



REPORT TO COUNCIL

City of Sacramento

915 I Street, Sacramento, CA 95814-2604
www. CityofSacramento.org

Consent
March 24, 2009

Honorable Mayor and
Members of the City Council

Title: New FY2008/09 Ethel MacLeod Hart Trust Fund Projects

Location/Council District: Citywide

Recommendation: Adopt a **Resolution:** 1) approving the following new Ethel MacLeod Hart Trust Fund projects as attached in Exhibits A and B of the resolution for FY2008/09: a) Creative Aging Initiative in the amount of \$26,040; and b) United Lu Mien Exercise Program in the amount of \$3,060.

Contact: Sylvia Fort, Division Manager, 808-8381; Rosanne Bernardy, Recreation Superintendent, 808-1590

Presenters: N/A

Department: Parks and Recreation

Division: Youth and Older Adult Recreation Services

Organization No: 19001721

Description/Analysis

Issue: On April 22, 2008, the City Council approved the revised guidelines for the Ethel MacLeod Hart Advisory Committee. The Ethel MacLeod Hart Advisory Committee is responsible for providing guidance to staff and the City Council on the appropriate use of the Ethel MacLeod Hart Trust Fund that is consistent with the terms of the bequest and the intent of the donor.

As adopted by the City Council, the approved guidelines require that all appropriation of funds from the Trust Fund first obtain the approval of the City Council. Staff is requesting that the City Council approve two new projects in FY 2008/09 recommended for funding at the February 23, 2009 meeting of the Ethel MacLeod Hart Advisory Committee.

Policy Considerations: Staff's recommendation is consistent with the Ethel MacLeod Hart Trust Fund Advisory Committee Guidelines.

The use of the Trust Fund for the delivery of programs and services to the senior population is consistent with the Council's identified strategic planning focus areas of public safety, sustainability and livability. Staff will adhere to all applicable procurement-related Sacramento City Code provisions and Administrative Policy Instructions when purchasing goods and services with the Trust Funds.

Environmental Considerations:

California Environmental Quality Act (CEQA):

Staff's recommendation concerns administrative activities that will not have any significant effect on the environment and that do not constitute a "project", as defined by the California Environmental Quality Act (CEQA) {CEQA Guidelines Sections 15061 (b) (3); 15378 (b) (2)}.

Sustainability Considerations: The two new Hart Trust Fund projects for FY 2008/09 have been reviewed for consistency with the goals, policies and targets of the Sustainability Master Plan and the 2030 General Plan.

Staff's recommendations provide for local recreation activities for the community.

Other: N/A

Commission/Committee Action: The Ethel MacLeod Hart Advisory Committee voted to approve and fully fund these projects at its meeting on February 23, 2009.

Rationale for Recommendation: The approved guidelines for the Ethel MacLeod Hart Advisory Committee establish criteria for projects to be recommended to the City Council for funding including:

- Construction and maintenance type projects including new, expansion and/or rehabilitation and facility upgrades;
- New, replaced or upgraded equipment and resource materials and supplies;
- Underwriting and/or subsidy for the enhancement and/or expansion of existing programs not to exceed three years in duration; and
- Underwriting and/or subsidy (seed funding) of new programs and/or projects addressing emerging or unmet senior needs not to exceed three years in duration.

The Ethel MacLeod Hart Advisory Committee is recommending two projects: (1) Creative Aging Initiative; and (2) United Lu Mien Exercise Program. These projects are consistent with the approved guidelines, and City Council approval is required.

Financial Considerations: The total cost of the two proposed projects is \$29,100. The project funding strategy used for the Trust Fund is to use funds generated by the investment of the endowment over a five-year period to support appropriate projects during the following five-year period. The balance available for new projects during the current funding cycle (FY2009-2011) is \$270,126. Therefore, there is sufficient funding for the two projects as proposed.

