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HOW TO VIEW THE MEETING: No physical location from which members of the public may observe the meeting and offer public comment will be provided. Please view the meeting, which will be live streamed at <https://malibucity.org/video> and <https://malibucity.org/VirtualMeeting>.

HOW TO PARTICIPATE BEFORE THE MEETING: Members of the public are encouraged to submit email correspondence to calba@malibucity.org before the meeting begins.

HOW TO PARTICIPATE DURING THE MEETING: Members of the public may also speak during the meeting through the Zoom application. You must first sign up to speak before the item you would like to speak on has been called and then you must be present in the Zoom conference to be recognized.

Please visit <https://malibucity.org/VirtualMeeting> and follow the directions for signing up to speak and to download the Zoom application.

Malibu City Council
Administration and Finance Subcommittee
Special Meeting Agenda
(to be held during COVID-19 emergency)

Monday, November 6, 2023

1:00 P.M.

Various Teleconference Locations

YOU MAY VIEW THIS MEETING LIVE OVER THE INTERNET AT
[MALIBUCITY.ORG/VIDEO](https://malibucity.org/video)

Mayor Pro Tem Doug Stewart
Councilmember Bruce Silverstein

Call to Order

Roll Call

Approval of Agenda

Report on Posting of the Agenda – November 2, 2023

1. **Presentations**

None.

2. **Old Business**

None.

3. **New Business**

A. Approval of Minutes – October 10, 2023

Recommended Action: Approve the minutes for the Administration and Finance Subcommittee Special meeting of October 10, 2023.

Staff Contact: City Clerk Pettijohn, 456-2489, ext. 228

B. Malibu Schools Centralized Fundraising & Athletics Pathways

Recommended Action: Provide a recommendation to the City Council regarding a Special Funding Request for Malibu Centralized Fundraising & Athletics Pathways.

Staff Contact: Deputy City Manager Brown, 456-2489, ext. 300

Adjournment

I hereby certify under penalty of perjury, under the laws of the State of California, that the foregoing agenda was posted in accordance with the applicable legal requirements. Special meeting agendas may be amended up to 24 hours in advance of the meeting. Dated this 2nd day of November 2023, at 4:30 p.m.



Kelsey Pettijohn, City Clerk



Administration and Finance Subcommittee Agenda Report

Administration &
Finance Subcommittee
Special Meeting
11-06-23

Item 3.A.

To: Mayor Pro Tem Stewart and Councilmember Silverstein

Prepared by: Kelsey Pettijohn, City Clerk

Approved by: Steve McClary, City Manager

Date prepared: November 1, 2023 Meeting date: November 6, 2023

Subject: Approval of Minutes – October 10, 2023

RECOMMENDED ACTION: Approve the minutes for the Administration and Finance Subcommittee Special meeting of October 10, 2023.

DISCUSSION: Staff has prepared draft minutes for the Administration and Finance Subcommittee Special meeting of October 10, 2023, and hereby submits the minutes to the Subcommittee for approval.

ATTACHMENTS: Draft Minutes for the October 10, 2023 Administration and Finance Subcommittee Special meeting

MINUTES
MALIBU ADMINISTRATION & FINANCE SUBCOMMITTEE
SPECIAL MEETING
OCTOBER 10, 2023
TELECONFERENCED - VARIOUS LOCATIONS
10:00 A.M.

The following meeting was held pursuant to AB 361 and fully teleconferenced from various locations during the coronavirus disease (COVID-19) pandemic.

CALL TO ORDER

Mayor Pro Tem Stewart called the meeting to order at 10:00 a.m.

ROLL CALL

The following persons were recorded in attendance:

PRESENT: Mayor Pro Tem Doug Stewart and Councilmember Bruce Silverstein

ALSO PRESENT: Steve McClary, City Manager; Joseph Toney, Assistant City Manager; Alexis Brown; Deputy City Manager; Renée Neermann, Finance Manager; Rob DuBoux, Public Works Director; Parker Davis, Media Technician; Brandie Ayala, Administrative Analyst; and Kathleen Stecko, Deputy City Clerk

APPROVAL OF AGENDA

MOTION Mayor Pro Tem Stewart moved, and Councilmember Silverstein seconded a motion to approve the agenda. The question was called, and the motion carried unanimously.

