County Division's Secretary and Treasurer; the Closed Session Meeting with Labor Negotiators; he further announced that the Arcadia Police Foundation is hosting Dim Sum with a Detective on August 24 at the Grand Harbor Restaurant; he commented on the importance of supporting local Veterans and requested support from two Council Members to place this discussion on a future agenda, Mayor Cheng and Council Member Wang supported this request.

Council Member Kwan announced that she attended the Senior Citizen's Commission Meeting; National Night Out and Arcadia's 120th Birthday Celebration; the Downtown Improvement Association Meeting; and the Closed Session Meeting with Labor Negotiators.

Council Member Wang announced that she attended the City Council Health Committee Meeting; Arcadia's Concerts and Movies in the Park; the Hilton Hotel Ground Breaking Ceremony; American Chinese Federation Tenth Leadership Team Inauguration Ceremony; the Diamond New Board member Ceremony; National Night Out and Arcadia's 120th Birthday Celebration; Arcadia Chamber of Commerce Monthly Meeting; Foothill Workforce Meeting; L.A. County Supervisor Kathryn Barger's meeting; California Assembly Member Mike Fong's Community Event in Arcadia; Award Ceremony for Dr. Robert Lu of East Los Angeles College; Closed Session Meeting with Labor Negotiators; she indicated that on August 16 she will provide an Appreciation Lunch for the Arcadia Police Department and the next City Council Health

Committee Meeting; and she offered comments about parks in southern Arcadia needing more attention.

Mayor Pro Tem Verlato announced that she attended National Night Out and Arcadia's 120th Birthday Celebration; she shared photos of her as a child at Anoakia Preschool and provided some background on its history; she attended the Parks and Recreation Commission Meeting and indicated that Newcastle Park is out to bid; she reminded residents that schools will be back in session this week and advised motorists to be cautious and follow traffic safety laws, especially near schools; she indicated that she will be attending Dim Sum with a Detective at Grand Harbor restaurant and encouraged attendance to help support the City's K-9 units; and she shared her thoughts and prayers for those impacted by the fires in Maui.

Mayor Cheng shared that his last day as Mayor will be September 19; he attended the Board Meeting of the L.A. County Sanitation District; he expressed his appreciation to Assembly Member Mike Fong for hosting a community event in Arcadia; and he encouraged others to attend the Mayor's Breakfast and State of the City on September 6 at 7:30 a.m., at Le Meridien in Arcadia.

10. CONSENT CALENDAR

- a. Regular Meeting Minutes of July 18, 2023.
CEQA: Not a Project
Recommended Action: Approve
- b. Resolution No. 7519 accepting a dedication for street and sidewalk purposes and approving Final Tract Map No. 83124 for a six-unit multi-family residential condominium subdivision at 414 South Second Avenue.
CEQA: Exempt
Recommended Action: Adopt
- c. Resolution No. 7520 determining the amount of revenue to be raised from property taxes for Fiscal Year 2023-24 to pay for the debt service on the 2021 General Obligation Refunding Bonds (Series Bond Measure A and Series Police Station Project).
CEQA: Not a Project
Recommended Action: Adopt
- d. Resolution No. 7521 amending the Fiscal Year 2023-24 Operating Budget, authorizing a supplemental budget appropriation for cloud hosting fees in the amount of \$160,000, offset by a reduction in the General Fund Reserve; and approving a Software Service Agreement with Oracle America and Can/Am Technologies for the implementation of a new financial Enterprise Resource Planning and cashiering software system in the amount of \$450,000.
CEQA: Not a Project
Recommended Action: Adopt and Approve
- e. Designate Council Member Michael Cao as the Voting Delegate and Council Member Eileen Wang as the Alternate Voting Delegate for the 2023 League of California Cities Annual Conference.
CEQA: Not a Project
Recommended Action: Approve

- f. City Council Compensation Adjustment pursuant to Arcadia City Charter Section 402.
CEQA: Not a Project
Recommended Action: Receive and File
- g. Contract with Gentry Brothers, Inc., for the Downtown Alley Improvements Project and City broadband infrastructure in the amount of \$1,938,334, plus a 10% contingency.
CEQA: Exempt
Recommended Action: Approve
- h. Purchase of ammunition from San Diego Police Equipment Co., Inc. in an amount not to exceed \$100,115.
CEQA: Not a Project
Recommended Action: Waive the Formal Bid Process and Approve
- i. Purchase Order with All Star Fire Equipment for the purchase of structural firefighting coats and pants in the amount of \$44,600 for Fiscal year 2023-24; and authorize the City Manager to approve the subsequent annual renewals.
CEQA: Not a Project
Recommended Action: Approve
- j. Joint use Dana Gym Maintenance and Operation expenses, not to exceed \$50,400.
CEQA: Not a Project
Recommended Action: Approve
- k. Reject the one proposal received for design-build services for the Library Family Restroom Project and direct staff to solicit additional proposals.
CEQA: Exempt
Recommended Action: Approve

It was moved by Mayor Pro Tem Verlato, seconded by Council Member Kwan, and carried on a roll call vote to approve Consent Calendar Items 10.a through 10.k.

AYES: Verlato, Kwan, Cao, Wang, and Cheng
NOES: None
ABSENT: None

11. ADJOURNMENT

The City Council adjourned at 8:51 p.m. to Tuesday, September 5, 2023, at 6:00 p.m. in the City Council Conference Room.



Rachelle Arellano
Assistant City Clerk



STAFF REPORT

Public Works Services Department

DATE: September 5, 2023

TO: Honorable Mayor and City Council

FROM: Paul Cranmer, Public Works Services Director
By: Briget Arndell, Environmental Services Manager

SUBJECT: RESOLUTION NO. 7524 AUTHORIZING A SUBMITTAL OF APPLICATION FOR GRANTS AND RELATED AUTHORIZATIONS TO THE DEPARTMENT OF RESOURCES RECYCLING AND RECOVERY ("CALRECYCLE")

CEQA: Not a Project

Recommendation: Adopt

SUMMARY

The Household Hazardous Waste Grant Program – Small Projects Cycle ("HD41 Grant") provides funding to eligible jurisdictions to implement programs for the collection, public education, and recycling of Household Hazardous Waste ("HHW"). With this funding, the Public Works Services Department ("PWSD") may be able to extend offerings for HHW collections by adding an additional drop-off collection event. To apply for this and future CalRecycle grants, the City of Arcadia must adopt a resolution and provide letters of authorization and designation.

It is recommended that the City Council adopt Resolution No. 7524 authorizing a submittal of application for grants and related authorizations to the Department of Resources Recycling and Recovery ("CalRecycle").

BACKGROUND

The PWSD is responsible for management and disposal of HHW within the City, including hazardous waste produced by City facilities and residents as well as waste discarded onto public property. The PWSD works with the City's contracted residential waste hauler, Waste Management, and the County of Los Angeles ("LA County") to offer residents convenient ways to dispose of HHW materials. Waste Management provides residents with up to three by-request HHW material pick-ups per year and LA County holds several HHW drop-off events throughout the area, including one hosted at Santa Anita Racetrack. The countywide events are held throughout the year and are open to all county residents. Other HHW services include drop-off collection bins for alkaline and rechargeable

batteries located at three City facilities, and at-home motor oil collection supplies provided to residents by PWSD at no charge.

DISCUSSION

The HD41 Grant offers up to \$50,000 for public education and outreach, implementation of collection opportunities, and set-up and operation of collection events for HHW materials. In order to apply for this and future CalRecycle grants, the City must adopt a resolution and provide letters of authorization and designation by September 14, 2023. Notification of grant award is expected in December 2023.

The PWSD proposes to use grant funds to increase public outreach on proper HHW disposal and available resources, and to add a city hosted HHW drop-off event. Increased public outreach will include mailers sent to all residential customers of Waste Management and other outreach materials such as posters and brochures. Currently, there are HHW drop-off events held throughout the year all around Los Angeles County that are open to all county residents. An Arcadia drop-off HHW collection event would be held at the PWSD facility and would allow Arcadia residents to drop off qualifying items at a specified time and date. Based on final grant award and participation, the event may become an annual occurrence.

ENVIRONMENTAL ANALYSIS

The proposed action does not constitute a project under the California Environmental Quality Act (“CEQA”), based on Section 15061(b)(3) of the CEQA Guidelines, as it can be seen with certainty that it will have no impact on the environment. Thus, this matter is exempt under CEQA.

FISCAL IMPACT


If Arcadia is awarded funding through the HD41 Grant, the City could potentially receive up to \$50,000 for public education. This funding would also allow the City to extend offerings for HHW collection by adding an additional drop-off collection event. Any projects implemented under the grant would be fully supported with grant funds.

