

CITY OF LARKSPUR Staff Report

February 6, 2019 Council Meeting

DATE: January 29, 2019

TO: Honorable Mayor Morrison and the Larkspur City Council

FROM: Dan Schwarz, City Manager

SUBJECT: ACTIONS IN SUPPORT OF THE LARKSPUR LIBRARY AND COMMUNITY

CENTER TASK FORCE

ACTION REQUESTED

Adopt the attached resolutions.

SUMMARY AND BACKGROUND

At its October 17, 2018 meeting, the City Council formalized a partnership with the Larkspur Library and Community Center Task Force, a grassroots effort to advance the vision of the Community Facility Parcel Master Plan to place a library and community center on the City's property at the intersection of Doherty Drive and Rose Lane. To facilitate the partnership, the City Council formed a committee consisting of Mayor Morrison, Councilmember Haroff, and City Manager Schwarz to work with the Task Force.

This committee has met several times with representatives of the Task Force. This working group's first accomplishment was to install members of the Task Force as the Board of the Larkspur Library and Community Center (LLCC) Foundation, a non-profit, tax exempt foundation that the City formed to raise funds to construct the project.

The working group has identified two other tasks that require consideration by the City Council. The first action is to rescind Larkspur City Council Resolution 13/15, which established very specific design criteria for the project. The working group agrees that these criteria are too constraining at this time and want the design process to allow for other possibilities.

The second action is to consider the attached grant request from the Task Force. The Task Force is in need of funds to help it launch its fundraising campaign, as well as work on tasks related to designing the project. The Council's committee reviewed the application and proposed an alternative approach. At the City Manager's recommendation, the committee proposed that the City donate \$150,000 to the effort in three equal

AGENDA ITEM 8.3

installments to the LLCC Foundation. The first installment of will be provided upon Council approval, with the second and third installments acting as matching grants. The second installment will be provided when the Foundation raises \$50,000. The third installment will be provided when the Foundation raises another \$50,000 (or \$100,000 total).

The committee is recommending that the \$150,000 be drawn from the \$751,707.37 donated to the Larkspur Library by the Zimmer Family Estate. The committee is also recommending that this grant be the limit of the City's direct contribution to the fundraising effort. All other contributions will be indirect – primarily staff resources.

ANALYSIS

The Task Force wants to design the Library and Community Center Project so that there is the option to construct the facility in phases when money is available. The City's previous design process did not allow for a phased approach. Rescinding Resolution 13/15 removes this constraint and frees the Task Force to consider the broader array of design choices found in the Community Facility Parcel Master Plan.

When the City Council formally recognized the Task Force as its partner in this process, it was anticipated that the Task Force would require some start-up money to retain professional fundraising support and possibly start a design team. The Task Force has solicited support for these start-up processes from several key stakeholders, including the Friends of the Library and the Larkspur Library Foundation.

Among the City's current accounts, only two are appropriate for providing funds to the LLCC Foundation. One account is the dedicated Zimmer account. The other is the General Fund Reserve. The only stipulation placed on the Zimmer donation was that it be used for the Larkspur Library. Support of the effort to build a new library appears consistent with this charge. The City Treasurer placed one-third of the Zimmer donation in the City's pooled account (its treasury) so that it would be available to the City Council for larger, one-time disbursements, such as the donation being considered.

STAFF RECOMMENDATIONS

Adopt the attached resolutions.

Respectfully submitted.

Dan Schwarz, City Manager

Attachments

- 1. Task Force Grant Application
- 2. Resolution 10/19
- 3. Resolution 11/19

Executive Summary

The Larkspur Library and Community Center (LLCC) Foundation is a citizen-led 501(c)(3) organization, whose purpose is to raise the necessary funds, and collaborate with the City of Larkspur to construct, a new building on the City's vacant land at Rose Lane and Doherty Drive. Formerly known as the Larkspur Library Community Center Task Force, the LLCC Foundation's goal is to fulfill the recommendations in the July 2013 Larkspur Rose Garden Community Facilities Parcel Master Plan Report. The LLCC Foundation is independent of the Library and Parks and Recreation and their support organizations.

The LLCC Foundation is seeking a total of \$212,640 of first year startup costs from funders. The LLCC Foundation is requesting that the City of Larkspur provide \$167,640 to help fund first year startup costs for the LLCC Task Force.