REPORT ON POSTING OF AGENDA

Deputy City Clerk Stecko reported that the agenda for the meeting was properly posted on posted on October 6, 2023.

ITEM 1 PRESENTATIONS

None.

ITEM 2 OLD BUSINESS

None.

ITEM 3 NEW BUSINESS

- A. Approval of Minutes – June 14, 2023
Recommended Action: Approve the minutes for the Administration and Finance Subcommittee Special meeting of June 14, 2023.

MOTION Mayor Pro Tem Stewart moved, and Councilmember Silverstein seconded a motion to approve the minutes for the Administration and Finance Subcommittee Special meeting of June 14, 2023. The question was called, and the motion carried unanimously.

- B. Funding For Trancas Canyon Park Upper and Lower Slopes Repair Project
Recommended Action: Provide a recommendation to the City Council to increase the appropriation an additional \$1,117,665 for the Trancas Canyon Park Upper and Lower Slope Repairs Project, reallocate \$254,105 from the fund balance of the Broad Beach Road Water Quality Improvements Project, and allocate \$863,550 from the General Fund Undesignated Reserve to the project, for a total revised budget of \$1,974,626.

Public Works Director DuBoux presented the staff report.

Mayor Pro Tem Stewart opened the floor to public comment. As there were no speakers present, he closed public comment.

In response to Councilmember Silverstein, Public Works Director DuBoux stated that the contractor had worked on four projects for the City since 2012. He stated that timing and how busy contractors were impacted the quantity of bids received. He stated that they had conducted research to check that the one bid received was comparable to other bids for similar projects and it was found to be the case. He stated another option was to reject the bid, and start the bidding process over, but in his experience the bids tended to not be any less than the one that was originally received.

Mayor Pro Tem Stewart stated that he was also troubled by having only received one bid.

In response to Mayor Pro Tem Stewart, Public Works Director DuBoux stated that a claim for the estimated amount of the repair was submitted to the City's insurance company but was rejected.

Administrative Analyst Ayala further elaborated that she was informed by the insurance claim adjuster, that the 2018 Woolsey Fire claim was closed, and they were unable to reopen the claim.

In response to Mayor Pro Tem Stewart, Public Works Director DuBoux stated that an extensive process was followed to complete the necessary steps for the project to be ready to send out to bid. He stated that repairs to the cracked drain swales were necessary to prevent further erosion, and ultimate failure of the slope, which could cause flooding in the Malibu Park area. He stated the location made it difficult to repair, and that the work would take approximately one month. He stated that there was some initial repair of the sprinkler system, but there were more irrigation repairs needed.

In response to Councilmember Silverstein, Public Works Director DuBoux stated that the contractor was based in Woodland Hills and had worked with Malibu in the past, but beyond that, he was not aware of any further relationship.

Councilmember Silverstein stated that he was disturbed that the work was not included in the insurance claim. He stated that he was critical of the rush to settle with Southern California Edison, that deprived the City of tens of millions of dollars for the fee waivers, this matter, and others. He stated that he was the only person who stood up as a resident at the time and said that the City was settling too quickly, that they were serving the contingency interests of the lawyers who represented the City, and that they should have taken their time and done it right and the City was now paying the costs of a rush to judgement. He stated that they did not have any choice but to authorize the repair expenditure, since they were being told that this was a disaster ready to happen, and that there was potential liability if it was not repaired and it caused flooding, damaged homes, or impacted the water system.

In response to Councilmember Silverstein, Public Works Director DuBoux stated that attempts at cost reduction and inviting new bids could be explored.

Councilmember Silverstein stated that he trusted Public Works Director DuBoux's assessment that it was doubtful lower bids would be submitted.

Mayor Pro Tem Stewart stated that a copy of the contract, as well as the projected start and end date of the repair work should be included in the report to Council.

MOTION Councilmember Silverstein moved, and Mayor Pro Tem Stewart seconded a motion to recommend to the City Council to increase the appropriation an additional \$1,117,665 for the Trancas Canyon Park Upper and Lower Slope Repairs Project, reallocate \$254,105 from the fund balance of the Broad Beach Road Water Quality Improvements Project, and allocate \$863,550 from the General Fund Undesignated Reserve to the project, for a total revised budget of \$1,974,626. The question was called, and the motion carried unanimously.