RECOMMENDATION

It is recommended that the City Council determine that this action does not constitute a project under the California Environmental Quality Act (“CEQA”); and adopt Resolution No. 7524 authorizing a submittal of application for grants and related authorizations to the Department of Resources Recycling and Recovery (“CalRecycle”).

Resolution No. 7524 – CalRecycle Grants
September 5, 2023
Page 3 of 3

Approved:



Dominic Lazzaretto
City Manager

Attachment: Resolution No. 7524

RESOLUTION NO. 7524

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ARCADIA, CALIFORNIA, AUTHORIZING A SUBMITTAL OF APPLICATION FOR GRANTS AND RELATED AUTHORIZATIONS TO THE DEPARTMENT OF RESOURCES RECYCLING AND RECOVERY ("CALRECYCLE")

WHEREAS, pursuant to Public Resources Code sections 48000 et seq., 14581, and 42023.1(g), the Department of Resources Recycling and Recovery ("CalRecycle") has established various grant programs ("grants") in furtherance of the State of California's ("state") efforts to reduce, recycle, and reuse solid waste generated in the state thereby preserving landfill capacity and protecting public health and safety and the environment; and

WHEREAS, in furtherance of this authority CalRecycle is required to establish procedures governing the application, awarding, and management of the grants; and

WHEREAS, CalRecycle grant application procedures require, among other things, an applicant's governing body to declare by resolution certain authorizations related to the administration of CalRecycle grants.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF ARCADIA, CALIFORNIA, DOES HEREBY FIND, DETERMINE AND RESOLVE AS FOLLOWS:

SECTION 1. The City of Arcadia is authorized to submit an application to CalRecycle for any and all grants offered.

SECTION 2. The City Manager, Public Works Director, and/or his/her designee, is hereby authorizes as Signature Authority to execute all documents necessary to implement and secure payment; and

SECTION 3. The authorization is effective for five years from the date of adoption of this resolution.


Passed, approved and adopted this 5th day of September, 2023.

Mayor of the City of Arcadia

ATTEST:

City Clerk

APPROVED AS TO FORM:



Michael J. Mauer
City Attorney



STAFF REPORT

Public Works Services Department

DATE: September 05, 2023

TO: Honorable Mayor and City Council

FROM: Paul Cranmer, Public Works Services Director
By: Carmen Masud, Deputy Public Works Director

SUBJECT: RESOLUTION NO. 7525 AUTHORIZING A SUPPLEMENTAL BUDGET APPROPRIATION FOR THE REPLACEMENT OF THE HVAC COMPRESSOR IN THE COUNCIL CHAMBERS IN THE AMOUNT OF \$23,778, OFFSET BY A REDUCTION IN THE GENERAL FUND RESERVE; AND RATIFY THE PURCHASE ORDER WITH CARRIER CORPORATION FOR THE REPLACEMENT OF THE HVAC COMPRESSOR IN THE COUNCIL CHAMBERS IN THE AMOUNT OF \$30,000

CEQA: Exempt

Recommendation: Adopt and Ratify

SUMMARY

The Heat Ventilation and Air Conditioning (“HVAC”) Compressor in the Council Chambers experienced a catastrophic failure during the apex of the summer season. The Public Works Services Department (“PWSD”) issued an emergency Purchase Order with Carrier Corporation for the replacement of the HVAC Compressor.

It is recommended that the City Council adopt Resolution No. 7525 authorizing a supplemental budget appropriation for the replacement of the HVAC Compressor in the Council Chambers in the amount of \$23,778, offset by a reduction in the General Fund Reserve; and approve the Purchase Order with Carrier Corporation for the replacement of the HVAC Compressor in the Council Chambers, in the amount of \$30,000.

BACKGROUND

On Friday, July 21, 2023, the compressor on the HVAC Unit in the Council Chambers experienced a catastrophic failure. Unsuccessful attempts were made to repair the compressor, but the compressor was not repairable and had reached the end of its useful life. The replacement of the entire HVAC unit in the Council Chambers is scheduled in the Fiscal Year 2023-24 Capital Improvement Program; however, replacement of the entire unit needs to be ordered and will take several months to arrive. The HVAC compressor for the Council Chambers was imperative to replace for the HVAC unit to work properly and provide cooling to the building. The City Council Chambers is the only

building capable of properly broadcasting City Council meetings; therefore, time was of the essence in replacing the broken part.

DISCUSSION

Since it was necessary to replace the HVAC compressor to utilize the Council Chambers, an emergency Purchase Order in the amount of \$30,000 was issued to Carrier Corporation for compressor acquisition, delivery, and installation. Carrier Corporation is the City's current HVAC supplier and is also a member of Sourcewell, a cooperative purchasing program. Under City Code Section 2846.1, a purchase order could be issued without complying with normal bidding procedures when an emergency situation occurs. Based on the factors identified above, it was determined that replacement of the HVAC compressor in the Council Chambers qualified as an emergency situation.

Although a PO was issued for \$30,000, the actual cost to replace the HVAC compressor in the Council Chamber was \$23,778. For emergency purchase orders, a report on the emergency and work performed is to be provided at the next regular meeting of the City Council. The purpose of this agenda item is to comply with the requirements to inform the City Council and ratify the Purchase Order.

ENVIRONMENTAL ANALYSIS

This Project is considered a Class 1 exemption as defined in Section 15301(a) "Existing Facilities" projects of the California Environmental Quality Act ("CEQA"), which exempts projects consisting of the minor alteration of existing public structures.

FISCAL IMPACT

An emergency Purchase Order in the amount of \$30,000 was issued to Carrier Corporation based on estimated equipment/material, delivery, and labor cost. The total cost to replace the HVAC compressor in the Council Chamber was \$23,778 and was not budgeted. An appropriation of \$23,778 from the General Fund Reserve is being requested. The General Fund Reserve exists to address unforeseen expenditures such as this and sufficient funds are available to cover this request.

RECOMMENDATION

It is recommended that the City Council determine this project is a Class 1 exemption under the California Environmental Quality Act ("CEQA"); and adopt Resolution No. 7525 authorizing a supplemental budget appropriation for the replacement of the HVAC Compressor in the Council Chambers in the amount of \$23,778, offset by a reduction in the General Fund Reserve; and ratifying the Purchase Order with Carrier Corporation for the replacement of the HVAC Compressor in the Council Chambers, in the amount of \$30,000.

Reso No. 7525 Approve the Purchase Order with
Carrier Corporation
September 05, 2023
Page 3 of 3

Approved:



Dominic Lazzaretto
City Manager

Attachment: Resolution No. 7525

RESOLUTION NO. 7525

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ARCADIA, CALIFORNIA, AUTHORIZING A SUPPLEMENTAL BUDGET APPROPRIATION FOR THE REPLACEMENT OF THE HVAC COMPRESSOR IN THE COUNCIL CHAMBERS IN THE AMOUNT OF \$23,778, OFFSET BY A REDUCTION IN THE GENERAL FUND RESERVE

WHEREAS, July 21, 2023, the compressor on the HVAC Unit in the Council Chambers experienced a catastrophic failure; and

WHEREAS, attempts were made to repair the compressor but the compressor was not repairable; and

WHEREAS, the replacement of the HVAC compressor in the Council Chambers was imperative for the HVAC unit to work properly and provide cooling to the building and allow for the use of the building; and

WHEREAS, under City Code Section 2846.1, a purchase order could be issued without complying with normal bidding procedures when an emergency situation occurs.

WHEREAS, in an effort to repair the HVAC unit so that the Council Chambers could be utilized, the PWSD issued an emergency PO to Carrier Corporation in the amount of \$30,000; and

WHEREAS, the repairs included removing the damaged compressor, installing a new compressor, and setting up the unit; and

WHEREAS, the total cost to replace the compressor was \$23,778 and was not budgeted as part of the Budget; and

WHEREAS, an appropriation of \$23,778 from the General Fund Reserve is being requested; and

WHEREAS, the General Fund Reserve exists to address emergencies such as this; and

WHEREAS, the City Manager has certified that there are sufficient reserves available in the General Fund Reserve for appropriation.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF ARCADIA, CALIFORNIA, DOES FIND, DETERMINE AND RESOLVE AS FOLLOWS:

SECTION 1. The sum of Twenty-three Thousand Seven Hundred seventy-eight Dollars (\$23,778) is hereby appropriated, offset with an equal reduction in the General Fund Reserve.

SECTION 2. The City Clerk shall certify to the adoption of this Resolution.

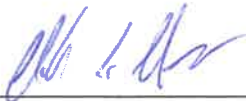
Passed, approved and adopted this 5th day of September, 2023.

