

**MOORPARK CITY COUNCIL  
AGENDA REPORT**

**TO:** Honorable City Council

**FROM:** Hugh R. Riley, Assistant City Manager 

**DATE:** April 24, 2008 (Council Meeting of 5/7/08)

**SUBJECT:** Consider Progress Report on Development of Multi Media Education Program about the Moorpark Mammoth Discovery

**DISCUSSION**

On March 29, 2005 William Lyons Homes, Inc. discovered a nearly complete, fully fossilized skeleton of an ancient Mammoth (*Archidiscodon meridianalis* or Southern Mammoth) during preliminary grading operations for their new 250-home residential development in Moorpark. To preserve the fossils, the developer followed the Paleontological Resources Salvage Plan required by the City of Moorpark last year. The plan requires daily onsite inspections by a qualified paleontologist and gives the City the option to retain ownership of the find. On April 20, the Moorpark City Council elected to maintain ownership of the fossils in order to have some influence and control over the ultimate disposition of the discovery.

In April 2007, the City Council elected to donate the entire fossil collection to the Santa Barbara Museum of Natural History and on October 9, 2007 the collection was delivered to the museum where work is now underway to prepare a public exhibit.

The City Council approved \$15,000 in its Operating Budget for F.Y. 2007-2008 for the development of a Multi Media Education Program. A proposal for the Program Development was obtained from Amuseum, an educational services and special event design and production firm. The Multi Media Class from California Lutheran University has been working for the past six months to create and prepare materials for the program.

Utilizing current information technology and techniques, this project will be the primary tool for the delivery of the Mammoth story to public schools and libraries in the region. The goal of the product is to tell this colossal animal's story, and to relate/connect the information in the story to activities in several educational disciplines including the sciences, math, language arts and art. Cal Lutheran University Multi Media Class

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members and their Faculty Advisor, Tim Hengst will provide the Council with a brief video report on their work on the project to date.

**FISCAL IMPACT**

No additional funding will be required for this project in FY 2007/08. Some of the approved \$15,000 may not be expended until FY 2008/09.

**STAFF RECOMMENDATION**

Receive and file report and visual presentation.

Attachment I: Project Description

# ATTACHMENT I

## Moorpark Mammoth Interactive Multimedia Project

- The Moorpark Mammoth Interactive Multimedia Project is part of the overall Moorpark Mammoth Promotion Project.
- Components of the project-- a table-top exhibit, book, promotional handouts and a set of educational activities -- had been planned from the outset in 2005. The exhibit is functional and is being used at fairs, festivals and off-site presentations. A 20-page book was completed in 2006 and is entitled *The Mammoth of Moorpark: Big M*. Handouts have been produced and distributed at events.
- The outstanding component is a collection of educational activities for schools and other education providers. Amuseum, the educational outfitting firm that has completed several assignments for the Moorpark Mammoth Promotion Project, has been working on its own initiative to develop and adapt the set of educational activities; presently, many of the 20 – 25 separate activities are in a state of partial completion.
- Proposed as an approach to completing this set of materials is an interactive multimedia product – most likely a compact disc (CD) or digital video disc (DVD) -- that would contain both the book and the related activities. There are several advantages to this approach. It is technologically current, is user-friendly and is quite inexpensive to copy and package. It also offers users (teachers and students) many choices about what they (want to) teach and learn.
- Contents: The book, *The Mammoth of Moorpark: Big M*, lies at the core of the materials, will be downloadable and will include a narrated audio version. For the most part, the activities relate to the content of the book. They include many subjects including natural science, physical science, mathematics, language arts, history-social science, physical activity and art. The activities feature video clips; audio clips; 3D animations; still images (as in slide shows or Power Point presentations); read-only text, Internet website links, interactive educational games and virtual tours.
- In addition to the contents of the disc, we will make allowances and plans to offer new and additional material as a subscription to consumers as an ongoing revenue stream.
- As a gesture of collaboration and cooperation, Amuseum will venture the remainder of the cost of text development and part of the cost of project supervision. Amuseum's share, therefore, will be \$ 8,000 in development labor and supervision.