We are asking for the funds from the City of Larkspur because there is a strong shared mission between the City and the LLCC Task Force. In the past the City of Larkspur has:

- 1. 2006 CLASP called for "publicly-owned community-serving facilities within the Rose Garden site"
- 2010: Larkspur Public Library conducted a SPACE NEEDS ASSESSMENT and the City entered into the Rose Garden Development Agreement which called for "2.65 acres for public parkland and community facilities use".
- 3. City Council adopted Resolution 27/12: Designating the use of the community facility parcel as a "mixed use community facility which shall include a library or related services and community center in some combination thereof".
- 4. City Council adopted Resolution 34/13: July 2013 Larkspur Rose Garden Community Facilities Parcel Master Plan Report
- 5. City Council adopted Resolution 13/15
 - a. Space program of approximately 20,300 square feet
 - b. Approved the design of a single story building; and
 - c. Approved onsite parking design for a sixty car parking lot.
- 6. In 2018, the City Council unanimously voted to authorize the LLCC Task Force to "Raise the necessary funds, from private and public sources (including as permitted by law from the Zimmer Gift Fund, the Larkspur Library Foundation and Friends of the Library)."
- 7. 2050 Plan Update continues to list the LLCC as a priority, but not for public funds.

So to the degree possible the City should use dedicated funds from the Zimmer donation, to enable a private organization to scale up to raise funds for the needed project.

The LLCC Foundation is also requesting grants of startup funds from the Larkspur Library Foundation, the Friends of the Larkspur Library, and other sources.

To maintain momentum, continue to grow community support, and to initiate fundraising as soon as possible in 2019 we request approval of this grant request by January 15, 2019.

Thank you for your consideration.

47-4561272							
Joe Jennings, President LLCC Foundation							
208 Monte Vista Avenue, Larkspur CA 94939							
josephwjennings@sbcglobal.net							
415-279-3637							
In development will launch in January 2019.							
June 2018							
The Larkspur Library Community Center Foundation is a 501(c)(3) formed to create a public-private partnership with the City of Larkspur, garnering public support and raising the necessary funds (\$20-30M) to build (with the City of Larkspur) a new Library Community Center at Rose Lane, as per the July 2013 Larkspur Rose Garden Community Facilities Parcel Master Plan Report.							
Community gathering place and patio for the city 60 off-street parking spaces 21st Century Library Community Center Programs for all age groups Supports small, medium and large group meetings 20,000 SF building to be constructed in 2 phases Fulfills July 2013 Larkspur Rose Garden Community Facilities Parcel Master Plan Report for 2.4 acres at Rose Lane							
Larkenur Kentfield Creenbree Bose Corte Medera CA							
Larkspur, Kentfield, Greenbrae, Ross, Corte Madera, CA							
\$167,640							
To support the 2019 startup costs associated with fundraising and architecture for the new Larkspur Library Community Center.							
Q1-2019 Hire fundraiser Feasibility Study, initiate Major Donor Contacts Send out Architect RFP Initiate communications program: website, FB, Twitter etc. Initiate community meetings Q2 2019 Quiet phase of fundraising: Major donors							
Select Architect Community meetings							
Q3 & Q4-2019 Quiet phase of fundraising: Major donors Community meetings							
Board Joe Jennings, President Katherine Green, Treasurer, 2013 Master Plan member Jeanne Freidel, Secretary, Parks and Rec Commission member Members Catherine Pyke, Friends of Library board member Lisbet Sunshine, Parks and Rec Commission member and President							

