

Council Meeting of
March 3, 2009

Honorable Mayor and Members
Of the Torrance City Council
City Hall
Torrance, California

Members of the Council:

**SUBJECT: Community Development – City-sponsored Environmental Fair
at the Madrona Marsh on June 13, 2009**

Recommendation

Recommendation of the Community Development Director that the City Council approve a City-sponsored Environmental Fair to be held at Madrona Marsh on Saturday, June 13, 2009.

Funding: N/A

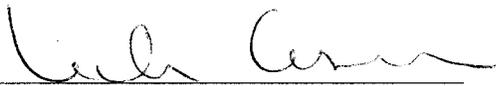
Background and Analysis

This item was previously before your Honorable Body on December 9, 2008, at which time staff was requested to contact Congresswoman Harman's office and inquire about working together on an Environmental Fair. Staff contacted members of the Congresswoman's staff both by phone and via e-mail, inquiring about any interest in partnering in an Environmental Fair. We also explained what we had planned and offered the opportunity to participate in that event. In our most recent contact, February 24, 2009, the congresswoman's staff indicated that there was interest but that the information regarding our event had been placed in a report for the Congresswoman's approval, and they were still waiting for additional feedback. At this time, we need to proceed with our plans so we have sufficient time to properly plan our event. As we have indicated to the Congresswoman's office, we will be happy to accommodate and work with them should they wish to participate in the upcoming Environmental Fair.

The Community Development Department recommends that the City Council approve a City-sponsored Environmental Fair to be held at the Madrona Marsh, Saturday, June 13, 2009.

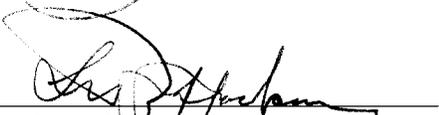
Respectfully Submitted,

Jeffery W. Gibson
Community Development Director

By 
Linda Cessna
Deputy Community Development Director

CONCUR:


Jeffery W. Gibson
Community Development Director


LeRoy J. Jackson
City Manager

Attachments:

A. December 9, 2008 Council Item

Council Meeting of
December 9, 2008

Honorable Mayor and Members
Of the Torrance City Council
City Hall
Torrance, California

Members of the Council:

**SUBJECT: Community Development – City-sponsored Environmental Fair
at the Madrona Marsh on June 13, 2009**

Recommendation

Recommendation of the Community Development Director that City Council concur in the Torrance Environmental Quality Commission (TEQECC) request to hold a City-sponsored Environmental Fair at Madrona Marsh on Saturday, June 13, 2009.

Funding: N/A

Background and Analysis

The Torrance Environmental Quality Commission would like to see the City sponsor an Environmental Fair that will allow residents to learn about the many environmental programs available to them not only through the City, but in the community as well. A local group, the Environmental Protection Network (EPN) approached the TEQECC about the possibility of co-sponsoring an environmental fair with the City. The EPN has held an Environmental Fair for several years in Palos Verdes, but wanted to expand and felt that partnering with Torrance would be a good way to reach more people. The TEQECC felt that this would be an excellent opportunity to provide a range of information to the public while tapping into the expertise of a group that has experience in putting a successful Environmental Fair together.

The TEQECC discussed several potential locations for the Fair, including the Cultural Arts Center and Wilson Park, but determined that the best location would be the Madrona Marsh. The Marsh location will allow for a fair of between 30 and 50 booths and has an indoor location for presentations and demonstrations. In addition, the Marsh Manager has expertise in staging events of this type and the venue itself lends itself to the kinds of exhibits and information that would be presented at an environmental fair.

The date of June 13, 2009 was chosen out of three available dates: April 11, June 13 and June 20. Because Earth Day will be on April 22, 2009, this date will allow us to publicize the Environmental Fair at other Earth Day events, while avoiding direct

competition with the many other Earth Day events. In addition, the event will be a week after the City Yard Open House, which will provide another venue for publicity.

The Community Development Director recommends that the City Council approve a City-sponsored Environmental Fair to be held at the Madrona Marsh, Saturday, June 13, 2009.

Respectfully Submitted,

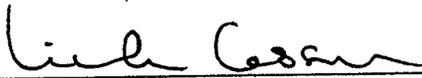
ENVIRONMENTAL QUALITY COMMISSION



Paul A. McCabe
Chairman

JEFFERY W. GIBSON
Community Development Director

CONCUR:

By 

Linda Cessna
Deputy Community Development Director



Jeffrey W. Gibson
Community Development Director



John Jones
Community Services Director

NOTED:



LeRoy J. Jackson
City Manager