Mayor of the City of Arcadia

ATTEST:

City Clerk

APPROVED AS TO FORM:



Michael J. Maurer
City Attorney



STAFF REPORT

Administrative Services Department

DATE: September 5, 2023

TO: Honorable Mayor and City Council

FROM: Hue C. Quach, Administrative Services Director
Henry Chen, Financial Services Manager/City Treasurer

SUBJECT: MODIFY RESOLUTION NO. 7520 TO CORRECT AMOUNT OF REVENUE NECESSARY TO PAY FOR THE AUTHORIZED DEBT SERVICE FOR THE 2021 GENERAL OBLIGATION REFUNDING BONDS

CEQA: Not a Project
Recommendation: Approve

SUMMARY

On August 15, 2023, the City Council approved Resolution No. 7520, determining the amount needed from property taxes to pay debt service on the 2021 General Obligation Refunding Bonds. Staff subsequently noticed that the revenue amounts listed for each series of the bond on the resolution were switched. To ensure proper documentation, a modification to reflect the correct revenue amount for each series of the bond is necessary.

It is recommended that the City Council approve the modification to Resolution No. 7520, to correct the amount of revenue to be raised from property taxes for Fiscal Year 2023-24 for each series of the 2021 General Obligation Refunding Bonds.

DISCUSSION

On Resolution No. 7520, the amount of revenue listed as needed was \$618,100 for the Series Police Station and \$417,700 for the Series Measure A. These figures were switched, and the corrected amounts should be as follows:

Series 2021 General Obligation Refunding Bonds
(Series Police Station): \$417,700

Series 2021 General Obligation Refunding Bonds
(Series Measure A): \$618,100

Modify Resolution No. 7520 to Correct Amount of Revenue
on General Obligation Refunding Bonds
September 5, 2023
Page 2 of 2

The Resolution needs to be modified so the correct amounts are collected for each series of the 2021 General Obligation Refunding Bonds.

ENVIRONMENTAL ANALYSIS

The proposed action does not constitute a project under the California Environmental Quality Act (“CEQA”), and it can be seen with certainty that it will have no impact on the environment. Thus, this matter is exempt under CEQA.

FISCAL IMPACT

There is no fiscal impact to the General Fund as a result of this action.

RECOMMENDATION

It is recommended that the City Council determine that this action does not constitute a project and is, therefore, exempt under the California Environmental Quality Act (“CEQA”); and approve the modification to Resolution No. 7520, determining the amount of revenue to be raised from property taxes for Fiscal Year 2023-24 to pay for the debt service on the 2021 General Obligation Refunding Bonds (Series Bond Measure A and Series Police Station Project).

Approved:



Dominic Lazzaretto
City Manager

Attachment: Modified Resolution No. 7520

RESOLUTION NO. 7520

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ARCADIA, CALIFORNIA, DETERMINING THE AMOUNT OF REVENUE TO BE RAISED FROM PROPERTY TAXES FOR FISCAL YEAR 2023-24 TO PAY FOR THE DEBT SERVICE ON THE 2021 GENERAL OBLIGATION REFUNDING BONDS (SERIES BOND MEASURE A AND SERIES POLICE STATION PROJECT)

WHEREAS, in a special election held on November 2, 1999, City of Arcadia voters approved the issuance of General Obligation Bonds Series 2001 in the principal of \$8 million for the construction of a police facility; the 2001 Bonds were defeased by the issuance of General Obligation Bonds Series 2012 on November 6, 2012; the 2012 Bonds were defeased by the issuance of General Obligation Refunding Bonds (Series Police Station Project) on November 23, 2021 and property taxes are to be raised for the principal and interest payments of the indebtedness through tax levy; and

WHEREAS, in the general municipal election held on April 11, 2006, City of Arcadia voters approved the issuance of General Obligation Bonds Series 2011 in the principal of \$8 million for the construction of a grade separation, which is located at the intersection of Santa Anita Avenue and the Foothill Extension of the Metropolitan Transit Authority Gold Line; the 2011 Bonds were defeased by the issuance of General Obligation Refunding Bonds (Series Bond Measure A) on November 23, 2021 and property taxes are to be raised for the principal and interest payments of the indebtedness through tax levy.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF ARCADIA, CALIFORNIA, DOES HEREBY FIND, DETERMINE AND RESOLVE AS FOLLOWS.

SECTION 1. The following is the amount of revenue necessary during Fiscal Year 2023-24 to pay for the authorized debt service on the above-described Bonds:

Series 2021 General Obligation Refunding Bonds

(Series Police Station): \$417,700

Series 2021 General Obligation Refunding Bonds

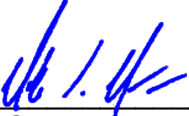
(Series Measure A): \$618,100

SECTION 2. The City Clerk shall certify to the adoption of this Resolution.

Passed, approved and adopted this 15th day of August, 2023.

Mayor of the City of Arcadia

ATTEST:



City Clerk

APPROVED AS TO FORM:

Michael J. Maurer
City Attorney



STAFF REPORT

Development Services Department

DATE: September 5, 2023

TO: Honorable Mayor and City Council

FROM: Jason Kruckeberg, Assistant City Manager/Development Services Director

SUBJECT: ALLOCATE AMERICAN RESCUE PLAN ACT (“ARPA”) FUNDS FOR THE 2023 MERRY & BRIGHT HOLIDAY SHOPPING PROGRAM IN THE AMOUNT OF \$200,000
CEQA: Not a Project
Recommendation: Approve

SUMMARY

For the past two years, the City Council has partnered with the Shops at Santa Anita (formerly Westfield Santa Anita), and the Chamber of Commerce on the “Merry and Bright” Holiday Shopping Program. This successful program is directed toward incentivizing in-person shopping at Arcadia brick-and-mortar businesses through a gift card redemption process. The program was implemented in 2021 and 2022, utilizing American Rescue Plan Act (“ARPA”) funds to stimulate the local economy. It is recommended that the City Council allocate ARPA funds for the 2023 Merry and Bright Holiday Shopping Program in the amount of \$200,000.

BACKGROUND

Since the end of the COVID-19 pandemic, American Rescue Plan Act funding has been available for use for various purposes, including economic development and financial assistance for businesses. To date, the City Council has allocated funds for several important and well-received economic development programs, including the Small Business Grant Program, the Business Assistance Program (reimbursing City permit fees), a Downtown Broadband Study, the Chamber of Commerce Membership Program, and the Merry and Bright Holiday Shopping Program.

The Merry and Bright Program was first implemented for the holiday season in 2021, when a total of \$100,000 was allocated. The funding is utilized to purchase gift cards valued at \$25, \$50, and \$75, for the purpose of incentivizing in-person shopping at Arcadia brick-and-mortar businesses. Customers who spend a minimum of \$150 combined at three or more Arcadia brick-and-mortar businesses are eligible to submit receipts to the Shops at Santa Anita Mall Concierge Desk and redeem a gift card valued at \$25. They will receive a \$50 gift card for \$300 in purchases, or \$75 with \$500 in total

combined spend. The gift cards issued will be Visa, Master Card, or American Express and usable at any location in or outside of the City that accepts this form of payment; however, they will be branded with City of Arcadia and Shops at Santa Anita imagery to encourage local spending of those funds.

The project has been very successful in its first two years. In 2021, a total of 1,810 customers participated, with receipts submitted for gift card redemption totaling \$986,738 in local spending. The program received very positive feedback from both the business community and program participants, and there were no significant issues or problems with administration. The City Council authorized the allocation of an additional \$100,000 in ARPA funds in 2022 and the program reported 1,747 participants in the program with a total spend of \$1,130,698.

DISCUSSION

Based on the success of the program over the past two years, it is recommended that the program be continued for the 2023 Holiday Season. If approved, the program is tentatively scheduled to run December 1-24, 2023, or until all gift cards have been issued. Along these lines, all gift cards have been issued prior to the final posted date of the program in both program years. In fact, in 2022, all gift cards were exhausted about one week before Christmas. In order to stimulate additional local spending, it is recommended that the allocation of ARPA funds be expanded to \$200,000 for the 2023 season.

Although the ownership has changed from Westfield to the Shops at Santa Anita, current staff are familiar with the program and, in some cases, were previously employed by Westfield. As in past years, mall staff will oversee the submittal of receipts, issuance of gift cards, and customer service for the program from their on-site concierge desk. The Chamber of Commerce will once again promote the program to their members and assist in spreading the news that these gift cards can be used citywide for spending. Additional program terms, conditions, and details are provided in the Merry & Bright Program Summary, included as Attachment "A" to this report.

ENVIRONMENTAL ANALYSIS

The proposed action does not constitute a project under the California Environmental Quality Act ("CEQA"), as it can be seen with certainty that it will have no impact on the environment. Thus, this matter is exempt under CEQA.