	De 10te la lada a l'han Er alafan kandanaka
	Paul Straub, Larkspur Library Foundation board member
LL CO E Let's .	Gabriel Gesmer, Rose Lane Homeowners Association Board member
LLCC Foundation	Sue Painter, Fundraising
Advisors	Stacey Ford, Architect
	Tamara Hull, CPA, Community Relations
	Jennifer Bowman, Community Relations
	Lelia Lanctot, Architecture, Planning and Construction
Program Area	The LLCC is far Community Building, Cultural, Education numbers
Program Area	The LLCC is for Community Building, Cultural, Education purposes.
Grant Impact	This grant will cover 50% of the first year costs of the fundraising initiative.
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Background	The July 2013 Larkspur Rose Garden Community Facilities Parcel Master
Baokground	Plan Report recommends a new integrated community center and library on
	the site that "is a vibrant and beautiful beacon for lifelong learning, social
	interaction, civic engagement, local history and culture, and health and
See Appendix Two:	wellness."
2018	The LLCC Foundation will raise the funds and partner with the City to build an
Accomplishments	integrated facility that implements this vision, addresses the community
,	concerns outlined in the Master Plan, and will be cost effective in development
	and operations for the city government and taxpayers.
Community Support	Organization Endorsements
	The LLCC Task Force now Foundation is a grassroots effort to build
	consensus and support for fundraising, planning and building a new library
	community center at Rose Lane. The LLCC Task Force now Foundation
	received unanimous votes for authorization to raise funds and collaborate with
See Appendix Three:	the City of Larkspur to design and build buildings in a phased approach from:
Endorsements	The Friends of the Library (9/2/18), The Library Board of Trustees (9/10/18)
	The Larkspur Library Foundation (9/12/18), The Parks and Recreation
	Commission (9/20/18), The Larkspur City Council (10/17/18)
Programs	Please see Appendix Four: Library and Parks and Recreation Program
Frograms	Statistics
	Causios
Organizational	2019 \$217,640
Annual Budget	2020 \$283,520* (*Major increase is due to cost of Architectural firm and the
	design and the public input process not yet defined.)
2019 Grant Budget	Fundraising/Development \$116,000
	Architecture/Planning/Construction \$50,000
	Technology \$15,000
	Legal \$25,000
	Communications \$9,640
	D&O Insurance \$5,000
	Community Relations \$2,000
	Accounting/Finance – Donated
	Total Voor One Costs, \$247.640
	Total Year One Costs: \$217,640
Potential Sources of	City of Larkenur Zimmer Fund, the Larkenur Library Foundation, Friends of the
	City of Larkspur Zimmer Fund, the Larkspur Library Foundation, Friends of the
Funding	Larkspur Library and other sources.

Appendix One:

2018-19 Proposed Budgets

Departments	Line Items	201	9 Budget	20	20 Budget	Notes
Accounting/Finance	CPA Firm	\$	-	\$	-	Donated Service
Legal	Law Firm	\$	15,000	\$	10,000	
	D&O Insurance, Other Insurance	\$	10,000	\$	10,000	
Technology						
	Donor Software	\$	5,000	\$	5,000	WealthEngine 3 seat license
	Project Management	\$	5,000	\$	-	
	Salesforce.com	\$	-	\$	-	Non-profit price is \$0
	Tech support	\$	5,000	\$	5,000	
Communications		\$	9,640	\$	6,520	
Community Relations		\$	2,000	\$	2,000	
						\$50,000 Feasibility Study, \$5,000
Fundraising/Development		\$	110,000	\$	33,000	a month
	Administrative Asst	\$	6,000	\$	12,000	
Total		\$	167,640	\$	83,520	
Architecture/Planning/Construction	Concept Design	\$	50,000			Assumes we need conceptual drawings for fundraising.
	Schematics			\$	200,000	Asumes majority of Architecture cost will be in years 2-3
	Public Input Process					
Total		\$	217,640	\$	283,520	

Communications and Community Relations Detailed Budgets

Item	Notes		Time		early	Total					
Item	140103	C	ost	С	osts			2019	2020		
Domain name				\$	200	\$	200	\$ 200	\$ 200		
Website –								\$ 700	\$ 200		
Squarespace	Developme nt	\$	500	\$	200	\$	700				
Twitter, Facebook,	Set up & 5 hours x 12					•					
snapchat maintenance	Facebook advertising - \$300	\$	300	\$	1,200	\$	1,500	\$ 1,500	\$ 1,200		
Logo	100	\$	100			\$	100	\$ 100	0		
LLCC Stationary – printing, etc, business cards, rack card	1200	\$	1,200			\$	1,200	\$ 1,200	0		
Signage											
Design & fabrication	3500	\$	3,500			\$	3,500	\$ 3,500	0		
Fundraising clock	500	\$	500			\$	500	0	\$ 500	Begins in yea	ar 2
Merchant signs	1000	\$	1,000			\$	1,000	0	\$ 1,000	Begins in yea	ar 2
Neighborhood signs	1500	\$	1,500			\$	1,500	0	\$ 1,500	Begins in yea	ar 2
Community coffees	10-20/year @\$100			\$	2,000	\$	2,000	\$ 2,000	\$ 2,000		
Online tools:								\$ 500	\$ 500		
Survey Monkey	500			Φ.	500	•	500				
Mailchimp	500			\$	500	\$	500		·		
Dropbox											
Asana]										
Totals		\$	8,600	\$	4,100	\$	12,700	\$ 9,700	\$ 7,100		
20% contingencies		,	-,	•	,		15,240.0	1,640.0	8,520.0		