- C. Funding for Video Broadcasting Services for City Meetings and Events
Recommended Action: Provide a recommendation to the City Council on the appropriation of an additional \$115,500 from the General Fund Undesignated Reserve for Video Broadcast Services.

Deputy City Manager Brown presented the report.

Mayor Pro Tem Stewart opened the floor to public comment. As there were no speakers present, he closed public comment.

In response to Mayor Pro Tem Stewart, Deputy City Manager Brown stated that the requested funds were for the purchase of broadcast services and an engineering team to develop a projected timeline for replacement of equipment. She stated that

the broadcast management included contract technicians working at City Council and Planning Commission meetings and other City events in addition to troubleshooting services and equipment repair. She stated that \$95,000 was for broadcast services, and the remainder of the amount requested would be one-time monies. She stated that the requested funds were for the recommendation phase that would provide the end-of-life term of the equipment and moving forward they would know what amount needed to be budgeted. She stated that the City would go out for bid as a separate project for the actual phase out and implementation and purchase of new equipment. She stated staff would have to return to the subcommittee for additional funds in the next budget cycle.

In response to Mayor Pro Tem Stewart, Deputy City Manager Brown stated that the City had worked with Pegasus Studios, which was based in Moorpark, in an interim capacity over the past three months. She stated that they were highly recommended and had worked with the cities of Simi Valley, Moorpark, and Camarillo. She stated that Media Technician Parker Davis had acted as the project manager since the departure of previous media staff. She stated that they were creating continuity of services documents to cross-train City personnel to work the meetings internally and in conjunction with Pegasus personnel who stepped in to fill the void left by the departure of the City's media analyst.

In response to Councilmember Silverstein, Assistant Manager Toney stated that there would never be zero costs associated with in-house run meetings, as there would be compensation and benefits expenses. He stated that he thought in-house run meetings cost more than contracting out for services. He stated that although sometimes overtime pay was involved, the City tried to flex schedules to avoid that added expense, but salary and benefits were the main contributing factors to the expense.

Councilmember Silverstein stated that the whole dais needed to be revamped and that it would be a better use of money to do it right once. He stated that having the Council up on a stage created undue separation from the residents. He stated that having the Councilmembers seated in a semicircle was a better configuration than how they were currently seated next to each other in a line where they could not see each other.

In response to Councilmember Silverstein, Assistant City Manager Toney stated that the block in the middle of the audience seats was leftover audio-visual equipment from the room's prior use as an auditorium. He stated that there was another project initiative that involved removal of the old equipment and replacing it with a walkway.

Deputy City Manager Brown added that although the equipment in the middle of the room was not in use for the City's meetings, it may be wired into the City's equipment, and it was not a matter of just equipment removal.

Councilmember Silverstein stated that the cameras were not always centered properly on the person speaking and it was not possible to look at the live audience and remote viewers simultaneously. He stated that he did not like the idea of spending \$200,000 and throwing that away because there would need to be subsequent work done to provide a state of the art, appropriate, and resident-friendly forum.

Assistant City Manager Toney stated that it would always be an awkward set-up until a more permanent chamber for Council meetings was provided. He stated that it was a repurposed theater with removable components, so for the time being equipment replacement was the best option until an entire revamp of the space could be contemplated, which was a much longer-term project. He stated that equipment needed to be replaced every five or so years because as technology improved, equipment became outdated and incompatible with the City's systems and software.

Councilmember Silverstein acknowledged that the City had a lot on its plate, and it was already agreed upon to reduce the number of projects, but he inquired when it was anticipated that the City would have a state-of-the-art room for the City's business that the residents could be proud of.

In response to Councilmember Silverstein, Assistant City Manager Toney stated that the City had already started the process by beginning to determine the use of currently vacant land in the Civic Center area, but there were no immediate plans to rebuild the current room.

Councilmember Silverstein stated that if the goal was to improve the current situation and get it back into a better operational mode, this sounded like a reasonable proposal. He stated that he preferred to have this done in-house, since people were already being paid for the hours.

