



City of Huntington Beach

File #: 21-630

MEETING DATE: 10/19/2021

REQUEST FOR CITY COUNCIL ACTION

SUBMITTED TO: Honorable Mayor and City Council Members

SUBMITTED BY: Oliver Chi, City Manager

PREPARED BY: Chris Slama, Director of Community & Library Services

Subject:

Approve and authorize execution of a Memorandum of Understanding (MOU) between the City of Huntington Beach and the Huntington Beach Council on Aging (HBCOA) to enhance the dignity and quality of life of the City's senior citizens

Statement of Issue:

City staff, together with the Huntington Beach Council on Aging (HBCOA), have been working to enhance the dignity and quality of life of our community's senior citizens through comprehensive services, education, and advocacy aimed to empower and meet the needs of our senior population. The most current Memorandum of Understanding (MOU) expired on April 18, 2021, and an updated and renewed MOU is recommended to continue these services.

Financial Impact:

Not applicable.

Recommended Action:

Approve and authorize the Mayor and City Clerk to execute an updated "Memorandum of Understanding between the City of Huntington Beach and the Huntington Beach Council on Aging."

Alternative Action(s):

Do not approve the MOU between the City of Huntington Beach and The Huntington Beach Council on Aging and direct staff accordingly.

Analysis:

At the September 17, 1973 meeting, the City Council voted unanimously to "sanction and officially recognize" the HBCOA, to formalize the relationship between the City and HBCOA, and to implement programs to benefit our community's senior citizens. On November 5, 1973, City Council voted to adopt the HBCOA bylaws and to appoint a City Council delegate to the organization. The HBCOA has been advocating on behalf of Huntington Beach senior citizens since that time.

The proposed MOU provides a framework for the City to deliver comprehensive recreation and social

service programs to the community while allowing the HBCOA to advocate and raise funds for programs and services benefiting Huntington Beach senior citizens. The initial term of the MOU is five (5) years, with one additional five-year extension upon mutual consent of both parties.

In general, the proposed MOU provides the HBCOA with access to the Senior Center in Central Park to conduct business, including office space, meeting rooms, and outdoor space. Additionally, the City shall provide staff and/or volunteer support to assist the HBCOA with event planning as well as the production and distribution of its monthly newsletter, "Outlook on Active Aging. " The City shall also allow the HBCOA to use the official Huntington Beach City logo, surfboard logo, and "Surf City Huntington Beach" trademark upon approval of the Director of Community and Library Services.

In turn, the HBCOA will act in concert with the City to support county, state, and federal efforts on behalf of senior citizens of Huntington Beach and to secure the aid afforded by public agencies. Upon mutual agreement, donations received for specifically identified fundraising campaigns will be given to the City for deposit into a donation account set aside for senior services.

Additionally, from time to time and with board approval, the HBCOA shall provide financial support to the City's Community & Library Services Department for its senior programs, within the scope of the HBCOA Charter. This scope may include, but is not limited to, payment of salaries or partial salaries for City personnel through direct gifts to the City and/or funds to recruit personnel through outside agencies. The HBCOA shall also collaborate with the Senior Center Volunteer Coordinator to provide support for its membership, correspondence, committees, events, and activities.

Environmental Status:

Not applicable.

Strategic Plan Goal:

Community Engagement

Attachment(s):

1. Memorandum of Understanding between the City of Huntington Beach and the Huntington Beach Council on Aging.