FISCAL IMPACT

The City was originally allocated a total of \$8,865,000 in ARPA funding available to use for various purposes, including economic assistance. As of the date of this staff report, approximately \$1.6 million of these funds remain unallocated. Providing an additional \$200,000 in ARPA funds for this project is an appropriate use of ARPA funding consistent

with its objective to provide economic assistance to residents and businesses impacted by the COVID-19 pandemic. No General Fund dollars, other than staff time already budgeted, will be utilized for this program.

RECOMMENDATION

It is recommended that the City Council determine that this action does not constitute a project and is, therefore, exempt under, the California Environmental Quality Act (“CEQA”); and allocate American Rescue Plan Act (“ARPA”) funds for the 2023 Merry & Bright Holiday Shopping Program in the amount of \$200,000.

Approved:



Dominic Lazzaretto
City Manager

Attachment “A”: 2023 Merry & Bright Program Summary

2023 Merry & Bright Program Summary

From December 1st through December 24th, 2023, shoppers who spend money at three or more brick-and-mortar retailers or restaurants in Arcadia, including one at the Shops at Santa Anita will be gifted up to \$75 in Gift Cards from the City to Shop and Dine in Arcadia. Redeem at the Shops at Santa Anita Concierge Desk while supplies last. Terms and conditions apply, visit www.Arcadia.gov/MerryandBright for details.

Reward Thresholds (based on combined spend)

- Spend \$150 or more, and get a \$25 gift card
- Spend \$300 or more, and get a \$50 gift card
- Spend \$500 or more, and get a \$75 gift card

Terms and Conditions

While supplies last and awarded on a first-come, first-serve basis. Must make purchases at a minimum of three different brick-and-mortar business located in the City of Arcadia between December 1-24, 2023 to qualify. At least one of the three purchases must be made at a brick-and-mortar business located at the Shops at Santa Anita. In-person purchases only. No minimum purchase required at any particular business, but total receipts must be over the required threshold before taxes. Purchases of gift card are not valid and will not count toward total required spend. Receipts from qualifying purchases must be uploaded to the Shop at Santa Anita's system no later than December 31, 2023 to qualify. No duplicate receipts accepted. Receipts can be uploaded via QR codes located at Santa Anita's concierge desk. Gift cards can only be obtained in person at the Shops at Santa Anita's concierge desk. Use of gift cards subject to terms on back of gift card. Deposits for financed or layaway purchases must be over the promotional amount before taxes to apply. The Shops at Santa Anita reserves the right to reject any receipt in its sole and absolute discretion. A total of \$200,000 in funding has been allocated to this program. Valid ID must be presented and any credit card purchases must match the ID. Limit one gift card redemption per person per giveaway with purchase. 18+ only.

Frequently Asked Questions

Who is eligible to receive a Merry & Bright Program Gift Card?

Anyone who spends a combined \$150+ at three or more Arcadia businesses between December 1-24, 2023, provided at least one of the businesses is located at the Shops at Santa Anita. You do not need to be an Arcadia resident to participate.

What shopping, dining, and other purchases qualify as eligible spending under this program?

Shopping and dining receipts dated December 1-24, 2023 from any brick-and-mortar business located in the City of Arcadia (i.e. any business with a physical storefront in

Arcadia) will be accepted as eligible purchases under this program. For example, spending at any Arcadia-based retail store, restaurant or other food and beverage business, retail service establishment, entertainment-related business, or other business that sells products and/or services direct to the general public is eligible to submit under this program. At least one receipt is required to be from a business located at the Shops at Santa Anita.

How and where do I redeem my Gift Card?

All Gift Cards are required to be redeemed in person at the Shops at Santa Anita Concierge Desk beginning December 1, 2023 during the hours of (12:00 pm – 8:00 pm, 7 days per week) . Please bring all eligible receipts to the Concierge Desk and then follow the on-site instructions to use your smartphone to upload receipts for verification and receive your Gift Card. Please note that a maximum of 2,000 Gift Cards will be issued through this program on a first-come, first-serve basis. Specific amounts and denominations of these Gift Cards are listed in the Program Terms and Conditions provided above.

Where can I spend my Gift Card?

Gift cards can be used at any store that accepts this form of payment, both at the Shops at Santa Anita and outside of the mall.

What happens after all the Gift Cards have been issued? Can receipts still be submitted to participate in this program or another promotion?

A total of \$200,000 in funding has been dedicated to this program and gift cards will be issued on a first-come, first-served basis to qualified recipients. No additional funding for gift cards is planned to be funded at this time. All program participation is subject to gift card availability, and once the initial supply has been distributed no additional receipts will be accepted or available to submit for the Merry & Bright Gift Card Program. At this time, there is no plan for additional offerings or other promotional offers after the initial Merry & Bright Card Program funding has been expended and all gift cards have been issued.

Are there any additional program restrictions or limitations to be aware of?

For additional program information and restrictions, please review the terms and conditions section above.

Who can I contact with any further questions?

For questions relating to the Gift Card redemption process, please contact the Shops at Santa Anita Call Center at (626-462-8510). For other inquiries or comments related to this program, please contact the Arcadia Economic Development Division by email at EconDev@ArcadiaCA.gov and an Arcadia City Staff Member will respond to your message within 1-to-2 business days.



STAFF REPORT

Recreation and Community Services Department

DATE: September 5, 2023

TO: Honorable Mayor and City Council

FROM: Sara Somogyi, Director of Recreation and Community Services
By: Ashley Marston, Management Aide

SUBJECT: RESOLUTION NO. 7523 AMENDING THE FISCAL YEAR 2023-24 OPERATING BUDGET AND AUTHORIZING A SUPPLEMENTAL BUDGET APPROPRIATION FOR THE 2024 MULTI-AGENCY HOMELESSNESS SYMPOSIUM IN AN AMOUNT NOT TO EXCEED \$2,500, OFFSET BY A REDUCTION IN THE GENERAL FUND RESERVE

CEQA: Not a Project
Recommendation: Adopt

SUMMARY

The City Council has approved the general concept of a multi-agency homelessness symposium but asked staff to return with the more details of the proposed event. It is proposed that the event be held on February 29, 2024, at the Arcadia Community Center, with a series of speaker panels covering key topic areas. The cost of the event would be \$40 per attendee. A budget of \$2,500 from the General Fund Reserve is requested to cover any costs not absorbed by the entrance fee. The attached resolution provides the necessary budget authorization to host the 2024 Multi-Agency Homelessness Symposium.

It is recommended the City Council adopt Resolution No. 7523 amending the Fiscal Year 2023-24 Operating Budget and authorizing a supplemental budget appropriation for the 2024 Multi-Agency Homelessness Symposium, in an amount not to exceed \$2,500, offset by a reduction in the General Fund Reserve.

BACKGROUND

Los Angeles County has experienced a rise in homelessness over the last few years and the San Gabriel Valley is no exception. The 2023 Greater Los Angeles Point-in-Time Homeless Count ("PIT Count") identified 5,009 individuals experiencing homelessness in Service Planning Area ("SPA") 3, which covers most of the San Gabriel Valley, including the City of Arcadia. The results of the 2023 PIT Count represent a 7.5% increase from 2022, in which there were 4,661 individuals experiencing homelessness.

By nature, homelessness is an extremely transitory issue. Persons experiencing homelessness do not often stay within the confines of a single city, but rather move across a larger geographic region. Since homelessness is a regional crisis, at the June 20, 2023, City Council Meeting, Mayor Pro Tem Verlato requested City Council support to host a multi-city symposium on homelessness, to facilitate the sharing of information and to discuss the learning lessons achieved through programs, projects, and housing.

While the City Council consensus was to approve the event, staff were directed to work with Mayor Pro Tem Verlato to develop the proposal in greater detail before finalizing.

DISCUSSION

It is proposed that the Multi-Agency Homelessness Symposium be held on February 29, 2024. While the original request was for an event in the fall of 2023, given all the additional events being held in the community during this time, a winter date is more reasonable and will allow for more thorough planning. The event will be led by the Recreation and Community Services Department, with the collaboration of the San Gabriel Valley Council of Governments and County Supervisors that cover the San Gabriel Valley. The target audience will be city council members, city managers, and other local government executives in the San Gabriel Valley that are responsible for addressing the homelessness crisis.

The Multi-Agency Homelessness Symposium will include panel presentations on homelessness initiatives, and discussions on the varying successes and failures of programs and projects that have been enacted in the region. Panels will consist of two to three staff/elected officials from neighboring cities and agencies involved in the implementation of homeless services and housing. Examples include panels on emergency shelters, hotel conversions, permanent supportive housing, enforcement, and regionalization efforts. The goal will be to provide objective analytics and learning lessons in a safe environment that cities in the region can use when considering their own approach to this complex issue. Key questions to be answered will be:

- What has worked? What has not worked?
- How are you defining success and what are you doing to track efforts and outcomes?
- What was the cost and how are you funding the program/project?
- What would you do differently?
- Has the effort reduced the number of homeless in the community?
- Has the effort been received well politically?

