



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: April 6, 2010
To: Honorable Mayor & City Council
From: Nancy Hunt-Coffey, Assistant Director of Community Services/City Librarian
Subject: Request to the Mayor and City Council to co-sponsor a film series which would include usage of the Library Auditorium
Attachments: 1. Email from Ellen Prager of Whole Foods Market, Beverly Hills

INTRODUCTION

The City has received a request from Ms. Ellen Prager, Marketing Supervisor for Whole Foods Market of Beverly Hills for co-sponsorship of a film series to be held in the Library's Auditorium on 4/18/10 and 4/25/10 concurrent with Earth Day/Earth Month activities. The co-sponsorship, if granted by the Council, would mean that the fee of \$632 for these two dates which would customarily be assessed for the rental of the Library's Auditorium would not be charged.

DISCUSSION

Ms. Ellen Prager, Marketing Supervisor for Whole Foods Market of Beverly Hills, is interested in seeking co-sponsorship of a film series to be held in the Library Auditorium on two successive Sundays in April in recognition of Earth Day/ Earth Month.

Ms. Prager is requesting that the City co-sponsor the event, which would result in the waiver of the rental fee of \$632 for the use of the Library Auditorium during this period. It should be noted that the Library Auditorium is currently available on these dates. Staff from Whole Foods will show the films, so there will be no impact on Library staffing. Additionally, Whole Foods will donate to the Library the DVDs of the 3 films that will be shown as part of the film series.

The City's Community Facilities Rental Policy does not provide for waiving fees. However, if the City Council chooses to co-sponsor the film series, the Auditorium could be made available without charge for this film series.

FISCAL IMPACT

Up to \$632 in rental fees for the Library Auditorium, assuming that the Auditorium would be fully rented during these hours.

RECOMMENDATION

That the City Council considers whether to co-sponsor with Whole Foods the film series on 4/18/10 and 4/25/10 and thereby making the Library Auditorium available without charge.



Nancy Hunt-Coffey

Approved By

Lois Foraker

From: Ellen Prager (SP BVH) [Ellen.Prager@wholefoods.com]
Sent: Wednesday, March 24, 2010 11:09 AM
To: Lois Foraker
Subject: Film substitution

Hi Lois,

I wanted to inform you that the filmmaker of Homegrown unfortunately decided to pull the film completely from the series due to a personal problem. We were scheduled to show it on the 25th, along with Food Inc.

Given that this was so last minute, our corporate office didn't have time to wait for everyone to pick another film and re-negotiate with the filmmakers, so they chose No Impact Man to replace it. No Impact Man and The Garden are licensed together so it was easier to add screenings of it.

Hence, our schedule now looks like this:

April 18th:

12:30pm Food Inc. (94 minutes)

2:30pm The Garden (80 minutes)

April 25th:

12:30pm No Impact Man (93 minutes)

2:30pm Food Inc. (94 minutes)

Please let me know if this works okay for you. Personally I've been wanting to see No Impact Man ever since I first saw it was one of the offerings at last year's Los Angeles Film Festival and just never got around to it. So I think everyone will be well-pleased with it.

Ellen Prager
Marketing Supervisor
Whole Foods Market Beverly Hills
Ph 310.274.3360
Fax 310.274.8149

<http://www.wholefoodsmarket.com/stores/beverlyhills/>

Follow our blog!



Please consider the environment before printing this email.

This e-mail contains proprietary and confidential material for the sole use of the intended recipient. Any review, use, distribution or disclosure by others without the permission of the sender is strictly prohibited. If you are not the intended recipient (or authorized to receive for the recipient), please contact the sender by reply e-mail and delete all copies of this message.

From: Ellen Prager (SP BVH) [mailto:Ellen.Prager@wholefoods.com]
Sent: Wednesday, February 17, 2010 12:05 PM
To: Lois Foraker
Subject: Film Series

Hi Lois,

It was nice to talk to you this morning.