In response to Councilmember Silverstein, Assistant City Manager Toney stated that there was plenty of work for City staff, and Deputy City Manager Brown concurred. He confirmed that there would be fewer in-house employees required during the meeting with contract workers in the audio-visual room providing support, as was currently being done.

Mayor Pro Tem Stewart stated that it was more efficient to contract with people who were experts in the field who did that type of work on a regular basis, rather than having in-house staff complete the work. He concurred with Councilmember Silverstein that the Council Chamber was a cold statement to the people who visited and stated other City's had facilities which were much more intimate. He stated that the current set-up was not ideal, and he did not want to divert any projects, but in the long term the matter should be addressed.

MOTION Mayor Pro Tem Stewart moved to recommend to the City Council the appropriation of an additional \$115,500 from the General Fund Undesignated Reserve for Video Broadcast Services and to include more detail in the report to Council.

FRIENDLY AMENDMENT

Councilmember Silverstein seconded the motion and moved to amend the motion to direct staff to come back to the Subcommittee and request additional funding, if necessary.

The amendment was accepted by the maker of the motion.

The question was called, and the amended motion carried unanimously.

ADJOURNMENT

At 10:42 a.m., Mayor Pro Tem Stewart adjourned the meeting.

Approved and adopted by the Administration and Finance Subcommittee of the City of Malibu on _____.

DOUG STEWART, Mayor Pro Tem

ATTEST:

KELSEY PETTIJOHN, City Clerk



Administrative & Finance Subcommittee Agenda Report

Administrative and
Finance Subcommittee
Special Meeting
11-06-23

Item 3.B.

To: Mayor Pro Tem Stewart and Councilmember Silverstein

Prepared by: Alexis Brown, Deputy City Manager

Approved by: Steve McClary, City Manager

Date prepared: October 31, 2023 Meeting date: November 6, 2023

Subject: Malibu Schools Centralized Fundraising & Athletics Pathways

RECOMMENDED ACTION: Provide a recommendation to the City Council regarding a Special Funding Request for Malibu Centralized Fundraising & Athletics Pathways.

FISCAL IMPACT: Funding for this initiative was not included in the Adopted Budget for FY 2023-24. An Appropriation of \$350,000 is being requested over the term of two (2) fiscal years to be revisited annually.

STRATEGIC PRIORITY: This item is not part of the Adopted Strategic Work Plan for FY 23-24.

DISCUSSION: On October 9, 2023, the City Council directed that this item be brought before the Administrative & Finance Committee for review and recommendation.

The City of Malibu was approached by members of PTSA Malibu and Malibu Leadership Council to discuss opportunities to enhance Malibu's education system through two initiatives: creation of a Centralized Funding Entity and Implementation of Athletic Pathways.

The Malibu High School PTSA supports both Malibu High School and Malibu Middle School. It is a unit of the California State PTA and National PTA organizations and shares the common mission to positively impact the lives of all children and families. The PTSA provides financial and parent support for supplemental classroom supplies, field trips, college and career services, SAT/ACT test prep, science and technology programs, bilingual support, Mindfulness Support, CPR certification, the library, the copy center, the website, the directory, emergency supplies, parent education, family and multicultural events, staff appreciation, student counseling programs, student honors and graduation

ceremonies, senior scholarships and legislative support. The Malibu Leadership Council was formed in 2014 by parent leaders and local heads of student organizations in an effort to promote Malibu's interests in the broader educational community. Members of the Council include representatives from the PTA/PTSA of Malibu Schools, Malibu Boys & Girls Club, Malibu Shark Fund and Advocates for Malibu Public Schools (AMPS).

ATTACHMENTS:

1. Agenda Report and Attachments - City of Malibu, City Council 10/09/23 - Item 6.B.



Council Agenda Report

To: Mayor Uhring and the Honorable Members of the City Council

Prepared by: Alexis Brown, Deputy City Manager

Approved by: Steve McClary, City Manager

Date prepared: September 6, 2023 Meeting date: October 9, 2023

Subject: Malibu Schools Centralized Fundraising & Athletics Pathway

RECOMMENDED ACTION: Direct the Administration & Finance Subcommittee to review and provide recommendation to City Council concerning special funding request or Malibu Centralized Fundraising & Athletics Pathway Initiative.

