

February 24, 2004

Honorable Mayor and Members of
the Hermosa Beach City Council

Regular meeting of
March 9, 2004

**MULTI-YEAR AGREEMENT BETWEEN THE CITY AND THE
HERMOSA BEACH CHAMBER OF COMMERCE CONCERNING THE
FIESTA HERMOSA**

Recommendation:

That the City Council review and approve the attached agreement with the Chamber of Commerce and authorize the Mayor to sign on behalf of the City.

Background:

During the discussion and approval of the two Fiestas for 2004, staff was directed to return with a proposed multi-year agreement that would begin for the 2005 Fiesta. The agreement that the City Council reviewed at the January 13, 2004 meeting has been revised to take into account the concerns that were expressed during the discussion of having enough time to review the event before allowing it to be permitted for the next year.

Section 1d has been revised to provide that the Chamber of Commerce will, within 90 days of the Labor Day Fiesta, submit a complete annual report to the City Council as part of the agenda of a regular City Council meeting. This report shall contain all records, etc. on the two Fiestas, including suggestions for changes or improvements. Following the review of the annual report, the City Council may direct staff to issue permits for the next year's events.

The approach provides the same level of review that the City Council has exercised in the past and provides an opportunity for the public to participate by having the annual report on the City Council's agenda. It also provides some higher level of certainty to the Chamber of Commerce to plan the event and make commitments knowing that they have City Council approval for the event permit.

Respectfully submitted,

Stephen R. Burrell
City Manager