



REPORT TO COUNCIL City of Sacramento

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Consent
January 11, 2011

Honorable Mayor and
Members of the City Council

Title: New FY 2010/11 Ethel MacLeod Hart Trust Fund Projects

Location/Council District: Citywide

Recommendation: Adopt a **Resolution** approving the following new Ethel MacLeod Hart Trust Fund projects as attached in Exhibits A and B of the resolution for FY2010/11: (a) the Ethel MacLeod Hart Fun Pass Program, in the amount of \$60,000; and (b) programs, events, publications and facility enhancements commemorating the 50th Anniversary of the Hart Senior Center, in the amount of \$10,650.

Contact: Sylvia Fort, Division Manager, (916) 808-8381

Presenters: Not applicable

Department: Parks and Recreation

Division: Teens and Community Recreation

Organization No: 19001721

Description/Analysis

Issue: 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 FY2010/11 that were recommended by the Ethel MacLeod Hart Advisory Committee for funding at their meeting on November 15, 2010.

Project funds in the amount of \$60,000 will be used to subsidize the Fun Pass Program at \$20,000 annually for three years, and project funds in the amount of \$10,650 will be used to commemorate the 50th anniversary of the Hart Senior Center. These two recommended projects will designate a total of \$70,650 from the Trust Fund.

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 CEQA (CEQA Guidelines Sections 1506-(b)-(3); 15378-(b)-(2)).

Sustainability Considerations: The two new Trust Fund projects for FY2010/11 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: Not applicable

Commission/Committee Action: The Ethel MacLeod Hart Advisory Committee voted to approve and fully fund these projects at its meeting held on November 15, 2010.

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. The guidelines identify the following projects as appropriate for funding:

- 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 recommends two projects for funding: (1) the Ethel MacLeod Hart Fun Pass Program; and (2) programs, events, and facility enhancements commemorating the 50th Anniversary of the Hart Senior Center. These projects are consistent with the approved guidelines, and City Council approval is required. Further project descriptions may be found as Exhibit A and Exhibit B.

Financial Considerations: The total cost of the two proposed projects is \$70,650 and there is no General-Fund obligation required. The project-funding strategy for the Trust Fund (Fund 2503) 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 currently available during the fifth year of the current five-year funding cycle is \$200,238. Therefore, there is sufficient funding for the two projects as proposed.

Emerging Small Business Development (ESBD): Not applicable

Respectfully Submitted by: 
Dave Mitchell
Operations Manager

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

Recommendation Approved:


Gus Vina
Interim City Manager

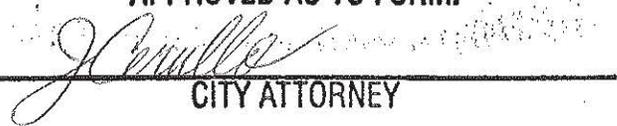
APPROVED AS TO FORM:

CITY ATTORNEY

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Attachment A

Background

The Statement of Purpose and Guidelines for the Ethel MacLeod Hart Trust Fund Advisory Committee (Advisory Committee), as approved by City Council, outlines the mechanism and criteria used for funding projects by the Ethel MacLeod Hart Trust Fund (Trust Fund). The Advisory Committee identifies and recommends various projects for funding to benefit older adults. Funds may not be used for ongoing operations.

The Advisory Committee recommends allocating funds for the following new projects in FY2010/11:

- A. Ethel MacLeod Hart Fun Pass Program:** Project funds in the amount of \$60,000, allocated, \$20,000 annually over a three-year period, will be used to subsidize participation in City-sponsored fitness, leisure, and life-long learning programs by low-income seniors.

- B. 50th Anniversary of Hart Senior Center:** Project funds \$10,650 will be used to commemorate the 50th anniversary through special events throughout the year, programs, publications, and facility upgrades.



RESOLUTION NO. 2011-
Adopted by the Sacramento City Council

January 11, 2011

APPROVING ETHEL HART TRUST FUND PROJECTS FOR FISCAL YEAR 2010/11

BACKGROUND

- A. Resolution No. 2008-262 adopted the *Guidelines for Advisory Committee and Trust Fund Administration* for the Ethel MacLeod Hart Trust Fund Advisory Committee. These guidelines outline 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, as described in Exhibits A and B: (a) the Ethel MacLeod Hart Fun Pass Program, in the amount of \$60,000; and (b) programs, events, and facility enhancements commemorating the 50th Anniversary of Hart Senior Center, in the amount of \$10,650.

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 2010/11 are hereby approved: (a) the Ethel MacLeod Hart Fun Pass Program, in the amount of \$60,000; and (b) programs, events, publications and facility enhancements commemorating the 50th Anniversary of the Hart Senior Center, in the amount of \$10,650.