The event would be hosted at the Arcadia Community Center, which has the required tables, chairs, and audio-visual system to hold the event. It will be an all-day event, with coffee and pastries in the morning, a luncheon, and breaks with snacks and refreshments. The symposium will be open to the public, but the focus will be on cities

sharing information with other cities. The cost would be \$40 per person. Invited panelists will be able to attend the event free of charge; it is also recommended that the City cover the cost of the City's Homeless Stakeholders Ad Hoc Committee to attend. It is expected that approximately 125 people will attend the event, but the room can hold as many as 280 individuals, if necessary.

ENVIRONMENTAL ANALYSIS

The proposed action does not constitute a project under the California Environmental Quality Act ("CEQA"), and it can be seen with certainty that it will have no impact on the environment. Thus, this matter is exempt under CEQA.

FISCAL IMPACT

Attendees will be charged \$40 for the event to cover the costs of food and beverage services and any handout materials. Some funding may be provided by the SGVCOG and/or County Supervisors to reduce costs overall. However, a budget of \$2,500 is requested to cover any shortfalls. The associated fiscal impact is a net reduction in the General Fund Reserve, in an amount not to exceed \$2,500 for Fiscal Year 2023-24.

RECOMMENDATION

It is recommended that the City Council determine that this action does not constitute a project and is, therefore, exempt under the California Environmental Quality Act ("CEQA"); and adopt Resolution No. 7523 amending the Fiscal Year 2023-24 Operating Budget and authorizing a supplemental budget appropriation for the 2024 Multi-Agency Homelessness Symposium in an amount not to exceed \$2,500, offset by a reduction in the General Fund Reserve.

Approved:


Dominic Lazzaretto
City Manager

Attachment: Resolution No. 7523

RESOLUTION NO. 7523

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ARCADIA, CALIFORNIA, AMENDING THE FISCAL YEAR 2023-24 OPERATING BUDGET AND AUTHORIZING A SUPPLEMENTAL BUDGET APPROPRIATION FOR THE 2024 MULTI-AGENCY HOMELESSNESS SYMPOSIUM IN AN AMOUNT NOT TO EXCEED \$2,500, OFFSET BY A REDUCTION IN THE GENERAL FUND RESERVE.

WHEREAS, the 2023 Greater Los Angeles Point-in-Time Homeless Count identified 5,009 individuals experiencing homelessness in Service Planning Area 3, which includes the City of Arcadia.; and

WHEREAS, homelessness by nature is transitory and persons experiencing homelessness do not often stay within the confines of a single city, but rather move across a larger geographic region; and

WHEREAS, community symposiums foster multi-city connection and open discussion for the betterment of all; and

WHEREAS, the Recreation and Community Services Department is at the forefront of the City's homelessness initiative and serves as the designated project lead for coordinating the City's response to homelessness; and

WHEREAS, the City Council approved the 2024 Multi-Agency Homelessness Symposium; and

WHEREAS, a budget in an amount not to exceed \$2,500 is necessary to hold the 2024 Multi-Agency Homelessness Symposium occurring on February, 29, 2024; and

WHEREAS, the City Council is authorized to grant monies for purposes that provide community benefit and meet a public purpose; and

WHEREAS, the City Manager has certified that there are sufficient reserves

available in the General Fund Reserve for appropriation.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF ARCADIA, CALIFORNIA, DOES FIND, DETERMINE AND RESOLVE AS FOLLOWS:

SECTION 1. The sum of Two Thousand Five Hundred Dollars (\$2,500) is hereby appropriated in the Recreation and Community Services Department budget, offset with a reduction in the General Fund Reserve by \$2,500.

SECTION 2. The City Manager is authorized to sign any agreements or take any other actions necessary to effectuate this resolution.

SECTION 3. The City Clerk shall certify to the adoption of this Resolution.

[SIGNATURES ON THE NEXT PAGE]


Passed, approved and adopted this 5th day of September, 2023.

Mayor of the City of Arcadia

ATTEST:

City Clerk

APPROVED AS TO FORM:



Michael J. Maurer
City Attorney



STAFF REPORT

Office of the City Manager

DATE: September 5, 2023

TO: Honorable Mayor and City Council

FROM: Dominic Lazzaretto, City Manager
By: Justine Bruno, Deputy City Manager

SUBJECT: REPORT, DISCUSSION, AND DIRECTION REGARDING CITY EVENTS AND SPONSORSHIPS
CEQA: Not a Project
Recommendation: Provide Direction

SUMMARY

Over the past few months, the City Council has taken a series of steps to host and sponsor more community events in Arcadia. These additional events and sponsorships have also generated more questions about the City's interests beyond 2023. To understand the City Council's interests going forward, more direction is needed on hosting specific events and programs in future years, the level of resources allocated to each endeavor, and determining the sponsorships to be offered.

This presentation seeks to solidify a path forward regarding the City's role in the Patriotic Festival and Law Day; funding the Moon Festival; hosting a Lunar New Year celebration; and creating a Veterans Banner Recognition Program. This presentation will allow the City Council to explore these remaining questions and receive additional information regarding potential resource use for the proposed events, programs, and sponsorships.

If the City Council would like to add more events, programs, or sponsorships to Arcadia's existing offerings, more guidance is needed regarding those events and programs, and the level of resources to be allocated in support of each. It is recommended that the City Council provide direction regarding future City events and sponsorships.

BACKGROUND

On May 2, 2023, the City Council received a presentation that provided a comprehensive overview of community events across Arcadia (see attached Staff Report). The events highlighted in the presentation included those hosted by the City as well as events the City helps support in some capacity. Support for these events may include providing in-kind services, direct sponsorship with City funds as well as events the City staffs but

recovers costs for. In addition to this overview of community events, a \$20,000 sponsorship request for the 2023 Patriotic Festival was made by the Downtown Arcadia Improvement Association, for the City Council's consideration.

For the 2023 Patriotic Festival, the City Council directed staff to sponsor the firework show up to \$20,000, including waiving any ancillary costs for Police, Fire, and Public Works Services. For future years, the City Council requested staff evaluate the possibility of the City assuming full responsibility for the fireworks display and return with a proposal for City Council to consider.

On June 6, 2023, the City Council received a presentation on the upcoming 2023 Law Day event. During this presentation, the history of Law Day was reviewed including the City's involvement, the role of the Arcadia Chinese Association ("ACA"), and the City's level of participation during a transition year. At the conclusion of the presentation, the City Council granted City staff discretion to help make the 2023 Law Day event successful, but to return to the City Council in 90 days with the ACA's position regarding future Law Day events.

During a Special Meeting on June 28, 2023, the City Council discussed the possibility of hosting a Mid-Autumn Moon Festival in Arcadia. Staff presented information on a potential Moon Festival including timing, costs, and event components for City Council to consider. At the conclusion of this meeting, the City Council directed staff to host a Mid-Autumn Moon Festival on September 30, 2023, in partnership with the Arcadia Chinese Association and the Chamber of Commerce. With this direction, the City Council approved a \$25,000 supplemental budget appropriation on July 18, 2023, to host the event this year. More direction is needed about adding the Moon Festival to the City's event offerings and annual budget going forward.

During the discussion of the Mid-Autumn Moon Festival, the City Council also raised the idea of hosting a Lunar New Year celebration in early 2024. While it was initially put forth as an alternative to hosting the Moon Festival this year, the City Council indicated an interest in adding both events to the calendar. For many years, Recreation and Community Services and the Arcadia Chinese Association have co-sponsored an annual luncheon at the Community Center to celebrate the Lunar New Year. More direction is needed regarding the desire to have a Lunar New Year celebration, including any partnerships, event offerings, and budget.

At the August 15, 2023, City Council Meeting, Council Member Cao received support to place the topic of a banner program recognizing Arcadia Veterans on a future City Council Agenda. This item will present options for the City Council to consider in support of this program, including recommendations on potential locations, timing considerations, and costs.

DISCUSSION

The following subsections identify the direction sought for each of the events listed above along with some alternatives to be considered and related recommendations.

Downtown Arcadia Patriotic Festival

At the May 2, 2023, City Council Meeting, the City Council committed to supporting the 2024 Patriotic Festival, with the motion stating that the City would take over planning and management of the fireworks show. In past years, the show has been seven minutes long. The request for 2023 was to extend the show to 10 minutes, which was approved by the City Council in their budget authorization; however, given the last-minute nature of the approval, extending the program was not possible. The final cost to the City for the fireworks was \$17,562 instead of the budgeted \$20,000; costs for Police, Fire, and Public Works support for the event were also waived.