FISCAL IMPACT: Funding for this initiative was not included in the Adopted Budget for FY 2023-24. An Appropriation of \$350,000 is being requested over the term of two (2) fiscal years to be revisited annually.

WORK PLAN: This project was not included in the Adopted Work Plan for FY 2022-23. Staff continue to work on ongoing projects and normal business while the FY 2023-24 Work Plan is finalized.

DISCUSSION: The City of Malibu was approached by members of PTSA Malibu and Malibu Leadership Council to discuss opportunities to enhance Malibu's education system through two initiatives; creation of a Centralized Funding Entity and Implementation of Athletic Pathways.

The Malibu High School PTSA supports both Malibu High School and Malibu Middle School. It is a unit of the California State PTA and National PTA organizations and shares the common mission to positively impact the lives of all children and families. The PTSA provides financial and parent support for supplemental classroom supplies, field trips, college and career services, SAT/ACT test prep, science and technology programs, bi-lingual support, Mindfulness Support, CPR certification, the library, the copy center, the website, the directory, emergency supplies, parent education, family and multicultural events, staff appreciation, student counseling programs, student honors and graduation ceremonies, senior scholarships and legislative support.

The Malibu Leadership Council was formed in 2014 by parent leaders and local heads of student organizations in an effort to promote Malibu's interests in the broader educational community. Members of the Council include representatives from the PTA/PTSA of Malibu Schools, Malibu Boys & Girls Club, Malibu Shark Fund and Advocates for Malibu Public Schools (AMPS).

ATTACHMENTS:

1. Copy of Email Correspondence Between City Officials and PTSA Malibu
2. Copy of Centralized Fundraising & Athletics Pathway Benchmark Budget Sheet
3. Copy of Library Tax Allocation Request

Kelsey Pettijohn

Subject: Malibu Fundraising Entity & Athletics Pathway
Attachments: Malibu Schools_Centralized Fundraising and Athletics Pathway_Benchmark Budget-Sheet 1.pdf;
MSLC_Malibu Library Tax Allocation Request_7.10.23_LA County.pdf

On Fri, Jun 16, 2023 at 2:16 PM PTSA Malibu <ptsamalibu@gmail.com> wrote:

Dear Mayor Silverstein:

We hope this email finds you well. As parent leaders at each of the Malibu Public Schools and key community and district partners, we are requesting a meeting with you both to discuss two crucial topics that we believe will greatly benefit our community's education system: ***Establishing a Centralized Fundraising Entity*** and ***Implementing an Athletics Pathway*** starting from the elementary school level.

We can make a group of us available next week on Tuesday or Wednesday between 10-12 and can use Malibu High School as a meeting location. Please let us know if an hour works for the both of you within those windows.

We want to emphasize that our group is engaging in similar conversations at the district level and with the other city council members in small groups. By seeking feedback from key stakeholders to support a collaborative and open-minded approach, we are confident we can collectively develop a strong plan forward with broad buy-in and support.

As concerned citizens and advocates for quality education in Malibu, we believe these two initiatives can significantly contribute to the growth and development of our education systems, now and when we become a standalone district.

- **Centralized Fundraising Entity:** Since separating from the Santa Monica Education Foundation, the burden of fundraising for staff and staffed programs has fallen onto the shoulders of the two elementary school PTAs and volunteer parents at the High School. Establishing this entity now will enable us to streamline and maximize community support for education-related initiatives by consolidating fundraising efforts and resources into a professionally-led organization to better address the needs of our students and provide them with enhanced educational opportunities.
- **Athletics Pathway:** Strengthening the many city and partner-led athletics offerings from elementary school and aligning them more closely the needs and campuses of our students can help to strengthen our High School Athletics program and maintain enrollment within our schools and significantly benefit our students. By offering organized and competitive sports programs and fostering a culture of physical activity and team spirit at an early age, we can nurture well-rounded individuals and promote lifelong healthy habits.

We kindly request a meeting with this committee (names below) to further discuss these topics, share a proposal we have created for feedback and explore the feasibility of implementing these initiatives in our community. We believe that our collective efforts can significantly enhance the educational experience for students in a separate Malibu School District and benefit the community overall.

