



City of Morgan Hill

Legislation Details (With Text)

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1/25/2017	1	City Council	approved	Pass

CITY COUNCIL STAFF REPORT

MEETING DATE: JANUARY 25, 2017

PREPARED BY: Debbie Vasquez, Older Adult Services Supervisor/Community Services
APPROVED BY: City Manager

ACCEPTANCE OF CENTENNIAL RECREATION SENIOR CENTER GRANT AWARD

RECOMMENDATION(S)

1. Accept a \$30,000 grant from the Friends of the Morgan Hill Senior Center; and
2. Authorize the City Manager to further negotiate, execute, and subsequently administer a gift agreement with the Friends of the Morgan Hill Senior Center for recognition of a \$40,000 donation to the Morgan Hill Community Foundation (MHCF) Morgan Hill Senior Support Fund.

COUNCIL PRIORITIES, GOALS & STRATEGIES:

Ongoing Priorities

Maintaining fiscal responsibility

2016 Focus Areas

- Planning Our Community
- Developing Our Community
- Enhancing Our Services

REPORT NARRATIVE:

In October 2016, staff submitted an application to the Friends of the Morgan Hill Senior Center requesting grant funds in the amount of \$30,000. The request was made to support Older Adult Programs and Services at the Centennial Recreation Senior Center. This funding is necessary to

support the existing operation of the Senior Center and \$20,000 was part of the budget plan for FY 2016/2017.

The Friends of the Morgan Hill Senior Center was established in 2011 with the primary purpose of raising funds to support Senior Center operations. "The Friends," a group of more than 40 community volunteers, host the ongoing Tuesday night Bingo at the Community and Cultural Center as its primary fundraising activity. For the past several years, the Friends were able to provide the YMCA with significant funds to support operational costs for the Senior Center. With the City assuming responsibility for the oversight of the Senior Center in July 2015, the Friends awarded the City with a grant in 2015 and 2016.

In addition to "The Friends" support of operational costs for the Senior Center through the grant, "The Friends" have also made a donation of \$40,000 to the MHCF Morgan Hill Senior Support Fund. The MHCF Morgan Hill Senior Support Fund is a fund that was established as an endowment fund in 2013 and is managed by the Silicon Valley Community Foundation. The fund was designated to be used to support operation, programs, and services provided by the Morgan Hill Centennial Recreation Senior Center.

As part of the sustainability plan for the Senior Center, staff has been working to establish a formal endowment program that aligns within the existing Community Sponsorship Policy. A sub-committee of the Senior Advisory Committee has been established, the Endowment and Legacy Committee, to develop and support the guidelines and implementation of the Senior Center Giving Tree and Naming Rights Program.

As an initial step in establishing the Endowment Program, it is recommended that the City acknowledge the \$40,000 donation from "The Friends" as a lead off gift for the program, and name the Giving Tree, "The Friends of the Morgan Hill Senior Center Giving Tree."

A gift agreement has been drafted that outlines the "gift" to the MHCF Senior Support Fund, payment of the gift, use of the gift, acknowledgement of the gift, and termination or modification of naming. The City Manager has authorization to approve or reject such agreements.

Over the next few months the Endowment and Legacy Committee will finalize details including marketing materials and marketing plan with a target date to launch and fully implement the Senior Center Giving Tree and Naming Rights Program by April 2017.

COMMUNITY ENGAGEMENT: Involve

The Senior Advisory Committee has been involved and an Endowment and Legacy Committee has been established. The Committee will inform the community as outlined in the marketing plan about the new Endowment Program and the opportunities that exist to help sustain Senior Services.

The Friends of the Morgan Hill Senior Center is a group of community members that raise funds specifically to support the Morgan Hill Senior Center. The Friends of the Morgan Hill Senior Center collaborate with City staff to inform the public of their ongoing events to support operations at the Senior Center.

ALTERNATIVE ACTIONS:

The council could reject the \$30,000 grant award and/or decline the City Manager's authorization to move forward with the \$40,000 donation from the Friends of the Morgan Hill Senior Center and related Gift Agreement.

PRIOR CITY COUNCIL AND COMMISSION ACTIONS:

The Council adopted the 2016/17 budget which includes expenses to purchase a Giving Tree and grant funds for the Senior Center estimated at \$20,000.

FISCAL AND RESOURCE IMPACT:

Accepting the donation of \$30,000 (\$10,000 more than in the budget) will increase expense and revenue by \$10,000 for FY 2016/17 in the Community Services Division 010.2180. However, no budget adjustment is requested as savings and reduced revenue in other programs within the Division will offset these increases.

It is anticipated that authorizing the City Manager to execute the \$40,000 Gift Agreement with "The Friends" increases the MHCF Morgan Hill Senior Support Fund from approximately \$101,697 to approximately \$141,697, which could also increase the yearly disbursement of \$1,500 to the City's general fund to an amount equal to the earned interest on the support fund if greater than \$1,500. This increase in annual disbursement would take effect in future fiscal years.

CEQA (California Environmental Quality Act):

Not a Project

LINKS/ATTACHMENTS:

Naming Rights/Gift Agreement