On August 21, 2023, the DAIA issued a letter to the City Council requesting funding for a 15-minute firework show at the 2024 Patriotic Festival, at a cost of \$35,000 (see attached letter). This new request represents a 5-minute/\$15,000 increase from the 10-minute/\$20,000 firework show the City Council approved in 2023. The new request also adds additional line items that are related to the fireworks show, including the cost of the DJ. The \$35,000 request does not account for the in-kind support the Police, Fire, and Public Works Services Department provide in support of the event, which conservatively totals \$10,500 for the Patriotic Festival.

In addition, the letter asserts that the DAIA wants to maintain their role as the primary producer of the fireworks display and requests the City participate as a financial sponsor. In 2023, the Patriotic Festival cost \$76,887 to produce (\$66,387+ \$10,500 in-kind services), with \$17,562 in direct financial support from the City. With the request to expand the firework show to 15 minutes, the estimated budget for the 2024 Patriotic Festival would be roughly \$98,500, with the City funding 46% of that cost, or \$45,500 (\$35,000 financial support + \$10,500 in-kind services).

While taking over management of the fireworks program does put additional onus on City staff to put on the event and could add to the City's liability exposure, the City would be better able to plan for and control its costs annually.

Does the City Council want to contribute the requested \$45,500 to the Patriotic Festival in 2024? If not, what is the appropriate amount? Should the City produce the firework show and assume all related costs for supplies, labor, and insurance, or simply provide funding?

Law Day

Law Day was initiated by the City more than two decades ago and has been supported by the Arcadia Chinese Association throughout that time. In 2020, the City Council outlined a new direction for the event that limited event support to waiving room rental/facility costs. Law Day was not held from 2020 to 2022 due to the COVID-19 pandemic; however, in the process of reenergizing this year's event, questions were raised about the ACA's interest and ability to host the event independently. While the ACA undoubtedly led the event this year, City staff were much more involved throughout the process than originally anticipated.

The ACA has expressed an interest in restoring Law Day to its original form, with the City hosting the event, with the City taking the leadership role both financially and administratively and the ACA providing support. This would reinstate the \$2,500 in costs formerly used to support the event. This would be staff's recommendation as well. It should be noted that a new banner for the event is long overdue, which would require an additional cost of approximately \$1,000 this year. If the ACA is expected to be a partner in the event, then staff would recommend that the ACA logo be added to the banner when it is updated.

The ACA has indicated that they may not have an interest in leading the event in the future. Therefore, the seminal question before the City Council, really, is whether Law Day should be held. If so, then the City Council should expect the City to lead the event.

Should Law Day be held in April each year, hosted by the City? If so, should the ACA continue to be the primary partner in the effort?

Mid-Autumn Moon Festival

The 2023 Mid-Autumn Moon Festival ("Moon Festival") will be held on Saturday, September 30, and will offer musical performances, food offerings, cultural entertainment, children's activities, and local vendors. The event is free to attend and is being held in partnership with the ACA and the Chamber of Commerce, who are offering in-kind support for the event. Based on planning and general design of the event, it is anticipated that a budget of \$30,000 will be needed in future years for the City to continue hosting the Moon Festival. However, unlike the current year, in future years, it may be possible to seek sponsorships to write down the net cost of the event. Given that the event has not been held at this time, this item may best be discussed during the budget process this spring.

If the City Council wants to continue hosting this event, direction is needed on the amount to include in the City's budget in future years.

Lunar New Year Celebration

The Lunar New Year celebrates the arrival of the first full moon in the lunar calendar and typically occurs between late January and early February, annually. Lunar New Year is recognized by billions of people across China and other Asian countries. Typical Lunar New Year celebrations are spent with family and include symbolic food dishes, religious ceremonies to honor ancestors, dancing, fireworks, lanterns, and a celebration of the Chinese zodiac animal for the year.

During the City Council's discussion of the Moon Festival, the idea of hosting a Lunar New Year celebration was presented. A Lunar New Year celebration in Arcadia could be similar in size and scale to that of the Moon Festival planned for September. As noted above, however, the City already has a Lunar New Year luncheon for seniors that is co-hosted with the ACA. If the City Council wishes to add a citywide Lunar New Year event, then direction would be needed on the future of the luncheon as well.

If the City Council would like to host a Lunar New Year Celebration in 2024, more direction is needed on what the City Council desires for the event, the level of resources to be used to host the event, and whether it would be in addition to the current Lunar New Year event or if it would replace it.

Veterans Recognition Banner Program

The City maintains banners on select street poles throughout the community that typically display Arcadia's logo. The City also will change those banners out to promote special events. For example, Santa Anita Park will use the City's banner poles to advertise their meets, which occur between September and November and again from December 26 through June each year. Additionally, banners for the Pasadena Pops are hung from street poles on Baldwin Avenue, from May until mid-September.

Council Member Cao has requested that the City Council consider a banner recognition program for military veterans around Veteran's Day each year, which is on November 11. This is an extremely tight timeline for 2023 to create and install the banners.

Council Member Cao has indicated a desire to have the name, rank, years of service, and military branch located on each banner. The visual interest would be enhanced by providing the logo of the branch of service for each veteran recognized. It also simplifies the installation, as some communities will put photos on each banner, which requires additional costs and considerably more effort from the families and City staff.

It is customary to see street pole banners concentrated in high traffic areas to maximize visibility. In Arcadia, the highest traffic area is along Huntington Drive, most specifically the intersection of Huntington Drive and Baldwin Avenue. In this stretch, it is estimated that there are 145 street poles available for banner use. According to data collected by

the Recreation & Community Services Department, there are approximately 100 known military veterans currently residing in Arcadia.

It is expected that with an ongoing, high-visibility program, additional veterans would be identified for inclusion in the program. Submissions for the banner recognition program would be open to Arcadia residents each year. Before proceeding with banner creation and installation each year, staff would market the program and verify residency of all interested participants. Should the number of known veterans grow beyond the 145 banner locations initially identified, direction will be needed on where to expand the program, if the banners should be redesigned to accommodate multiple veterans on each pole location, or if the program should be limited to a set number of participants each year.

Throughout California, there are numerous communities that offer this type of recognition program. In some cities, donations are encouraged to help offset the costs of banner creation and installation. In other cities, some form of payment is required to participate in the program, with costs ranging from \$25 to \$200 per banner (higher costs associated with banners displayed year-round). In its initial year, establishing a banner recognition program for 100 Arcadia Veterans is estimated to cost \$20,000. This cost includes the creation, installation, and removal of 100 custom, double-sided banners throughout the high-traffic areas of Arcadia. In subsequent years, the annual cost is expected to decrease by more than 60%, assuming the number of new banners created would be significantly less.

At this time, banner creation, installation, and removal cannot be completed with existing resources; this work would be completed by a third-party vendor. The City has reached out to a local vendor that has assisted with banners in the past; they have indicated that they can complete the installation by Veteran's Day if all design information is finalized prior to the first week of October. Given the amount of information that would need to be verified by that date, it is advisable to wait until 2024 to start this program. An alternative option could be to start with a much smaller portion of the overall list of known veterans – say the 30-40 that could be readily identified by the cutoff date. The obvious downside of that is that the veterans that are left out this year may feel slighted, which defeats the inherent goal of the program.

Should the City have a Veteran's Day Banner Program? If so, should the City start in 2023 or 2024? How long should the banners be on display each year? What is the budget for the program and how should it be funded (City funds, collect donations, require some form of payment, or a combination)?

Other Considerations

With more conversation around creating and supporting community events, the City Council has already received similar requests for assistance from other organizations. At

the August 15, 2023, City Council Meeting, two organizations requested support for their events – the American Cancer Society’s Relay for Life and the Arcadia Performing Arts Foundation. With this growing interest, the City Council may want to implement a plan to address such requests in a consistent and holistic manner.

For instance, some communities have an annual call for sponsorship applications that is conducted in concert with the annual budgeting process. Other cities set aside a specific budget amount for sponsorships, so the total commitment is planned for in each budget year, while allowing requests year-round that can be approved without impacting the overall budget. Of course, another option is to continue with the current approach, which is to respond to the requests as they are made.

Should the City develop a process/policy for community event sponsorship and support? Does the City Council wish to support the Arcadia Performing Arts Foundation and/or Relay for Life event in 2023?

ENVIRONMENTAL ANALYSIS

The direction being sought is not considered a project under the California Environmental Quality Act (“CEQA”). Any future decision on City Council action related to City event funding and support will return to the City Council with an accompanying environmental analysis.