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- Exhibit A - Ethel MacLeod Hart Fun Pass Program
- Exhibit B - 50th Anniversary of Hart Senior Center



ETHEL MacLEOD HART TRUST FUND
PROJECT ALLOCATION – 2011

PROJECT: **ETHEL MacLEOD HART FUN PASS PROGRAM**
Provide funds for low-income and other seniors who need an incentive to participate in City-sponsored fitness, leisure, and life-long learning programs

FUNDING PROPOSED: \$60,000 (\$20,000 ANNUALLY FOR THREE YEARS)

PROJECT DESCRIPTION

Since 1997 the Hart Trust Fund has provided the funding for the Hart Fun Pass Program. Fun Passes cover the fees associated with Parks and Recreation Department sponsored programs for low-income seniors as well as seniors who need a "free sample" as incentive to begin participating in a program. The program has been very popular and has succeeded in providing access to Parks and Recreation programs for disadvantaged seniors. During 2010 (January through October), 254 individual seniors participated in 384 series of classes, programs, and day trips. Many of these seniors continued participating in their chosen area of recreation, especially fitness classes, long after their Fun Pass had expired. Approximately \$18,000 in Fun Pass vouchers were issued during calendar year 2010.

The programs most frequently attended by Fun Pass users are exercise classes, computer classes, art classes, City Safari day trips, and Camp Sacramento. Numerous studies show that constructive and enriching use of one's leisure time leads to improved mental health and, in turn, better overall well-being. This is particularly true with older adults, some of whom can easily become "disengaged" from life. The City of Sacramento offers a wide range of leisure enrichment activities for seniors throughout the community. While fees for these programs are kept to a minimum (some programs are free), many seniors in the community are unable to afford many opportunities for leisure enrichment. Other seniors, while perhaps technically able to afford the fees associated with various opportunities without severe financial hardship, do not realize the personal benefits of participating in such programs and choose not to take part. A "free sample" may be just the incentive that such seniors need to begin participating.

As part of Ethel MacLeod Hart's legacy "to provide for the use, enjoyment and comfort of Sacramento seniors," it is proposed that the Ethel MacLeod Hart Fun Pass program be extended for an additional three years, with an allocation of \$60,000 for this program for the three year period.

The guidelines for the Fun Pass program currently in place will continue to be used to conduct and monitor this program.



ETHEL MacLEOD HART TRUST FUND
PROJECT ALLOCATION – 2011

PROJECT: 50th Anniversary of the Hart Senior Center

FUNDING PROPOSED: \$10,650

Project Background

In 1961, the City of Sacramento Department of Parks and Recreation opened the Sacramento Senior Center, one of the first facilities in California to be constructed for the specific purpose of serving the needs of older residents. The Senior Center was renamed to honor Ethel McLeod Hart when she bequeathed her estate to the city in the mid-1990s. The Hart Senior Center is a vibrant focal point for aging services and programs, serving thousands of older adults each month. The city will commemorate the 50th anniversary of the opening of the Senior Center in 2011.

Project Description

To mark the occasion of the Hart Senior Center's 50th anniversary, it is proposed that a year-long schedule of events and programs be held. Some of the happenings will focus upon the past, some will look toward the future, and others will simply celebrate what the Hart Senior Center means to Sacramento. A theme and special anniversary logo will be chosen and used throughout the year on literature, banners, and other communications. A 50th anniversary planning committee, consisting of representatives from the Hart Senior Center Advisory Committee and other current users, have developed plans for the occasion, with proposals for several tentative events and other ways to celebrate, including:

- A concert and picnic in the park for 250 seniors, serving as the official anniversary "birthday party" celebration;
- A year-long film festival with monthly showings of movies from 1961;
- A car show displaying vehicles from 1961;
- Karaoke parties with songs from 1961;
- Other monthly special events related to 1961 and holiday celebrations targeted at regular users of the Hart Senior Center to create a year-long festive atmosphere at the Hart Senior Center; and-
- A published booklet of interviews with local seniors, chronicling memories of personal experiences and events from 1961.

In addition to special programs and events, it is proposed that the commemoration include enhancements to the Hart Senior Center facility. The enhancements will be based on recommendations made by the Art Institute of California through an interior-design-class group project conducted at the Hart Senior Center last spring. Among the recommendations is the installation of a donor wall featuring a custom designed three-dimensional oak tree which will also serve as an artistic focal point in the lobby. In

In addition, an update to the museum-like telephone-company display that was installed 15 years ago when the Hart Senior Center was renamed in Mrs. Hart's honor will be conducted.

Proposed Funding

Donations and sponsorships will be sought from the business community and others to help support the commemorative efforts. For gaps in funding, it is proposed that an allocation from the Trust Fund be budgeted as follows:

Anniversary picnic and concert

Picnic lunch - 250 @ \$9 each	\$2,250
Musical entertainment	600
Decorations and promotion	300
	<u>\$ 3,150</u>

Monthly events, publication

Banners	\$ 200
Supplies	550
Food	1,000
Printing	250
	<u>\$ 2,000</u>

Donor wall art piece \$ 4,000

Update to Mrs. Hart's display \$ 1,500

Total	\$10,650
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