



Honorable Mayor and Members of the Hermosa Beach City Council

APPROVAL OF AGREEMENT WITH THE HERMOSA BEACH KIWANIS CLUB TO PROVIDE ITS ANNUAL TREE LOT

CEQA: Approval of the agreement with the Hermosa Beach Kiwanis Club to provide its annual tree lot would be exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines section 15304 (e). The proposed agreement would allow for a minor, temporary use of land for the tree lot with negligible or no permanent effect on the environment.

(Community Resources Director Lisa Nichols)

Recommended Action:

Staff recommends City Council:

1. Approve a three-year agreement with the Hermosa Beach Kiwanis Club (Kiwanis Club) for its annual tree lot through 2025–2027 (**Attachment 1**); and
2. Authorize the City Manager to execute the agreement and the City Clerk to attest, subject to approval by the City Attorney.

Executive Summary:

For 35 years, the Kiwanis Club has produced the Holiday Tree Lot. The tree lot is located on the east lawn of the Hermosa Beach Community Center and serves as a fundraiser, with all proceeds supporting various organizations.

Background:

At its October 27, 2020 meeting, City Council approved a three-year agreement with an option to extend the agreement for two one-year additional terms with the Kiwanis Club for its annual tree lot from 2020 through 2024 (**Attachment 2**).

Past Council Actions

Meeting Date	Description	Votes
<u>October 27, 2020</u>	City Council approved a three-year agreement with an option to extend the agreement for two one-year additional terms with the Kiwanis Club for its annual tree lot from 2020 through 2024	All Ayes (5-0) (Armato, Campbell, Detoy, Fangary, Massey)

Discussion:

Staff worked with the Kiwanis Club to develop mutually agreeable terms for a new three-year agreement outlining its temporary use of the Community Center east lawn and exclusive use of a storage unit located south of the Community Center. The proposed new agreement maintains the terms of the prior agreement with minor formatting and language updates, which do not impact the production of the tree lot of its event format.

General Plan Consistency:

This report and associated recommendations have been evaluated for their consistency with the City's General Plan. Relevant Policies are listed below:

Governance Element

Goal 6. A broad-based and long-term economic development strategy for Hermosa Beach that supports existing businesses while attracting new business and tourism.

Policies:

- **6.6 Pop-up Shops.** Develop plans and programs for underutilized spaces, such as vacant buildings, utility corridors, parkways, etc., for temporary retail, restaurant, and community-promoting uses.

Parks & Open Space Element

Goal 3. Community parks and facilities encourage social activity and interaction.

Policies:

- **3.1 Community-friendly events.** Encourage, permit, and support community group, nonprofit, or business organized events on City property that support physical activity, beach culture, and family-friendly social interactions.
- **3.3. Commercial use of facilities.** Regulate and enforce commercial use of City parks and open spaces to ensure activities do not impact general use and enjoyment.
- **3.4 Balance space needs.** Balance the space needs and demand on public resources of formal and informal events.

Fiscal Impact:

If the proposed agreement, Kiwanis Club would pay \$225 monthly for the use of the storage unit, and \$5,000 for the use of the Community Center east lawn. This revenue is budgeted under General Fund Account 001-3405, Community Center Rentals. The Kiwanis Club would also be responsible for reimbursement of any lawn restoration costs following the removal of the tree lot.

Attachments:

1. Proposed Kiwanis Club Tree Lot Agreement 2025–2027
2. Kiwanis Club Tree Lot Agreement 2020-2024

Respectfully Submitted by: Lisa Nichols, Community Resources Director

Noted for Fiscal Impact: Henry Chao, Finance Manager

Concur: Brandon Walker, Administrative Services Director

Legal Review: Todd Tullis, Interim City Attorney

Approved: Steve Napolitano, Interim City Manager