

March 25, 2003

Chairperson and Members of the
Parks, Recreation and Community
Resources Advisory Commission

Regular Meeting of
April 1, 2003

**MEMORANDUM OF UNDERSTANDING
BETWEEN LOS ANGELES COUNTY
DEPARTMENT OF PARKS AND RECREATION
AND THE SIGNATORY CITIES OF LOS ANGELES COUNTY**

Recommendation:

Staff recommends that Commission:

Approve the request from the County of Los Angeles Department of Parks and Recreation to utilize the phrase “*Creating Community through People, Parks, and Programs*” in all Community Resources departmental publications, such as the Recreation Brochure and promotional program flyers by signing the Memorandum of Understanding to participate in the promotion of common recreational goals shared by Los Angeles County cities.

Background:

Staff received a letter (Attachment A) from Tim Gallagher, County of Los Angeles Department of Parks and Recreation Director, requesting the City of Hermosa Beach to sign the Memorandum of Understanding (MOU) between Los Angeles County Department of Parks and Recreation and the Signatory Cities of Los Angeles County (Attachment B).

The MOU identifies a strategic plan developed by California Parks & Recreation Society (CPRS) to communicate the vision and value of the parks and recreation profession. The promotional campaign conveys the distinguishing role of parks and recreation agencies to create community through people, parks, and programs.

Analysis:

In 1998, the CPRS State Board developed the VIP (Vision, Insight, Planning) Project to create an ‘action plan’ to identify common and critical issues affecting the delivery of park and recreation services and to devise strategies to address them. The phrase “*Creating Community through People, Parks, and Programs*” was adopted from the VIP Project Vision. The general premise underlying the project is that quality of life is enhanced through the creation of community spirit and facilitation of recreation programs. Attachment C provides a visual map of the action plan framework, while Attachment D provides a written description in traditional communicative format.

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| Fiscal Impact: None |
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Attachments:

- A. Los Angeles County Letter of Request
- B. Memorandum of Understanding
- C. VIP Project Visual Map
- D. VIP Project Summation

Respectfully Submitted,

Concur:

Lisa Lynn
Recreation Supervisor

Stephen R. Burrell
City Manager