

**CITY OF LONG BEACH**

Department of Parks, Recreation and Marine

2760 Studebaker Road, Long Beach, CA 90815-1697

(562) 570-3100 • FAX (562) 570-3109

August 2, 2005

HONORABLE MAYOR AND CITY COUNCIL

City of Long Beach

California

RECOMMENDATION:

Authorize the City Manager to execute a permit with Devinder Pal Sarin, DBA Mel-O-Dee Ice Cream, for the sale of ice cream products, and for no other purpose, for a term of three years, with two one-year options to renew at the sole discretion of the City Manager; and, authorize the City Manager to execute any amendments. (Districts 2 and 3)

DISCUSSION

Since 1989, Devinder Pal Sarin, also known as David P. Sarin, DBA Mel-O-Dee Ice Cream, has operated a mobile ice cream concession at various City beach and waterway locations. The permit for this operation recently expired, and a Request for Proposals (RFP) was issued on June 21, 2005. The RFP distribution included three mailings and eight notifications on the City's purchasing website. In addition, three prospective vendors downloaded the RFP from the website. As with the previous RFP process in 2001, Mr. Sarin was the only vendor to respond. The Department of Parks, Recreation and Marine now desires to award the contract to Devinder Pal Sarin, DBA Mel-O-Dee Ice Cream.

The proposed permit will contain the following terms:

- **Premises:** Various areas along the beaches and waterways to include:
 1. 72nd Street Parking Lot
 2. Marine Park
 3. Alamitos Parking Lot
 4. Davies Street Bridge Launch Ramp
 5. Granada Avenue Parking Lot
 6. Junipero Beach Parking Lot
 7. Marine Stadium
 8. Leeway Sailing Center
 9. Bay Shore Avenue
 10. Colorado Lagoon
 11. Selected Special Events

- **Operating Hours:** 10 a.m. to 6 p.m., 7 days per week, 12 months per year.

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- Permitted Use: Ice cream product sales and for no other purpose. Sales in locations where there are City beach concession facilities will be permitted only when the existing permanent and/or event concessions are closed.
- Term: Three years, with two one-year options to renew at the sole discretion of the City Manager.
- Permit Fee: 28 percent of monthly gross receipts or a minimum of \$4,700 per annum, whichever is greater.

This letter was reviewed by Deputy City Attorney Charles Parkin on July 25, 2005, and by Budget Management Officer David Wodynski on July 25, 2005.

TIMING CONSIDERATIONS

City Council action is requested on August 2, 2005, to authorize the execution of this permit.

FISCAL IMPACT

The revenue resulting from this permit, estimated at \$4,700 annually, will be deposited in the Tidelands Operating Fund (TF) in the Department of Parks, Recreation and Marine (PR).

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PHIL T. HESTER
DIRECTOR OF PARKS, RECREATION AND MARINE

PTH:GP:els

APPROVED:

Christine J. Shippy
for GERALD R. MILLER
CITY MANAGER