Additionally, if there is any information or material that would be helpful for us to share or prepare in advance, please do not hesitate to let us know.

Thank you for your attention to these matters, and we look forward to the opportunity to engage in a productive discussion.

Best regards,

Karin Al-Hardan
President, Malibu Middle and High School PTSA

Jessica Butler-Bell
President, Webster Elementary PTA

Melanie Heseker
President, Malibu Elementary School PTA

Josie Kletter and Roui Israel
Co-Chairs, Malibu Schools Leadership Council

Isaac Burgess
Executive Director, SMMUSD Malibu Pathway Executive

Stacy Rouse
Board Member, SMMUSD Board of Education

Kasey Earnest
Chief Professional Officer, BGCM

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Malibu Middle + High School PTSA
PTSAmalibu.membershiptoolkit.com
Follow us on [FB](#), [Insta](#) and Twitter @PTSAmalibu

Table 1

Funding Needed	Centralized Fundraising Entity Funding	Cost Detail	Athletics Pathway Funding	Cost Detail	SMMUSD Funding for Elementary School IA's + Art (Year 1)	TOTAL FUNDING	Success Benchmarks
9.1.23	\$12,000	- Consultant (3 months)	\$24,233	- Athletic coordinator (1 month salary) (\$8,333) - 3 Fall Coaches (\$9,000) - FIYA league Fees - Fall (\$2,400) - Fall Uniforms & Equipment (\$4,500)		\$36,233	1. Strategic approach delivered for fundraising entity. 2. Fall Athletics teams established at MMS (Track & Field, Girls Volleyball, Flag Football and/or Tennis) 3. Athletic Coordinator and/or Coaches Hired and program goals set.
10.1.23 (Q4)			\$55,000	- Athletic Coordinator Salary (\$25,000) - Transportation (\$30,000)	\$94,000 \$0	\$55,000	1. Middle School Athletics Program Established and Active <i>District Funding for Aides & Arts reduces the need.</i>
1.1.24 (Q1)	\$10,000	- Consultant support + Recruiting for Executive Director	\$35,200	- Athletic Coordinator Salary (\$25,000) - 2 Winter Coaches (\$6,000) - FIYA League Fees - Winter (\$1,600) - Winter Uniforms & Equipment (\$3,000) - Transportation (\$10,000)	\$94,000 \$3,000	\$48,200	1. Launch Plan in place, fundraising goals established. 2. Active Recruitment for Executive Director. 3. MMS Athletics participation growth 4. Establish plan for Elementary School Athletic Clinics <i>District Funding for Aides & Arts reduces the need.</i>
4.1.24 (Q2)	\$60,000	- Hire Exec. Director (3 months salary) - Consultant Support (\$10k)	\$70,900	- Athletic Coordinator Salary (\$25,000) - 3 Spring Coaches (\$9,000) - FIYA League Fees - Spring (\$2,400) - Spring Uniforms & Equipment (\$4,500) - Transportation (\$30,000)	\$94,000 \$76,500	\$207,400	1. Launch plan finalized and underway. 2. Athletics Pathway plan - elementary to Middle School - established. 3. Year 1 Assessment and recommendations provided to Malibu City. <i>District Funding for Aides & Arts reduces the need.</i>
7.1.24 (Q3)	\$60,000	- Exec. Director (3 months salary) - Consultant Support (\$10k)	\$70,900	- Athletics Coordinator Salary (\$25,000) - 3 Fall Coaches (\$9,000) - FIYA League Fees - Fall (\$2,400) - Fall Uniforms & Equipment (\$4,500) - Transportation (\$30,000)	\$94,000 \$76,500	\$207,400	1. Fundraising Entity Awareness and momentum. 2. Established goals for launch met/exceeded. 3. Athletics Pathway awareness and momentum. 4. SMMUSD Agreement to assume cost gaps for IA's and Arts for 2024-2026 school years. <i>District Funding for Aides & Arts reduces the need.</i>
10.1.24 (Q4)	\$60,000	- Exec. Director (3 months salary) - Consultant Support (\$10k)	\$25,000	- Athletics Coordinator Salary		\$85,000	1. Positive Feedback from parents and students. 2. Funding entity benchmark goals met.
2025	\$200,000	- Exec. Director (Annual Salary)	\$202,000	Annual Cost (as above)		\$402,000	1. \$1.5M in endowments established. \$500k in annual funds raised. 2. 6+ Teams Established for MMS. 3. 4+ Athletics clinics for Elementary School.
2026	\$200,000	- Exec. Director (Annual Salary)	\$202,000	Annual cost (as above)		\$402,000	1. \$3M in endowments established. \$1M in annual funds raised. 2. Funding for current and expanded staff established. 3. Successful Athletics Pathway.
TOTAL	\$602,000		\$685,233		\$0	\$1,443,233	