Appendix Two:

2018 LLCC Task Force now LLCC Foundation Accomplishments

Q418

- Unanimous Vote in Favor of Authorization: City Council
- Working Group with City formed: Ann Morrison mayor, Kevin Haroff council person, Dan Schwarz City manager, Joe Jennings, Jeanne Friedel, Kathy Green
- Fundraiser: RFP sent, 4 fundraiser meetings held, core strategy developing
- Project Name Change: The Commons at Larkspur
- Work Group reviewing: Architects RFP; Master Plan Parameters and Public Input; Budget; Project Name Change
- Recruited an attorney specializing in non-profit law
- Legal review and transfer of 501c3 to LLCC Task Force
- City review of resolutions to change to reflect new fundraising effort
- Community meetings: HOA for the Rose Lane age 55+ condos; HOA for the Rose Lane single family homes

Q318

- Task Force Recruit Katherine Green, Lisbet Sunshine, Jeanne Friedel, Gabe Gesmer, AJ Rea, Paul Straub
- Draft Authorization Letter
- Initiate broad community leadership outreach: 56 community leaders publicly endorse LLCC Task Force
- Advisors recruited: Sue Painter-Fundraising, Stacey Ford-Architects, Tamara Hull-CPA, Community Relations, Jennifer Bowman-Community Relations, Lelia Lanctot-Architecture, Planning
- Unanimous Votes in Favor of Authorization: Friends of Library, Larkspur Library Foundation, Library Board of Trustees, Parks and Rec Commission

Q218

- Co-Chairs Catherine Pyke and Joe Jennings meet with Friends of Library and Larkspur Library Foundation
- Form Task Force
- Draft Fundraiser RFP and target lists

Appendix Three:

Larkspur Library/Community Center Task Force now Foundation Supporters

We, the following, support the Larkspur Library/Community Center Task Force, now Foundation's mission to raise private and public funds and in collaboration with the City of Larkspur to build in a phased approach a Library/Community Center on City property at Rose Lane. This is to fulfill the 2013 Larkspur Rose Garden Community Facilities Parcel Master Plan Report.

First-Last Name	Residence	Affiliations
James Scholten	Corte Madera	
Kate Scholten	Corte Madera	
Ryan Wilson	Corte Madera	
Jeanne Azen	Greenbrae	Friends of Library, Board Member
Jennifer Bowman	Greenbrae	Vanguard Realty, St. Johns Ross Youth Ministry
Scot Candell	Greenbrae	KIK Board Member
Andi Candell	Greenbrae	KIK Board Member
Stacey Ford	Greenbrae	
Chris Gallagher	Greenbrae	Rotary Member
Victoria Harrison	Greenbrae	Parks and Recreation Commission member
Tamara S.Hull, CPA	Greenbrae	Rotary, Larkspur Measure C Oversight Committee member
Michelle Melka McVeig	hGreenbrae	Larkspur Library Board Member
Dyan Pike	Greenbrae	Vice President of the Friends of Larkspur Library Board
Beverly Shwert	Greenbrae	
Ron Arlas	Larkspur	Former Mayor and Councilmember
Madeline Arlas	Larkspur	
Sandy Blauvelt	Larkspur	Larkspur Park and Recreation Director
Carrie Burroughs	Larkspur	Friends of the Larkspur Library
Kristi Ellenzweig	Larkspur	Treasurer, Larkspur Library Foundation Board
Barbara Friday	Larkspur	President, Friends of the Larkspur Library
Karl Friday	Larkspur	Larkspur resident 35 years
Jeanne Friedel	Larkspur	Task Force Member, Parks and Recreation Commission
Gabriel Gesmer	Larkspur	LLCC Task Force Member, Board Member, Rose Lane Master
		Association HOA
Laura Gray	Larkspur	SPARC Board Member
Kathy Green	Larkspur	Task Force Member, 2013 Master Plan member
Brendan Green	Larkspur	
Kathy Hartzell	Larkspur	Marin Community Foundation
Christopher Hartzell	Larkspur	Member, previous Library Task Force and member,
		Lark Theater Board
Helyse Hollander	Larkspur	Friends of the Larkspur Library Board of Directors
Bill Howard	Larkspur	Former Mayor
Joe Jennings	Larkspur	Task Force Member
Marisa Jennings	Larkspur	
Alice Kaufman	Larkspur	Friends of the Larkspur Library
Michael Koeppel	Larkspur	Parks and Recreation Commission member
Lelia Lanctot	Larkspur	Historical Preservation Board, Member
Lorie Lerner	Larkspur	Former Larkspur Library Children's Librarian,
		24 year resident of Larkspur
Joan Lundstrom	Larkspur	Former Mayor
Sally McDonough	Larkspur	Larkspur Residents since 1992
Rick McDonough	Larkspur	Larkspur Residents since 1992
Angela Movafaghi	Larkspur	
Amir Movafaghi	Larkspur	

