

Memorandum

To : The Conservancy
The Advisory Committee

Date : September 27, 2004

From : 
Joseph T. Edmiston, FAICP, Executive Director

Subject: **Agenda Item 17: Consideration of resolution amending Resolution No. 04-48 regarding nonprofit grant to Friends of the Conservancy for interpretation of land, air, and water resources at Upper Las Virgenes Canyon Open Space Preserve, Temescal Gateway Park, Franklin Canyon Park, Mentryville, and Towsley Canyon.**

Staff Recommendation: That the Conservancy adopt the following resolution amending Resolution No. 04-48 regarding nonprofit grant to Friends of the Conservancy for interpretation of land, air, and water resources at Upper Las Virgenes Canyon Open Space Preserve, Temescal Gateway Park, Franklin Canyon Park, Mentryville, and Towsley Canyon.

Legislative Authority:

Section 33204.2 of the Public Resources Code provides, in part, as follows:

The conservancy may award grants to nonprofit organizations qualified as exempt organizations under Section 501 (c) (3) of the Internal Revenue Code of 1954 (26 U.S.C. Sec. 501 (c) (3)), and private educational institutions that file the statement with the Superintendent of Public Instruction required by Section 33190 of the Education Code, to carry out improvements, maintenance, acquisitions, or educational interpretation programs that directly relate to a project that the conservancy is otherwise authorized to undertake pursuant to this division.

Section 33215 of the Public Resources Code provides, in part, as follows:

The Santa Monica Mountains Conservancy Fund is hereby established. Money deposited in the fund pursuant to Sections 33202, 33203, 33204, 33205, and 3306 shall be available for the purposes of this division, upon appropriation therefore by the Legislature.

Section 3810-301-0941 of the 2003-04 Budget Act appropriates, in part, as follows:

... Santa Monica Mountains Conservancy, payable from the Santa Monica Mountains Conservancy Fund..... 77,000

Section 3810-301-0941 of the 2004-05 Budget Act appropriates, in part, as follows:

... Santa Monica Mountains Conservancy, payable from the Santa Monica Mountains Conservancy Fund . . . 118,000

Background: In 2002, Friends of the Conservancy (Friends) was established with the primary objective of creating and maintaining an interpretive and community outreach program to promote the preservation of open space, parks, and wildlife habitat, and fill a void within programs and seminars on land, air, and water resources; to publicly present classes and programs in accessible venues; and to make available information, about land, air, and water resources, to communities, school groups, and other service organizations.

At the June 12, 2004 meeting of the Conservancy a non-profit Proposition 40 grant to Friends was authorized for interpretation of land, air and water resources at Upper Las Virgenes Canyon Open Space Preserve, Temescal Gateway Park, Franklin Canyon Park, Mentryville, and Towlsey Canyon. For the purposes of the grant, interpretation included any exhibits, displays, kiosks, brochures, docent interpretive programs, ranger interpretive programs, and written materials on land, air, and water resources directly relating to a Conservancy project or parkland. That grant contemplated the Friends of Conservancy support for a variety of interpretative programs, including interpretation of historic and cultural resources, such as Temescal Canyon's role in the historic Chautauqua Movement, the development of Mentryville as California's first oil town, and the rich Native American culture and history found in our local mountains. However it appears that those bond funds can only fund specific interpretation of land, air and water resources and not education programs or cultural and historic programs. Therefore staff is recommending that the grant to Friends be amended to change the funding source, broaden the scope of work and reduce the amount of the grant, specifically to fund those important park programs that may be deemed ineligible for Proposition 40 funding.

The amended grant would be funded by the Santa Monica Mountains Conservancy Fund. The Conservancy Fund is made up of various donations, settlements, and bequests made to the Conservancy to advance the work of the agency, and its use for educational interpretation purposes is a fitting use of the funds. Further, this grant would allow the Friends to support interpretive programs on any parkland parks under SMMC jurisdiction.

The amount of the grant would be reduced to \$177,000 and would come from the Santa Monica Mountains Conservancy Fund appropriation of \$77,000 appropriated in the 2003-04 fiscal year and \$118 in the 2004-05 fiscal year. This grant is authorized contingent upon the approval of the Attorney General.

All programs will continue target regional audiences from our city's most impacted urban areas. The attached grant agreement spells out the specific scope of services that will be provided, including:

1. Interpretation of the natural and cultural at Temescal Gateway Park, including written materials, docent interpretive programs, and ranger interpretive programs. These programs will directly relate to the Park's natural history and water resources in addition to its important history as a major site for the Chautauqua movement during the 1920s and 1930s.
2. Interpretation of natural and cultural land, air, and water resources at Upper Las Virgenes Canyon Open Space Preserve. This program directly relates to the Park's rich natural and cultural resources and history. Programming will focus on interpretation of the site's endangered species, ecology, importance in the watershed, conservation, biodiversity, Mediterranean ecosystems, wildlife corridors, fire ecology, and cultural history.
3. Interpretation of natural and cultural resources at historic Mentryville. This program directly relates to the Park's unique geological history and the importance of its role as the first Southern California oil town. Interpretation will provide the public with increased understanding and appreciation of the rich natural and cultural resources at and near historic Mentryville.
4. Interpretation of natural and cultural resources at Towsley Canyon. This program directly relates to the Park's rich natural and cultural resources and history. Interpretation will focus on endangered species, ecology, watersheds, conservation, geology and oil exploration, biodiversity, Mediterranean ecosystems, wildlife corridors, fire ecology, as well as cultural history.
5. Interpretation of natural and cultural resources at Franklin Canyon Park. This program directly relates to the Park's water resources, including the Franklin Canyon Reservoir and the Heavenly Pond. Additionally, Franklin Canyon is an ideal venue for programs and special events highlighting the rich cultural history of the Santa Monica Mountains.
6. Interpretation of natural and cultural resources of Conservancy parkland at the Augustus F. Hawkins Natural Park, including educational interpretation for youth, junior rangers and programs and events.

Timeline and progress reports:

This scope of work will take place in fiscal year 04-05, starting on October 1, 2004 and ends on June 30, 2005. Friends of the Conservancy shall provide the Santa Monica Mountains

Conservancy with detailed quarterly updates that will include: grant milestones, grant compliance, amount of donations and in-kind services, percentage of work completed as of the date of the quarterly report (the number of programs delivered, attendance rates, and survey and evaluation responses), and any current issues that affect project compliance with the grant's work program and funding.

Budget

Planning: \$32,500

Includes planning and development of performance standards and objectives for interpretive materials and programs, evaluation of interpretive materials and programs directly relating to parks under SMMC jurisdiction, and development of written materials interpreting the land, air and water resources of those parks.

Direct Project Management: \$25,000

Includes all direct management related to and required for the performance of the project.

Program Delivery: \$72,145

Includes interpretation of land, air, and water resources of specific parks under SMMC jurisdiction, as specified in the scope of work

Brochures, Exhibits, and Displays:

Includes expenses for production of brochures, printing, exhibits and other written materials interpreting land, air, and water resources of specific parks under SMMC jurisdiction as specified in the scope of work

Graphic artist \$40 @500	\$20,000
Interpretive specialist \$36.13 @325	\$11,742.25
Printing	\$10,000

\$41,742.25

Direct Expenditures: \$ 5,000

Including postage, delivery charges, transportation

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Total: \$176,387.25