Whole Foods Market decided to increase peoples' awareness on environmental and food issues through the month of April, concurrent with Earth Day / Earth Month activities. There have been several excellent films made recently that address such issues so we decided to offer a "Retake your Plate" film series. In some areas they are charging a fee and donating the money to non-profit charity organizations. I would like to offer the films free of charge and just cover the costs ourselves. (The license fee on most is between \$200 - \$400 each showing).

The list of choices and a little about each film, plus the link to a trailer where one is available, is below this. You'll note some are available in only one format, others have multiple formats and that might factor in when choosing a film

If you wanted any speakers along with the films, I am sure I could arrange that. But I thought to keep it simple.

Have a look at the list and let me know if this is something the Library might entertain through April. We can discuss details further if it looks like it might be a go. My personal favorites on this list are ***Food Inc***, ***The Garden***, ***No Impact Man***, ***Homegrown*** and the retro films.

Please let me know if you have any questions.

Menu of Film Choices

Food Inc

In Food, Inc., filmmaker Robert Kenner lifts the veil on our nation's food industry, exposing the highly mechanized underbelly that has been hidden from the American consumer with the consent of our government's regulatory agencies, USDA and FDA. Our nation's food supply is now controlled by a handful of corporations that often put profit ahead of consumer health, the livelihood of the American farmer, the safety of workers and our own environment. (2008)

DVD, 35mm, VHS

Food Inc: http://www.youtube.com/watch?v=c2sgaO44_1c

King Corn/Big River (Licensed together)

King Corn is a feature documentary about two friends, one acre of corn, and the subsidized crop that drives our fast-food nation. In King Corn, Ian Cheney and Kurt Ellis, best friends from college on the east coast, move to the heartland to learn where their food comes from. With the help of friendly neighbors, genetically modified seeds, nitrogen fertilizers, and powerful herbicides, they plant and grow a bumper crop of America's most-productive, most-subsidized grain on one acre of Iowa soil. But when they try to follow their pile of corn into the food system, what they find raising troubling questions about how we eat -- and how we farm. Big River is a follow-up 30 minute film that comes with it. (2007)

DVD only- shipping included in price, must be returned

King Corn: <http://www.youtube.com/watch?v=Pr5HQrgg9mM>

End of the Line (option to bundle with King Corn and Big River)

The End of the Line, the first major feature documentary film revealing the impact of overfishing on our oceans, had its world premiere at the Sundance Film Festival in the World Cinema

Documentary Competition. Sundance took place in Park City, Utah, January 15-25, 2009. In the film we see firsthand the effects of our global love affair with fish as food. It examines the imminent extinction of bluefin tuna, brought on by increasing western demand for sushi; the impact on marine life resulting in huge overpopulation of jellyfish; and the profound implications of a future world with no fish that would bring certain mass starvation. Filmed over two years, *The End of the Line* follows the investigative reporter Charles Clover as he confronts politicians and celebrity restaurateurs, who exhibit little regard for the damage they are doing to the oceans. Filmed across the world – from the Straits of Gibraltar to the coasts of Senegal and Alaska to the Tokyo fish market – featuring top scientists, indigenous fishermen and fisheries enforcement officials, *The End of the Line* is a wake-up call to the world. (2009)

Caitlin Boyle filmsprout@gmail.com bigriverfilm@gmail.com <http://endoftheline.com/film/>

DVD only- shipping included in price, must be returned

DVD includes both 26 minute and 85 minute versions

End of the Line: <http://www.youtube.com/watch?v=bedirwk95Oc>

Future of Food

The Future of Food, a groundbreaking documentary released in 2004, distills the complex technology and key regulatory, legal, ethical, environmental and consumer issues surrounding the troubling changes happening in the food system today—genetically engineered foods, patenting, and the corporatization of food—into terms the average person can easily understand. It empowers consumers to understand the consequences of their food choices on our future. (2004)

DVD, Digibeta, Beta SP, 35mm

88 minutes

Future of Food: <http://www.youtube.com/watch?v=qU8XrioF4CE>

The Garden

The 14 acre community garden in South Central Los Angeles was the largest of its kind in the United States. It was started as a form of healing after the devastating L.A. riots in 1992. Since that time, the South Central Farmers have created a miracle in one of the country's most blighted neighborhoods. Growing their own food. Feeding their families. Creating a community. But now bulldozers threaten their oasis. *The Garden* is an unflinching look at the struggle between these urban farmers and the City of Los Angeles and a powerful developer who want to evict them and build warehouses. (2008)

