

# Agenda Report

July 30, 2012

**TO:** Honorable Mayor and City Council  
**FROM:** Human Services and Recreation Department  
**SUBJECT: LICENSE AGREEMENT BETWEEN THE CITY OF PASADENA AND THE PASADENA SENIOR CENTER**

## **RECOMMENDATION:**

It is recommended that the City Council:

1. Find that the License Agreement between the Pasadena Senior, Center located at 85 East Holly Street, and the City of Pasadena is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15301 (Existing Facilities); and
2. Authorize the City Manager to execute a new License Agreement between the City of Pasadena and Pasadena Senior Center, Inc. (PSC, Inc.), a nonprofit community-based organization, for the operation of the Senior Center, for a period of ten years beginning August 2012 and continuing through August 2022.

## **ADVISORY COMMISSION RECOMMENDATION:**

Due to a lack of a quorum, the Senior Commission was unable to review the proposed agreement.

## **BACKGROUND:**

Since the construction of the Senior Center located at 85 East Holly Street, the Pasadena Senior Center Inc. has had an agreement with the City for the operation of the facility, which currently serves in excess of 10,000 individuals per year. The current agreement has recently expired.

The City of Pasadena and the Pasadena Senior Center have enjoyed a long term relationship dating back to 1960. Originally conceived by the City of Pasadena and the Junior League, the Center has been cooperatively operated by the City and PSC, Inc. for the past 52 years. An operating agreement was executed (No.13, 580) and then renewed in 1994 (No. 13, 580-1). That agreement extended the administration of the

Senior Center to the Pasadena Senior Center, Inc. for an additional ten (10) years and stipulated services to seniors in lieu of rent provisions.

Staff is proposing a new license agreement for a period of ten years beginning in August 2012 and continuing through August 2022. The Center offers a wide array of programs including: Computers, Arts & Crafts, Dance & Music, Health and Fitness, Special Interest classes such as Bridge and Sewing and Citizenship classes and various service referrals.

The proposed Agreement requires PSC, Inc. to provide outreach and off-site programming with an annual value of \$50,000 to Jackie Robinson Center, Villa Parke Center, Victory Park Center and Robinson Park Center in lieu of lease payments. Over the life of the ten year agreement, the value of these services will be \$500,000. Off-site classes include Zumba Gold, Chair Aerobics and Creative Crafts & Ceramics at Jackie Robinson Center, Strength training at Robinson Park Center, Low Impact Aerobics, T'ai Chi and Yoga at Victory Park Center and Watercolor at Villa Parke Center. These off-site programming hours total 20 hours per week.

PSC, Inc. has agreed to continue its commitment to coordinate with the designated City staff from Human Services and Recreation Department and respective facility directors to provide programming at these City facilities. Outreach includes program information in the Senior Center's weekly update, flyers available at the Senior Center and all Recreation Centers and information regarding all programs for seniors online through the department's on-line brochure.

The License Agreement saves the City staffing, service provision and operational expenses associated with facility management. The Department of Public Works Building and Systems Fleet Management Division provides up to \$8,587 annually for routine maintenance and repairs and PCS, Inc. pays for the utilities, repairs and improvements in excess of the City's \$8,587. The Pasadena Senior Center has recently received a Community Development Block Grant (CDBG) improvement grant for \$20,000 for the patio and walkway areas just outside the north entrance of the building. The Board also raised approximately \$200,000 to complete a renovation of the Scott Pavilion, where major functions can be held.

#### **COUNCIL POLICY CONSIDERATION:**

The proposed Licensing Agreement with the Pasadena Senior Center furthers the City Council's Strategic Plan Goals of Improving and Enhancing Public Facilities as well as supporting and promoting quality of life through programming that benefits the Community.

#### **ENVIRONMENTAL ANALYSIS:**


The City's continued leasing of the property located at 85 East Holly Street in Pasadena is categorically exempt from CEQA pursuant to State CEQA Guidelines Section 15301 (Existing facilities). This exemption applies to the continued operation of existing

facilities involving negligible or no expansion of use. Neither the tenant improvements nor the continuation of the lease of the Pasadena Senior Center will result in any expansion of the use.

**FISCAL IMPACT:**

There is no fiscal impact on the 2013 Adopted Budget. The \$50,000 of In-kind services from PSC, Inc. provided to seniors at the City's Recreation Facilities offsets the need for the City to budget for these services to the City's senior population. The Public Works Department will continue to incur annual costs of approximately \$8,600 to provide for routine facility maintenance and repairs at the Senior Center. This agreement will not alter the City's responsibility to provide this maintenance.

Respectfully submitted,



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Mercy Santoro  
Director  
Human Services and Recreation  
Department

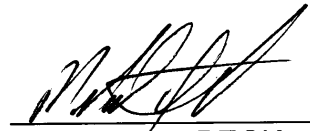
Prepared by:



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Lisa H. Fowler  
Management Analyst IV

Approved by:



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MICHAEL J. BECK  
City Manager

**Disclosure Pursuant to the  
City of Pasadena Taxpayer Protection Amendment  
Pasadena City Charter, Article XVII**

Contractor/Organization hereby discloses its trustees, directors, partners, officers, and those with more than 10% equity, participation, or revenue interest in Contractor/Organization, as follows:

*(If printing, please print legibly. Use additional sheets as necessary.)*

<b>1. Contractor/Organization Name: Pasadena Senior Center</b>
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<b>2. Type of Entity:</b> <input type="checkbox"/> non-government <input checked="" type="checkbox"/> nonprofit 501
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<b>3. Name(s) of trustees, directors, partners, officers of Contractor/Organization:</b>
Abel Ramirez, Jon Heimstra, Sandra Greenstein, Angelita O'Brien, Roger Adams, John
Benton, Teresa Chen, Kelly Finney, Eva Goetz, Dorothy Graff, Candace Kromer, Diane
Martin, Roberta Martinez, Laura Morgan, Carel Otte, Lani Ridley Pedrini, Sam Thomas,
Joe Zeronian

<b>4. Names of those with more than a 10% equity, participation or revenue interest in Contractor/Organization:</b>
None

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 Date: 7/25/2012