Lois Patton	Larkspur	Larkspur Library Foundation board member, 47 year resident of Larkspur
Catherine Pyke	Larkspur	Task Force Member, Friends of Library
A.J. Rea	Larkspur	Task Force Member, Larkspur Library Foundation
Andrew Revell	Larkspur	Vice Chairman, Library Board of Trustees
Jim Scheller	Larkspur	Friends of Library, Board Member
Jonathan Shambroom	Larkspur	
Jennifer Shambroom	Larkspur	
Suzanne Shelhart	Larkspur	Pacific Union Realty, 24 year Larkspur resident
Steve Stein	Larkspur	
Lisbet Sunshine	Larkspur	Task Force Member,
		Parks and Recreation Commission President
Paul Straub	Larkspur	Task Force Member, Larkspur Library Foundation
Natalie Straub	Larkspur	
Philip Terry	Larkspur	Library Foundation Board
Stephanie Wolf	Larkspur	
Ronald Wolf	Larkspur	
Brian McLeran	Marin County	Rotary member

Appendix Four:

Library and Parks and Recreation Program Statistics

Library	Parks and Recreation
Overview	Overview
Communities served: Larkspur, Greenbrae,	Communities served: Corte Madera (27%),
Kentfield, Ross and Corte Madera California.	Larkspur (22%), Greenbrae (20%), Kentfield
	(20%), Ross (1%)
2018 Budget: \$875,996	2017/2018 Budget: \$635,591
	2016/2017 Budget: \$630,673
City Hall facility	Facilities used:
1919 Constructed	Recreation Department Community Room
1984 Remodel	Hall School Gym
3,300 Square feet (2 floors)	Hall School Synthetic Field
3 Public Parking spaces	Piper Park Grass Soccer Field
	Piper Park Softball Diamonds #1 and #2
	Piper Park Sand Volleyball Courts #1 and #2
	Piper Park Picnic Area
2017-18 Statistical Data	2017-18 Statistical Data
7,152 Active registered users 887 children	162 Programs
10,253 Program attendance	2,467 Program registrants
62% increase over 2017	
62,308 Interlibrary books and media loans	

CITY OF LARKSPUR RESOLUTION 10/19

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LARKSPUR ESTABLISHING CRITERIA FOR THE CITY MANAGER TO TRANSFER UP TO \$150,000 TO THE LARKSPUR LIBRARY AND COMMUNITY CENTER FOUNDATION