FISCAL IMPACT

In 2023, Arcadia will either host or provide in-kind support for over 22 different community events. The City’s cost for supporting community events in 2023 is projected to total \$195,000, with sponsorships and in-kind support comprising \$61,900, or 32%, of that total.

If the City Council directs staff to add more events, programs, or sponsorships, more resources will be needed to facilitate the increased offerings. Staff will provide estimated costs depending on the direction received. If all of the events, programs, and sponsorship options presented in this report are pursued in their entirety, the total costs to support all new initiatives as proposed will be \$129,000 broken out as follows:

Event	Budget
Patriotic Festival Sponsorship	\$45,500
Law Day	\$3,500
Moon Festival	\$30,000
Lunar New Year Celebration	\$30,000
Veterans Banner Recognition program	\$20,000
Total Potential Costs	\$129,000

Any of the events, programs, or sponsorships highlighted in this staff report would be fulfilled through the General Fund and added to the Fiscal Year 2023-24 or the FY 2024-25 Budget, depending upon event and sponsorship timing. There are no known grants or other funding sources possible for these efforts on an ongoing basis. While the City could legally utilize its American Rescue Plan Act funds, these expenditures would not fall directly within the original intent of that funding, which has been the policy of the City Council to date.

RECOMMENDATION

It is recommended that City Council provide direction regarding City events, programs, and sponsorships; and specifically, the level of resources to be allocated to the Patriotic Festival; Law Day; the Moon Festival; Lunar New Year Celebration; and the Veterans Banner Recognition program.

Attachment No. 1: Staff Report, May 2, 2023 – Report, Discussion, and Direction – City Event Sponsorships

Attachment No. 2: DAIA Sponsorship Request and 2023 Budget vs. Actuals



STAFF REPORT

Office of the City Manager

DATE: May 2, 2023

TO: Honorable Mayor and City Council

FROM: Dominic Lazzaretto, City Manager
By: Justine Bruno, Deputy City Manager

SUBJECT: REPORT, DISCUSSION, AND DIRECTION REGARDING CITY EVENTS INCLUDING A SPONSORSHIP REQUEST FROM THE DOWNTOWN ARCADIA IMPROVEMENT ASSOCIATION FOR THE ANNUAL FOURTH OF JULY CELEBRATION
CEQA: Not a Project
Recommendation: Provide Direction

SUMMARY

Over the past few decades, community events have become an increasingly important offering of municipalities. Events can serve to attract visitors and generate tourism that boosts the local economy. Additionally, events provide space for residents to gather, connect, and build community. Local events provide numerous benefits, which is why Arcadia opts to support events both directly and indirectly. Over time, the type and scale of events offered in Arcadia has changed, but the desire to outreach and engage through community events has persisted. Recently, members of the City Council have contemplated the idea of expanding Arcadia's event offerings. This presentation will allow the City Council to explore this concept further and receive important background information regarding current offerings and resource use for events.

An overview of the type of events led by the City and the level of resources used in the production will be covered. Additionally, the potential impacts of adding new events and the feasibility of doing so will be explored. As part of this discussion, a recent funding request from the Downtown Arcadia Improvement Association will be raised for City Council consideration. It is important that both City-led and City-sponsored events be considered holistically, so the City Council can provide direction on their vision for community events going forward.

It is recommended that the City Council provide direction regarding City event offerings, including the request for \$20,000 in direct funding to support the annual July Fourth event/Patriotic Festival hosted by the Downtown Arcadia Improvement Association.

BACKGROUND

Many of the City’s public-facing events are primarily led and funded by two departments: the City Manager’s Office and Recreation and Community Services. Other City departments may host public events, but not at a comparable frequency or scale. For City-led events, production costs entail the purchase of supplies and materials, staffing for the event, promotion and marketing, equipment rental, sanitation services, setup, tear down, and security.

For discussion purposes, City events can be defined when there is public assembly for leisure, social, or cultural purposes, occurring on a one time or limited basis. Conversely, City programming can be defined as a set of structured activities geared towards accomplishing defined goals, occurring on an ongoing or habitual basis. Based on these definitions, some examples of current City event and program offerings can be delineated as such:

City Event

- Community Bike Ride
- Mayor’s Breakfast & State of the City
- Snow Festival
- Concerts & Movies in the Park
- Trick-or-Treat at the Library
- Holiday Tree Lighting
- Volunteer Appreciation Event
- Breakfast with Santa
- National Night Out
- Community Cleanup Day
- Lunar New Year Luncheon
- Eggstravaganza & Teen Egg Hunt

City Program

- Senior Bingo/Lunches/Dances
- Coffee with the Mayor
- Leadership Academy
- After-school programs
- The Movies You Missed
- Preservation workshops
- Storytime at the Library
- Museum History Talks
- Neighborhood Watch
- Coyote Town Halls
- School Track Meets
- Kids summer/winter camps

The list above provides a snapshot of event offerings that are hosted and funded by the City, with the number of attendees ranging from a few hundred to a few thousand per event. For these events, the City serves as the lead agency and is responsible for all aspects of the event including the location, preparation, staffing, materials, supplies, ticketing, and cleanup.

Events Expenses & Cost Recovery

City-hosted events have variable expenses, with some costing as little as \$4,000 as in the case of the Holiday Tree Lighting, up to \$34,000 for the Volunteer Appreciation Event. Most City events do not seek cost recovery; however, for the handful of events that do (Mayor’s Breakfast and State of the City, Eggstravaganza, Breakfast with Santa, Nature Hikes, and Father-Daughter Dance), ticket sales and sponsorships offset between 35% and 78% of costs. What is seldom quantified in the event cost is the staff time invested in facilitating the event. Regardless of the event, there are always 1-5 salaried staff

members that help oversee and facilitate the production of the event, with their time unaccounted for in the expense totals. If salaried staff time was included in the event expenses, the event costs would increase by hundreds, if not thousands, of dollars per event.

Cost Sharing on Partnered Events

Historically, the City has partnered with private or other non-profit entities to bring more event offerings to Arcadia. Examples of these events include the Lunar New Year Luncheon with the Arcadia Chinese Association (“ACA”); the Halloween Haunt with the Downtown Arcadia Improvement Association; Law Day with legal partners and the ACA; and a Moon Festival with the ACA. For these events, the City and the non-profit split costs for hosting the event through in-kind and direct contributions.

Outside Event Support

Around 2015, the City Council authorized the City Manager to extend in-kind support to any event that advanced the goals of creating or expanding a sense of community, provided there was sufficient budgetary capacity and the support remained within the City Manager’s signature authority (which was \$10,000 at that time). Since then, the City has increased its participation in community events hosted and run by outside agencies.

Examples of these events include Police, Fire, and Public Works Services Department support for Downtown Arcadia Improvement Association events, like the July Fourth Celebration/Patriotic Festival and the Holiday Fair. Additionally, the City regularly supports events held at the Shops at Santa Anita, the Arboretum, and at Santa Anita Park. For events like the Derby Day 5k Run/Walk and the Festival of Bands, the City Council has specifically granted fee waivers for public safety services.

In addition, there are community events the City assists with, but charges full cost recovery. An example of this is the 626 Night Market, where the organizers reimburse the City fully for police, fire, and medical support.

New Funding Request – Patriotic Festival

On March 9, 2023, DAIA President Erik Wahl, sent a letter to the City Council requesting monetary assistance to support the July 2023 Patriotic Festival. In its letter requesting funding, the DAIA asserted that due to the number of attendees the Patriotic Festival draws, a direct economic benefit for Arcadia, especially Downtown businesses is produced. In particular, \$20,000 was requested to expand the time of the firework display, which costs approximately \$2,000 per minute of fireworks. In the words of the DAIA, the additionally \$20,000 would be apportioned in the following manner:

- \$10,000 toward the firework display for additional time (adding 3 more minutes) and a fuller experience;
- \$ 4,000 toward increased equipment rentals (stage, electricity, seating, tables, and accessible restrooms for the public);

- \$ 3,000 toward increased security and safety measures; and
- \$ 3,000 toward additional advertising and marketing.

The property owners in downtown Arcadia approved the creation of a Community Benefits District, named the Downtown Arcadia Improvement Association, in 2013. The City of Arcadia owns 5 parcels within the downtown area and, as a member of the DAIA, has paid \$5,400 in assessments this Fiscal Year, which is about 4.2% of the DAIA's total Assessment Revenue. Since its inception in 2013, the City has contributed an average of \$5,600 each year, or approximately \$56,000 thus far.

During its formation, the DAIA created bylaws that limit how their tax assessment can be spent; specifically, the bylaws require that assessment revenue can be spent for the following purposes:

- 48% for District Identity & Branding;
- 27% for Program Management;
- 21% for Sidewalk Beautification and Improvement; and
- 4% for Contingency.