DVD- primary format. Limited quantities of Digi beta, Beta SP and 35mm available

80 minutes

The Garden: http://www.youtube.com/watch?v=Yhhfr_hlL7A

No Impact Man

Follow the Manhattan-based Beavan family as they abandon their high consumption 5th Avenue lifestyle and try to live a year while making no net environmental impact. (2009)

DVD, 35mm would cost extra

93 Minutes

No Impact Man: <http://www.youtube.com/watch?v=1fITT6rVPds>

Fast Food Nation

Inspired by the incendiary bestseller that exposed the hidden facts behind America's fast food industry comes a powerful drama that takes an eye-opening journey into the dark heart of the All-American meal. Richard Linklater's *FAST FOOD NATION* traces the birth of an everyday, ordinary burger through a chain of riveting, interlocked human stories - from a hopeful, young immigrant couple who cross the border to work in a perilous meat-packing plant, to a teen clerk who dreams of life beyond the counter; to the corporate marketing whiz who is shocked to discover that his latest burger invention - "The Big One" - is literally full of manure. As the film traverses from pristine barbeque smoke labs to the volatile U.S.-Mexican border, it unveils a

provocative portrait of all the yearning, ambition, corruption and hope that lies inside what America is biting into. (2006)

Brian Block, Criterion Pictures brian@criterionpicusa.com; (847) 470-8164 x.223
DVD only- Must buy locally wherever you buy DVD's for home use.

116 minutes

Fast Food Nation: <http://www.youtube.com/watch?v=Q5hA3PN0uic>

Food Fight

FOOD FIGHT is a fascinating look at how American agricultural policy and food culture developed in the 20th century, and how the California food movement has created a counter-revolution against big agribusiness. (2008)

73 minutes

Food Fight: <http://www.youtube.com/watch?v=hkAALmtY650>

Fresh

FRESH celebrates the farmers, thinkers and business people across America who are re-inventing our food system. Each has witnessed the rapid transformation of our agriculture into an industrial model, and confronted the consequences: food contamination, environmental pollution, depletion of natural resources, and morbid obesity. Forging healthier, sustainable alternatives, they offer a practical vision for a future of our food and our planet. (2009)

DVD

72 minutes

Fresh: http://www.youtube.com/watch?v=KwR44T69_Is

What's on Your Plate?

What's on your plate? is a witty and provocative documentary produced and directed by award-winning Catherine Gund about kids and food politics. Filmed over the course of one year, the film follows two eleven-year-old multi-racial city kids as they explore their place in the food chain. Sadie and Safiyah take a close look at food systems in New York City and its surrounding areas. With the camera as their companion, the girl guides talk to each other, food activists, farmers, new friends, storekeepers, their families, and the viewer, in their quest to understand what's on all of our plates. They visit the usual supermarkets, fast food chains, and school lunchrooms. But they also check into innovative sustainable food system practices by going to farms, greenmarkets, and community supported agriculture programs. They discover that these programs both help struggling farmers to survive on the one hand and provide affordable, locally-grown food to communities on the consumer end, especially to lower-income urban families.

(2009)

DVD

76 minutes

Trailer not available.

Urban Roots

URBAN ROOTS, directed by Detroit-native Mark McInnis is a documentary that tells the powerful story of a small group of unique individuals involved in Detroit's urban agricultural movement. Urban Roots is the story of a group of dedicated Detroiters working tirelessly to fulfill their vision for locally-grown, sustainably farmed food in a city where people -- as in much of the county -- have found themselves cut off from real food and limited to the lifeless offerings of fast food chains, mini-marts, and grocery stores stocked with processed food from thousands of miles away. The people of Detroit have taken on the enormous task of changing this for themselves, and to understand their story is to understand how we can change it for us all. (2010)