Emerging Small Business Development (ESBD): N/A

Approved by: 
James L. Combs
Director of Parks and Recreation

Recommendation Approved:

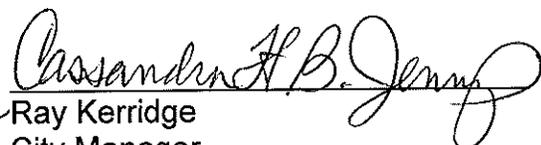

Ray Kerridge
City Manager

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Attachment A

Background

The Statement of Purpose and Guidelines for the Ethel MacLeod Hart Trust Fund Advisory Committee, as approved by City Council, outlines the mechanism and criteria used for funding projects by the Trust Fund. The Advisory Committee identifies and recommends various projects for funding to benefit older adults. In accordance with the guidelines, projects eligible for funding must be City sponsored and/or operated facilities, programs or services. Funds may not be used for ongoing operations.

The Hart Trust Fund Advisory Committee recommends allocating funds for the following new projects in FY 2008/09:

A. Creative Aging Initiative - \$26,040

Increasing research shows that involvement in creative activities can help older adults live longer, healthier lives with more vital cognitive functioning. This collaborative project between the Department of Parks and Recreation and Sacramento Metropolitan Arts Commission will encourage and inspire elders to become involved in arts activities and provide opportunities through a series of artist residencies in visual arts, music, theater and dance. An educational performance piece presented to seniors at ten separate locations will demonstrate the benefits of involvement in arts activities for older adults and inspire them to enroll in series of classes led by professional teaching artists. A projected 400 older adults will be served (Exhibit A).

B. United Lu Mien Exercise Program - \$3,060

A trained exercise instructor will lead classes for a group of 50 to 60 Mien elders who meet weekly for a social gathering at a senior housing facility in south Sacramento. The one-hour sessions of gentle exercise will be held each week for two years. This program will provide physical activity one day a week to approximately 50 to 60 participants each week (Exhibit B).

RESOLUTION NO. 2009-

Adopted by the Sacramento City Council

March 24, 2009

APPROVING ETHEL HART TRUST FUND PROJECTS FOR FISCAL YEAR 2008/09

BACKGROUND

- A. The Statement of Purpose and Guidelines for the Ethel MacLeod Hart Trust Fund Advisory Committee, as approved by City Council, outlines the mechanism and criteria used for funding projects by the Trust Fund. The Advisory Committee identifies and recommends for funding various projects to benefit older adults. In accordance with the guidelines, projects eligible for funding must be city sponsored and/or operated facilities, programs or services. Funds may not be used for ongoing operations.
- B. The Hart Trust Fund Advisory Committee recommends allocating funds for the following two projects: a) Creative Aging Initiative (\$26,040); and b) United Lu Mien Exercise Program in the amount of (\$3,060) as described in Exhibits A and B.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

Section 1. The following new Ethel MacLeod Hart Trust Fund Projects for FY 2008/09 are approved: a) Creative Aging Initiative; and b) Senior Information and Assistance Project for a total amount of \$29,100.

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- Exhibit A - Creative Aging Initiative
- Exhibit B - United Lu Mien Exercise Program

Exhibit A

ETHEL MacLEOD HART TRUST FUND
PROJECT ALLOCATION – 2009**PROJECT:** Creative Aging Initiative**FUNDING PROPOSED:** \$26,240**Program Background**

“Creative aging is a new paradigm that articulates the idea of seeing older people for their potential rather than their problems. Creativity strengthens morale in later life, enhances physical health, and enriches relationships...through creativity, the expertise gained with aging has the potential to offset the complications of aging. Engaging in artistic activities is an excellent, effective way to nurture the creativity in everyone, especially those rich in life experiences.” (*Monograph, Americans for the Arts, Creativity Matters: Arts and Aging in America, September 2008, pp.2-3*)

Increasing research shows that involvement in artistic activities can help older adults live longer, healthier lives with more vital cognitive functioning. In order to share this research and foster interest in developing new arts opportunities for elder Sacramentans, Older Adult Services applied for and received a grant in 2008 from the American Society on Aging to conduct a day-long workshop. The professionally led training session, which was held in October and conducted in collaboration with Sacramento Metropolitan Arts Commission (SMAC), was attended by 50 local professional teaching artists from a wide range of disciplines. Attendees learned about the value of arts experiences for older people as well as effective teaching approaches for work with this population. Nearly all who attended expressed an interest in developing arts programming – performance, visual or literary - for seniors.