MSLC for Malibu Public Schools Library Tax Allocation Request 2023

MALIBU SCHOOLS LEADERSHIP COUNCIL (MSLC) is composed of PTA Presidents and Principals from our four Malibu Public schools, as well as Boys & Girls Club Malibu Leadership, SMMUSD Pathway Director and a Board of Education Representative.

The MSLC Mission is to advocate on behalf of Malibu Public School students to ensure equitable learning experiences at our local schools.

CURRENT STATE: Malibu's Pathway of 4 public schools and 1,200 students rely on parent volunteers to raise roughly \$1M annually across all schools to fund staff (instructional aides, arts, technology, marine science, athletics and counseling) to fill basic gaps in school district funding for staff and additional staffed programs.

Santa Monica's Pathway of 13 public schools and 8,000 students benefit from a professionally run centralized fundraising entity which raises and distributes roughly \$2M each year to fund incremental staff, art, science programs, gardening programs and an athletics pathway starting in elementary school at all the Santa Monica Public Schools.

To create equitable and holistic public school experience for all students in Malibu and Santa Monica, and to foster a lifelong love of learning, we need to establish a self-sustaining centralized fundraising entity in Malibu to address student educational needs, now and for future generations.

THE REQUEST: The MSLC, with the support of members of the Malibu City Council, is advocating for temporary funding from the Malibu Library Tax Allocation Fund over the next 3 years (Fall 2023 - June 2026) to assist in establishing a professional centralized fundraising entity for Malibu Schools to support the public education experience, specifically: language, arts, athletics and basic literacy programs in the Malibu pathway. Note, this funding is temporary and would sunset once the organization and the community is able to develop a sustainable model and program within the Malibu pathway. This may also include the development of a Malibu Unified School District that is currently under negotiation.

A top-line benchmark budget, estimated to be roughly \$500-700k/year, is outlined below.

THE NEXUS: The funding is being requested to establish a self-sustaining entity to support language arts, literacy, and other educational programs in the Malibu's Public Schools forever. **Malibu's (public and school) Libraries and this fundraising entity will be connected through:**

1. **Shared Goals:** There is already a number of cooperative programs between the local library and the schools, so the precedent for such funding already exists. Both entities are committed to supporting education, learning and the overall development of individuals within the community. This fundraising entity will improve the educational experience for *all* Malibu Public School students, not just those that can afford outside enrichment opportunities.

A Malibu Schools Leadership Council Effort

Contact: Karin Al-Hardan, Chair, The Shark Fund | Email: KarMihkels@gmail.com | Mobile: 310-709-2255

2. **SMMUSD Budget Reallocation:** The ability to secure these funds will potentially also allow the SMMUSD to relocate current funding to support specific (staffing and programmatic elements) of the existing Malibu Pathway budget.
3. **Comprehensive Support:** The current environment for students in Malibu, who have weathered wildfires, a pandemic and a rapidly changing world, requires a well-rounded education which encompasses academics as well as arts and athletics. Funding solely focused on libraries is important, but may not be sufficient to provide a holistic educational experience. This fundraising entity will provide financial support to bridge the gap by providing additional resources and financial support specifically dedicated to supporting academics, arts and athletics in Malibu public schools.
4. **The Ripple Effect:** There is no question as to the need and the clear linkage between what the City of Malibu and the County have noted is their vision for this funding in the past. Investing in academics, arts, and athletics can lead to positive outcomes in various aspects of a student's life. Research shows that students engaged in extracurricular activities have higher academic performance, improved social skills and increased motivation. Libraries will benefit from this ripple effect by providing a supportive environment for students to further explore their interests, engage in research related to their pursuits, and foster a love for reading and learning.

