

3-13-12

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To: Mayor and City Council

From: Kurt Borsting <kurtborsting@yahoo.com>

Date: 03/12/2012 10:13PM

Subject: Item 12 - March 13th LB City Council Meeting - Sponsorships for Dept. of Parks, Rec. & Marine

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Honorable Mayor, Vice Mayor, and Members of the Long Beach City Council -

In advance of this week's March 13th LB Council Meeting, please review and consider the recent formal action taken by the Belmont Shore Residents Association (BSRA), as it relates to Item 12 on the council's agenda (this item is regarding "Sponsorships for the Department of Parks Recreation and Marine").

The BSRA's position is outlined in the correspondence below and attached.

Thank you,

Kurt Borsting, President
Belmont Shore Residents Association

BELMONT SHORE RESIDENTS ASSOCIATION
PO Box 30327
Long Beach, CA 90853
March 9, 2012

Mayor Bob Foster and Vice Mayor Suja Lowenthal
Long Beach City Councilmembers
City of Long Beach
333 West Ocean Boulevard
Long Beach, CA 90802

RE: Please withdraw and refer Item 12 on the March 13th Agenda regarding "Sponsorships for the Department of Parks, Recreation and Marine" to the Parks and Recreation Commission, the Marine Advisory Commission and other affected Commissions and neighborhood groups

At its meeting last Thursday night (March 8th) the Belmont Shore Residents Association (BSRA) Board of Directors voted unanimously to respectfully ask the Long Beach City Council to delay acting on a revised Citywide Policy on Sponsorships until it has been reviewed and acted upon by the appropriate City Commissions and neighborhood groups.

The BSRA found it unfortunate that this new Policy has not been reviewed and

discussed publicly at meetings of the Parks and Recreation Commission, the Marine Advisory Commission, the Planning Commission (in connection with the signage aspects) and affected neighborhood groups. It's our group's understanding that none of these Commissions or groups were given presentations or invited to comment on this important City Policy.

Corporate and other sponsorship, advertising and naming of City facilities, items, events and programs is a sensitive issue, and worthy of open processes including community input. One of the stated goals of the new Policy is to "streamline" the process, which raises concerns as to how proposals will be reviewed and acted upon.

The BSRA can speak from experience in this matter, as a proposal to place large Recycling and Trash Bins covered with advertising from Bayshore Avenue to Shoreline Drive consumed numerous meetings of the Marine Advisory Commission, caused the Peninsula Association to oppose and succeed in withdrawing from the program, and was overall highly contentious and difficult for all concerned.

By referring this "Sponsorship" item back to the appropriate Commissions and groups for consideration, concerns can be discussed and resolved in advance.

Thank you for your consideration and we hope you are in agreement that this is the best way to proceed with this matter.

Sincerely,

Kurt Borsting, President
Belmont Shore Residents Association
On behalf of the BSRA Executive Board

cc: Pat West, City Manager
George Chapjian, Director Parks, Recreation & Marine
Larry Herrera, City Clerk