Many older adults are tentative about participating in arts activities for a variety of reasons. They may define themselves as being without talent, or no longer having the physical agility, coordination or eyesight to succeed at them, or feeling shy or intimidated at the prospect of being an awkward beginner learning a new skill. Through a “Creative Aging” initiative, the Older Adult Services–SMAC collaborative seeks to inspire and encourage elders to become involved in a series of artist residencies or classes in four to five arts disciplines at locations convenient to them.

Project Description

1. *Creation of an educational performance piece.* Four professional artists, one each in visual arts, music, theatre and dance, and 3-4 older adults with an interest in those disciplines will create a 30-45 minute educational performance piece that addresses the values of and fears about participating in the arts as an elder. The piece will include ways of including the audience of elders in hands-on participatory samples of each art form to stimulate interest and reassure the

audience about their ability to successfully engage in arts activities. The 3-4 “lay” older adults included in the creation of the performance piece will serve as co-collaborators, contributing insight and input on attitudes and approaches to the subject from the viewpoint of an elder, and performing the finished piece with the professional artists.

2. *Rehearsal and performance.* The co-creators will rehearse the piece and perform it for ten gatherings of seniors at sites identified by Older Adult Services, with an anticipated total audience of 300+. The performers will also promote the upcoming series of classes offered by professional teaching artists in all the disciplines and answer any questions the audience has about them.

3. *Workshops in theatre, dance, music and visual arts.* Professional teaching artists, selected through a regional RFP call for artists and chosen for their expertise in both their art form and their experience as teachers, will conduct a series of classes targeted for older adults at Hart Senior Center and other Parks and Recreation Department community centers. Transportation will be offered to seniors from other parts of the city to make classes as accessible as possible. There will be a minimal fee for participation and fee waivers for those seniors for whom the fee poses a barrier to participation. Classes will be offered in a variety of configurations to meet the interests and needs of the seniors. Some classes may meet only 4 times; others may have as many as 12 meetings. Most classes will be an hour and a half long. A minimum of 100 older adults will participate in classes.

4. *Culminating event.* Classes will end in a culminating event that includes an exhibit and performance in a central location such as Hart Senior Center.

Funding Requirements

1. Creation of performance piece	
Artist fees for planning mtgs.	\$1500
Seniors’ fees for planning	\$ 900
Artist fees for rehearsals	\$ 400
Seniors’ fees for rehearsals	\$ 240
Sub-total	\$3,040
2. Performances	
Artist performance fees	\$3,000
Seniors’ performance fees	\$1,400
Gift cards for prize drawings	\$ 500
Sub-total	\$4,900

3. Residencies – Artist Fees	
Visual Arts residencies	\$1600
Dance residencies	\$1600
Theatre residencies	\$1600
Music residencies	\$1600
Sub-total	\$6,400
4. Miscellaneous	
Art supplies	\$2,000
Marketing	\$2,700
Transportation	\$3,000
Administration	
SMAC artist selection/orientation/facilitation of curriculum	\$3,000
SMAC administration of artist contracts/payments	\$2,000
Sub-total	\$11,700
TOTAL	\$26,040

Exhibit B

ETHEL MacLEOD HART TRUST FUND
PROJECT ALLOCATION – 2009

PROJECT: United lu Mien Exercise Program

FUNDING REQUIRED: \$3,060

Project Background

As a result of language, cultural and transportation barriers, older adults from the local Mien community rarely participate in programs offered at city operated community centers and Hart Senior Center. The local non-profit organization United lu Mien sponsors a weekly social gathering of Mien elders at the Sacramento Mutual Housing Association facility on Lemon Hill Avenue. Transportation is provided for seniors who live in other facilities or their own homes, and the program typically has 50-60 participants each week.

Project Description

In order to address the fitness needs of Mien elders in a culturally sensitive environment, an instructor with familiarity and experience leading exercises for this population will lead a one-hour session as part of the weekly gathering of Mien elders at the Sacramento Mutual Housing Association facility.

Funding Requirements

Weekly 1-hr sessions for two years (104 weeks) @ \$30/session	\$3,060
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