- WHEREAS, the City helped establish the Larkspur Library and Community Center (LLCC) Foundation, a non-profit, 501(c)(3) foundation with the purpose of raising funds to construct a library and community center on the Community Facility Parcel on Rose Lane;
- **WHEREAS**, this foundation is now active under the guidance of the City's partner, the LLCC Task Force:
- WHEREAS, the City Council and the LLCC Task Force have a joint working committee that has discussed the costs associated with the Task Force's plan to advance the goal of establishing a public facility on the Community Facility Parcel;
- **WHEREAS**, the City has limited monies available to contribute to the effort and intends to provide contributions primarily in the form of staff resources;
- **WHEREAS**, the City Council does wish to make a financial contribution to the effort to assist with the start-up costs for this effort;
- **WHEREAS,** in 2016, the City received a generous donation for the Larkspur Library from the Zimmer Family Estate, which, with the adoption of Resolution 67/16, the City Council placed in a dedicated account and has treated as an endowment; and
- **WHEREAS**, the interest from the Zimmer endowment account has been used each of the past two years to address one-time needs of the Larkspur Library while leaving the principal untouched:
- **WHEREAS**, the final Zimmer donation was \$751,707.37, of which \$251,673 is readily available and \$500,034.25 is in medium-term certificates of deposit;
- **WHEREAS**, Zimmer account is the only available option other than the General Fund Reserve from which to draw funds for the City's contribution; and
- **WHEREAS**, the City Manager recommends that the City's contribution to the LLCC Foundation be made in the form of a one-time grant followed by two matching grants.
- **NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Larkspur authorizes the City Manager to contribute \$50,000 to the LLCC Foundation.
- **BE IT FURTHER RESOLVE** that the City Council authorizes the City Manager to give an additional \$50,000 to the LLCC Foundation upon submission of records showing the Foundation has received \$50,000 in donations from sources other than the City of Larkspur.

BE IT FURTHER RESOLVED that the City Council authorizes the City Manager to disburse a third \$50,000 contribution to the LLCC Foundation upon submission of records showing the Foundation has received an additional \$50,000 in donations (\$100,000 total) from sources other than the City of Larkspur.

BE IT FURTHER RESOLVED that the City Council directs the City Manager and City Treasurer to invest the remaining portion of the original Zimmer donation in medium- or long-term products.

IT IS HEREBY CERTIFIED that the City Council of the City of Larkspur duly introduced and regularly adopted the foregoing resolution at a regular meeting held on February 6, 2019 by the following vote:

	City Clerk		
ATTEST:			
		Mayor	
ABSTAIN:	COUNCILMEMBER:		
ABSENT:	COUNCILMEMBER:		
NOES:	COUNCILMEMBER:		
AYES:	COUNCILMEMBER:		

CITY OF LARKSPUR RESOLUTION 11/19

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LARKSPUR RESCINDING RESOLUTION 13/15 APPROVING DESIGN CRITERIA FOR THE LARKSPUR LIBRARY AND COMMUNITY FACILITY

WHEREAS, on March 4, 2015, the City Council adopted Resolution No. 13/15 approving specific design parameters for the "Preliminary Design and Schematic Design" for the Community Facility Parcel, a City-owned property at the corner of Doherty Drive and Rose Lane;

WHEREAS, the design parameters of Resolution No. 13/15 identified a space program of approximately 20,300 square feet of floor area, a single-story design concept, and on-site parking to accommodate sixty (60) vehicles;

WHEREAS, on October 17, 2018, the City Council adopted Resolution No. 78/18 establishing a partnership between the City Council and Larkspur Library and Community Center Task Force (Task Force) to pursue fundraising for development of a library and community center on the Community Facility Parcel; and

WHEREAS, to better accommodate fundraising needs, the City Council seeks to consider a revised, and possibly phased, design approach for the library and community center, consistent with the Rose Garden Community Facilities Parcel Master Plan.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Larkspur hereby rescinds Resolution No. 13/15 approving specific design parameters for the "Preliminary Design and Schematic Design" for the Community Facility Parcel, a City-owned property at the corner of Doherty Drive and Rose Lane.

IT IS HEREBY CERTIFIED that the City Council of the City of Larkspur duly introduced and regularly adopted the foregoing resolution at a regular meeting held on February 6, 2019 by the following vote:

ATEO.	COOMOILMLIMBLIX.		
NOES:	COUNCILMEMBER:		
ABSENT:	COUNCILMEMBER:		
ABSTAIN:	COUNCILMEMBER:		
		Mayor	
ATTEST:			
Jamie Kuryllo	o, City Clerk		

COLINCII MEMBED:

VEC.