TOP-LINE BENCHMARK BUDGET: Initial estimates for necessary funding support.

Funding Needed	Centralized Fundraising Entity Funding	Cost Detail	Athletics Pathway Funding	Cost Detail	SMMUSD Funding for Elementary School IA's + Art (Year 1)	TOTAL FUNDING	Success Benchmarks
9.1.23	\$12,000	- Consultant (3 months)	\$24,233	- Athletic coordinator (1 month salary) (\$8,333) - 3 Fall Coaches (\$9,000) - FIYA league Fees - Fall (\$2,400) - Fall Uniforms & Equipment (\$4,500)		\$36,233	1. Strategic approach delivered for fundraising entity. 2. Fall Athletics teams established at MMS (Track & Field, Girls Volleyball, Flag Football and/or Tennis) 3. Athletic Coordinator and/or Coaches Hired and program goals set.
10.1.23 (Q4)			\$55,000	- Athletic Coordinator Salary (\$25,000) - Transportation (\$30,000)	\$94,000	\$149,000	1. Middle School Athletics Program Established and Active
1.1.24 (Q1)	\$10,000	- Consultant support + Recruiting for Executive Director	\$35,200	- Athletic Coordinator Salary (\$25,000) - 2 Winter Coaches (\$6,000) - FIYA League Fees - Winter (\$1,600) - Winter Uniforms & Equipment (\$3,000) - Transportation (\$10,000)	\$94,000	\$139,200	1. Launch Plan in place, fundraising goals established. 2. Active Recruitment for Executive Director. 3. MMS Athletics participation growth 4. Establish plan for Elementary School Athletic Clinics
4.1.24 (Q2)	\$60,000	- Hire Exec. Director (3 months salary) - Consultant Support (\$10k)	\$70,900	- Athletic Coordinator Salary (\$25,000) - 3 Spring Coaches (\$9,000) - FIYA League Fees - Spring (\$2,400) - Spring Uniforms & Equipment (\$4,500) - Transportation (\$30,000)	\$94,000	\$224,900	1. Launch plan finalized and underway. 2. Athletics Pathway plan - elementary to Middle School - established. 3. Year 1 Assessment and recommendations provided to Malibu City.
7.1.24 (Q3)	\$60,000	- Exec. Director (3 months salary) - Consultant Support (\$10k)	\$70,900	- Athletics Coordinator Salary (\$25,000) - 3 Fall Coaches (\$9,000) - FIYA League Fees - Fall (\$2,400) - Fall Uniforms & Equipment (\$4,500) - Transportation (\$30,000)	\$94,000	\$224,900	1. Fundraising Entity Awareness and momentum. 2. Established goals for launch met/exceeded. 3. Athletics Pathway awareness and momentum. 4. SMMUSD Agreement to assume cost gaps for IA's and Arts for 2024-2026 school years.
10.1.24 (Q4)	\$60,000	- Exec. Director (3 months salary) - Consultant Support (\$10k)	\$25,000	- Athletics Coordinator Salary		\$85,000	1. Positive Feedback from parents and students. 2. Funding entity benchmark goals met.
2025	\$200,000	- Exec. Director (Annual Salary)	\$202,000	Annual Cost (as above)		\$402,000	1. \$1.5M in endowments established. \$500k in annual funds raised. 2. 6+ Teams Established for MMS. 3. 4+ Athletics clinics for Elementary School.
2026	\$200,000	- Exec. Director (Annual Salary)	\$202,000	Annual cost (as above)		\$402,000	1. \$3M in endowments established. \$1M in annual funds raised. 2. Funding for current and expanded staff established. 3. Successful Athletics Pathway.
TOTAL	\$602,000		\$685,233		\$376,000	\$1,663,233	

A Malibu Schools Leadership Council Effort

Contact: Karin Al-Hardan, Chair, The Shark Fund | Email: KarMihkels@gmail.com | Mobile: 310-709-2255

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