

RESOLUTION NO. 2011-015

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 B - 50th Anniversary of Hart Senior Center

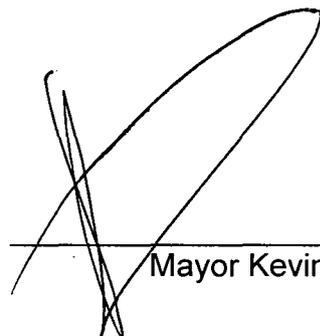
Adopted by the City of Sacramento City Council on January 11, 2011 by the following vote:

Ayes: Councilmembers Ashby, Cohn, D Fong, R Fong, McCarty, Pannell, Schenirer, Sheedy, and Mayor Johnson.

Noes: None.

Abstain: None.

Absent: None.



Mayor Kevin Johnson

Attest:



Shirley Concolino, City Clerk

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 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
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	\$ 3,150

Monthly events, publication

Banners	\$ 200
Supplies	550
Food	1,000
Printing	250
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	\$ 2,000

Donor wall art piece **\$ 4,000**

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

Total **\$10,650**