

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council

FROM: Jennifer Mellon, Administrative Services Manager 

DATE: August 29, 2014 (CC Meeting of 9/17/14)

SUBJECT: Consider City Co-Sponsorship of the Moorpark Women's Fortnightly Club "Family Day at the Ranch" Fundraiser and the Moorpark Friends of the Library "Live Comedy at the Funeral Home" Fundraiser Events and Direct Staff to Develop a Policy for Co-Sponsorship of Events and Loaning of City Equipment

BACKGROUND AND DISCUSSION

Two service organizations have requested City co-sponsorship of their upcoming fundraisers, as well as the use of City equipment for the events. Both events will directly benefit the Moorpark City Library as the recipient of the funds raised.

The Moorpark Women's Fortnightly Club (Club), a non-profit service organization, is holding a fundraiser called "Family Day at the Ranch" on Sunday, September 21, 2014. The Club is requesting use of City owned shade canopies for the event to provide adequate shade for attendees in the food area of the facility. The Club will make the necessary arrangements with City staff to pick-up four (4) canopies the Friday prior to the event, September 19, and return the equipment to the City on Monday, September 22.

The Moorpark Friends of the Library (Friends), a 501(c)(3) with the sole purpose of supporting library programs and events, are requesting the use of City owned stage risers for their "Live Comedy at the Funeral Home" fundraiser scheduled to take place on Sunday, October 26, 2014. The risers will provide a stage for the comedian's performing at the event so they can be seen by all attendees. The Friends will make the necessary arrangements with City staff to pick up the risers on Friday, October 24 and return the equipment on Monday, October 27.

Both organizations shall be responsible for providing secure storage of the City's shade canopies and stage risers from the time of pick-up until they are returned. Also, both the Moorpark Women's Fortnightly Club and the Moorpark Friends of the Library shall provide a waiver of liability to the City for the use of City equipment.

Periodically, service organizations make requests of the City to co-sponsor their events (which can include staff time and/or assistance with advertising), waive fees, or borrow City equipment. Staff is recommending development of a policy to identify procedure regarding these requests and clarify when these requests can be approved by the City Manager or if a request should be taken to the City Council for consideration. For example, the City Manager may approve a request for use of City equipment when the City shall receive 100% of the net profits from the event and the organization is able to transport the requested equipment without the need of City staff support, as is the case with the two events referenced in this report. On the other hand, the City Council shall consider requests that involve staff time, are outside of the City limits, or do not directly benefit the City with proceeds from the event. Staff requires time to analyze the factors that would be included within a co-sponsorship of events and loaning of City equipment policy and recommends bringing a draft policy to the City Council for consideration.

STAFF RECOMMENDATION

- 1) Approve co-sponsorship of the Moorpark Women's Fortnightly Club "Family Day at the Ranch" fundraiser and use of City equipment.
- 2) Approve co-sponsorship of the Moorpark Friends of the Library "Live Comedy at the Funeral Home" fundraiser and use of City equipment.
- 3) Direct staff to draft a City Council Policy regarding co-sponsorship of events and loaning of City equipment for future consideration.

Attachment 1: Moorpark Women's Fortnightly Request Letter
Attachment 2: Moorpark Friends of the Library Request Letter



August 28, 2014

Jennifer Mellon
City of Moorpark
799 Moorpark Avenue
Moorpark, CA 93021

RE: Request for use of City-Owned Easy Up Pop-up Tents

Dear Ms. Mellon,

The Moorpark Women's Fortnightly Club is sponsoring a new fundraiser, called "Family Day at the Ranch", which will take place on Sunday, September 21st from 11:00 am to 3:00 pm at the Apex Ranch in Moorpark.

"Family Day at the Ranch" will include horse shows, pony rides, a petting zoo, kids games and a barbecue. We hope to see lots of Moorpark families there.

We are pleased that this family-friendly event is a fundraiser to benefit the Moorpark City Library, raising funds to purchase an identified need of an RDIF (radio-frequency identification) system to allow for easier check-in and check-out of books at the library.

In order to complete our set-up of shaded areas for attendees purchasing food from our barbecue at our event, we would like to borrow the City-Owned easy up pop-up tents for the weekend. We would arrange to pick up the tents on Friday, September 19th, and return them on Monday, September 22nd.

We will be so appreciative of the use of these tents. They will provide needed shade, and if we borrow them from the City, we won't have to rent them, which means more money raised for the City Library!

As you may know, the Moorpark Women's Fortnightly Club is the oldest service organization in Moorpark, having been formed in 1905. We are a non-profit service club focused on helping our community, with a focus on our schools, scholarships and our libraries.

Please let me know if you have any questions about MWFC or about our event.

Thank you for your consideration and support for "Family Day at the Ranch".

Sincerely,

Heidi Best
Co-Chair - "Family Day at the Ranch"
Moorpark Women's Fortnightly Club
P.O. Box 432, Moorpark, CA 93020
heidisbest@gmail.com 805-529-9005

ATTACHMENT 1



MOORPARK FRIENDS OF THE LIBRARY

8/28/2014

Mrs. Deborah S. Traffenstedt
Deputy City Manager
City of Moorpark
799 Moorpark Avenue
Moorpark, CA 93021

**Subject: Request for Use of City Stage Risers for the Moorpark Friends of the Library
Annual Live Comedy at the Funeral Home Fundraiser, Sunday October 26, 2014**

Dear Mrs. Traffenstedt,

Last year the Moorpark Friends of the Library put on a clean comedy event at the Perez Family Funeral Home chapel on the Sunday before Halloween. The event featured three stand-up comedians with excellent resumes (Jay Leno Show, Comedy Central, HBO, etc.) netting a profit of about \$1,000 for the library. We expect this year's event to be even better! Our volunteers and the Perez Family Funeral Home provide all the support and equipment that we need, except for stage risers, which we have had an extremely difficult time locating (the ones we used last year are no longer available). Having the use of the City's risers will complete our preparations by providing an excellent platform for the comedians. The funeral home is located at 1347 Del Norte Road, Camarillo, CA 93010.

This is the 35th year that the Moorpark Friends of the Library has supported the Moorpark City Library through its bookstore, book sales, and special events like this comedy fundraiser. Our donations have increased over the years and we are very proud to now provide up to \$12,000 per year to the City to support various library programs. The City has been an outstanding partner in our efforts by allowing us to offer a book sale at Country Days, and by supporting our parking lot sales at the library with tables, chairs and canopies. We owe a great deal of our success to the City and we very much appreciate our partnership.

The Friends of the Library will arrange to pick-up the stage risers on Friday, October 24 and return them on Monday, October 27.

Thank you so much for your on-going support and the use of the stage risers for our fundraising event on October 26. Please contact me if you have any questions or need more information.

Sincerely,

A handwritten signature in cursive script that reads "M Fenerin".

Michael Fenerin
President, Moorpark Friends of the Library

ATTACHMENT 2