While the DAIA maintains the ability to modify their bylaws and adjust revenue allocations, the 48% earmarked for District Identity & Branding is primarily used to fund Downtown events. With this 48% cap on event spending, a maximum of \$62,300 of the 2023 assessment could be allocated to fund Downtown events this year. According to the DAIA, the bylaws are constraining event funding considering the Patriotic Festival, with a budget of \$62,000, consumes the entire events budget without accounting for the costs of the Halloween Haunt (\$5,000 budget) and the Holiday Fair (\$34,000 budget).

DISCUSSION

The City of Arcadia has long recognized the value of providing events for members of the public to enjoy. Community events help attract visitors to the City and showcase the quality of life in Arcadia. Local events also serve as a gathering place for community members to be entertained, learn more about Arcadia, and build connection. Understanding the continued value in providing events, the following questions for the City Council remain:

Provide Direction on Current Event Offerings & Resource Use

As a general rule of thumb, if the City were to put on a large-scale "signature event" for something like Lunar New Year or a Moon Festival, a budget of \$40,000-\$60,000 would be requested. Something could be provided on a much smaller scale at lower funding levels.

One thing to note is that, based on current resources, the City would be unable to provide any new events without reducing any of the existing offerings or receiving additional

resources – specifically, an events coordinator position would be requested to oversee all community events that happen throughout the year. The fully burdened costs for a Special Event Supervisor that would oversee City events is estimated around \$115,000 for salary, benefits, and supplies.

Currently, the City directs and funds over 20 different events throughout the year. Funding City events costs about \$155,000 annually, with the City recovering nearly 15% of those costs, for a net expenditure of about \$132,000 annually. Staffing for City events involves both exempt and non-exempt employees but requires the assistance of 8-9 employees, on average, per event. Beyond City-led events, many departments assist non-profits and outside agencies by providing public safety, traffic control, and equipment rental services. This assistance is applied to larger community events like the Patriotic Festival, Halloween Haunt, Holiday Fair, Derby Day 5k Run/Walk, the 626 Night Market, the Arboretum Light Show, and the Geld Drop/Menorah Lighting.

If the City Council would like to add more events to Arcadia's existing offerings, more guidance is needed regarding the type of events the City should host, the level of funding to be allocated to support events, and whether any of the existing events should be discontinued in the place of new events.

Funding Request for Patriotic Festival

In addition to contributing to the annual assessment, the City has consistently helped subsidize DAIA events through in-kind services. The events held by the DAIA require Police, Fire, and Public Works Services Departmental assistance. While public safety costs are paid by the DAIA, Public Works Services and City Manager's Office support is not, which accounts for another \$8,000 - \$10,000 of in-kind support annually.

The Patriotic Festival budget for 2023 is \$62,000, which is 47% of the Downtown's annual assessment of \$129,800. With one event comprising nearly half of the district's total revenue, the DAIA has turned to fundraising and sponsorships to cover the difference. With the City's \$20,000 contribution, the City would be directly funding nearly one-third of the overall event in addition to the in-kind contributions and payments made to the DAIA as members of the District.

The City Council should consider the precedential nature of this request. Without any long-term changes to the DAIA's revenue stream or event spending, the City Council should expect similar requests annually. In addition, directly financially assisting this event may result in requests for direct assistance from other event organizers.

In total, Arcadia provides the DAIA nearly \$15,000 annually between the assessment revenue and the in-kind contributions for event support. Based on the information provided by the DAIA for the proposed use of the funding, it is recommended that City Council offer a contribution for a lower amount or consider waiving more of the affiliated public safety costs in lieu of a direct contribution. If the City were to participate in this

singular event at the requested level, it might be more appropriate for Arcadia to have a larger role in planning and organizing the event.

ENVIRONMENTAL ANALYSIS

The direction being sought is not considered a project under the California Environmental Quality Act (“CEQA”). Any future decision on City Council action related to City event funding and support will return to the City Council with an accompanying environmental analysis.

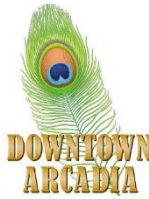
FISCAL IMPACT

If the City Council directs staff to add more events, staff will provide estimated costs depending on the scope and size of the event. Additionally, if the City Council would like to grant \$20,000 to the DAIA for the Patriotic Festival, those monies would be fulfilled through the General Fund and added to the Fiscal Year 2022-23 Budget.

RECOMMENDATION

Based on the information and options presented in the staff report, it is recommended that City Council provide direction regarding City event offerings, including the request for \$20,000 in direct funding to support the annual July Fourth event/Patriotic Festival hosted by the Downtown Arcadia Improvement Association.

Attachment: DAIA Letter for Funding Request



August 21, 2023

Mayor Cheng, Mayor Pro Tem Verlato, Council Members Cao, Kwan, and Wang
Arcadia City Council, City of Arcadia
240 W. Huntington Dr.
Arcadia, CA 91007

Dear Honorable Mayor Cheng, Mayor Pro Tem Verlato, Council Members Cao, Kwan, and Wang:

Thank you for generously funding the fireworks and more at the Downtown Arcadia Patriotic Festival on July 1, 2023. Your funding for this event helped us make the event better organized, more entertaining, and more enticing for the residents of Arcadia to come out and get more involved in our community. This is the biggest event in Arcadia and it benefits all of Arcadia, especially the businesses.

We would like to continue to grow this partnership between Downtown Arcadia and the City of Arcadia for the Patriotic Festival in 2024 and for many years to come. As this event continues to grow, City funding becomes a much more important component. The business owners of Downtown Arcadia can only fund so much.

We have successfully produced the Patriotic Festival and fireworks show for three years (2019, 2022, and 2023) and would like to continue our role as the primary producer, with the City of Arcadia's financial support. We have realized the extensive hours and manpower that is needed to run this event and have a proven record of producing ever more impressive results. We would prefer to continue this primary role and the City to continue being the official fireworks sponsor. That way we do not duplicate efforts. This sponsorship would include the City logo on all Patriotic Festival marketing pieces (street banners, flyers, social media, etc.).

This event had well over 15,000 attendees, plus more bystanders at County Park. With your continued support, in 2024 we plan to increase the fireworks show from 7 minutes to 15 minutes. At an estimated \$2,000 per minute, our 2024 request from the City would be \$35,000 for an extended 15-minute fireworks show (\$28,500 fireworks, \$4,500 insurance, \$800 First Avenue Middle School maintenance (required post event clean up), \$1,200 DJ for the fireworks show soundtrack). The financial benefit to the City as well as the local business community will greatly outweigh this minor expense.

The Downtown Arcadia Improvement Association is a proven commodity for the City of Arcadia!

The Downtown Arcadia Improvement Association thanks the City of Arcadia for your generosity.

Sincerely,

Erik Wahl, President
Peter Amundson, Patriotic Festival Committee Chair
Downtown Arcadia Improvement Association

Downtown Arcadia Improvement Association

2023 Actuals - CY

	Actual	Budget	Variance
			Actual less Budget
Income			
Patriotic Festival			
Booth Sales	6,204	4,000	2,204
Food and Bev Income	3,278	1,000	2,278
Sponsor Funds	38,550	38,550	-
City of Arcadia	17,500	-	17,500
Total Patriotic Festival	65,532	43,550	21,982
Total Income	65,532	43,550	21,982

Expenses

Patriotic Festival

Advertising	611	800	(189)	-
Beer & Wine	686	500	186	-
Decor	104	150	(46)	-
Entertainment (DJ/Face Painter/ Fireworks)			-	
Balloons	796	1,000	(204)	-
DJ	1,300	1,000	300	-
Face Painter	-	-	-	-
Fireworks	12,500	15,000	(2,500)	12,500
First Avenue Middle School Maintenance				552
Equip Rental	14,610	14,000	610	-
Insurance	4,520	4,000	520	4,510
Labor	1,240	1,250	(10)	-
Marketing - Giveaways	5,225	2,000	3,225	-
Meals for Entertainment & Volunteers	283	200	83	-
Miscellaneous	1,367	-	1,367	-
Permits	1,023	2,000	(977)	-
Promo / MJ Banners	6,500	6,500	-	-
Raffle Items	103	-	103	-
Security	-	4,000	(4,000)	-
Supplies	466	600	(134)	-
Thank You	503	500	3	-
Total Patriotic Festival	66,387	68,050	(1,663)	17,562
Producer Fee split w/ Sidewalk Ops	8,550	8,550	-	
Commission on Sponsorships	6,000	6,000	-	

Net Operating Income	(855)	(24,500)	23,645
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Funded by City of Arcadia