Urban Roots: <http://www.youtube.com/watch?v=2yjGBw2yf5w>

Homegrown

HOMEGROWN follows the Dervaes family who run a small organic farm in the heart of urban Pasadena, California. While "living off the grid", they harvest over 6,000 pounds of produce on less than a quarter of an acre, make their own bio diesel, power their computers with the help of

solar panels, and maintain a website that gets 4,000 hits a day. The film is an intimate human portrait of what it's like to live like "Little House on the Prairie" in the 21st Century. (2008)
DVD but Digibeta and DVCam available for more \$
52 minutes

Home Grown: <http://www.youtube.com/watch?v=94u0Hfk8IFY>

Tapped

Is access to clean drinking water a basic human right, or a commodity that should be bought and sold like any other article of commerce? Stephanie Soechtig's debut feature is an unflinching examination of the big business of bottled water. From the producers of Who Killed the Electric Car and I.O.U.S.A., this timely documentary is a behind the scenes look into the unregulated and unseen world of an industry that aims to privatize and sell back the one resource that ought never to become a commodity: our water. From the plastic production to the ocean in which so many of these bottles end up, this inspiring documentary trails the path of the bottled water industry and the communities which were the unwitting chips on the table. A powerful portrait of the lives affected by the bottled water industry, this revelatory film features those caught at the intersection of big business and the public's right to water. (2009)

Tapped: <http://www.youtube.com/watch?v=72MCumz5lq4>

Flow

Irena Salina's award-winning documentary investigation into what experts label the most important political and environmental issue of the 21st Century - The World Water Crisis. Salina builds a case against the growing privatization of the world's dwindling fresh water supply with an unflinching focus on politics, pollution, human rights, and the emergence of a domineering world water cartel. Interviews with scientists and activists intelligently reveal the rapidly building crisis, at both the global and human scale, and the film introduces many of the governmental and corporate culprits behind the water grab, while begging the question "CAN ANYONE REALLY OWN WATER?" Beyond identifying the problem, FLOW also gives viewers a look at the people and institutions providing practical solutions to the water crisis and those developing new technologies, which are fast becoming blueprints for a successful global and economic turnaround. (2008)

DVD, 35mm would cost extra

\$250

Flow: <http://www.youtube.com/watch?v=LGd9D4J0lag>

Nourish: food + community

What's the story of our food? Where did it come from and how did it get to us? What is the impact of the food choices we make? Nourish vividly illustrates how what we choose to eat - individually and as a society - has an effect around the world, and how making more wholesome choices can improve the health of the environment, our communities and ourselves. With beautiful visuals and inspiring stories, Nourish traces our relationship to food from a global perspective and suggests the steps individuals can take to create a more sustainable food system and live more healthful lives. Ideal for teens, young adults and their families. (2009)

DVD

26 minutes

Retrospective Ideas

Choose one of these films if you would like a funky blast from the past! These films forecasted the "Future of Food" many years ago.....

Soylent Green

A tale of Earth in despair in 2022. Natural food like fruits, vegetables, and meat among others are now extinct. Earth is overpopulated and New York City has 40 million starving, poverty stricken people. The only way they survive is with water rations and eating a mysterious food called Soylent. A detective investigates the murder of the president of the Soylent company. The truth he uncovers is more disturbing than the Earth in turmoil when he learns the secret ingredient of Soylent Green. (1973)

DVD

97 minutes

Soylent Green: <http://www.youtube.com/watch?v=SVpN312hYqU>

Silent Runnings

Silent Running depicts a future in which all plant life on Earth has been made extinct, except for a few specimens preserved in a fleet of space-borne freight ships converted to carry greenhouse domes. When orders come from Earth to jettison and destroy the domes, the botanist aboard the greenhouse-ship 'Valley Forge' (Bruce Dern) rebels, and eventually opts instead to send the last dome into deep space to save the remaining plants and animals. (1972)

DVD

89 minutes

Silent Runnings: http://www.youtube.com/watch?v=TckJBvl_uT0

Ellen Prager
Marketing Supervisor
Whole Foods Market Beverly Hills
Ph 310.274.3360
Fax 310.274.8149

<http://www.wholefoodsmarket.com/stores/beverlyhills/>