



STAFF REPORT

Meeting Date: December 6, 2011
To: Honorable Mayor & City Council
From: Teri Angel, Recreation Services Manager
Subject: Consideration of Additional Funding for the Beverly Hills Active Adult Club
Attachments: Letter of Request from the Beverly Hills Active Adult Club

INTRODUCTION

The Beverly Hills Active Adult Club is seeking City Council's consideration to increase the amount of their current fiscal year funding from \$5,500 to \$11,000. The additional funding of \$5,500 will be used to expand the recreational opportunities and activities for the senior population. The Club currently has 412 members with 281 Beverly Hills residents, (68%) and 131 (32%) non residents. The age range of the Club is from 55 to 103 years. The current President of the Club is Winifred Hervey. The Club is supported in their endeavors by City staff.

DISCUSSION

Entertainment, socialization and philanthropic projects continue to be an important part of the Club. The objectives of the Club according to Article II of their bylaws shall be: to enrich the lives of the older persons it serves; to provide educational, cultural and social activities for them; to offer opportunities to involve themselves in community service projects; to keep them informed as to federal, state and local legislation pertaining to them and their station in life; to encourage them to remain active and physically fit; to help them solve the problems of daily living; to provide them a public forum; and to disseminate any information pertinent to their lives. (per Resolution 74-R-5184).

The City has provided the following funding to the Club since 1995 through its annual Community Assistance Grants program:

1995 – 2009	\$8,000.00
2010 – 2011	\$5,500.00

Current Club Vice President Ellyn Snowden arranged two Showcase fundraisers in 2008 and 2009 which featured the talents of Debbie Reynolds, Jack Carter and Norm Crosby. These Showcases generated close to \$12,000 for the Club. The Club recently created a Cookbook that is now on sale. A donation by Council member Lili Bosse assisted in offsetting most of the book's printing costs. Proceeds from the Cookbook have generated an additional \$1,900 thus far. The Beverly Hills Rotary Club has also financially supported the Club in the past, most recently with a \$2,000 donation.

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Below is a breakdown of the Club's expenditures for the 2010-11 fiscal year.

- 51% Entertainment (weekly)
- 20% Social hour (weekly)
- 17% Dances and Parties
- 5% Trips
- 4% Installation, cards and flowers
- 3% Philanthropic Projects

The average monthly expenditure for fiscal year 2010 – 2011 was \$1,351.

The Beverly Hills Active Adult Club is requesting increased funding for the following recreation enhancements:

- Reintroduce Day Excursions - The Association would like to offer the trips again. Trips enjoyed in the past included the Hollywood Bowl, Nethercutt Collection, Huntington Estate and Rose Garden, Long Beach Aquarium and Santa Anita Racetrack. The cost of bus transportation for excursions has increased and the Club would like to be able to supplement part of the trip cost to make it more affordable.
- Additional social opportunities such as dances, parties and entertainers. Currently, the Club offers two dances per year. The Club would like to provide two more social gatherings a year.
- Introduce new activities for the Baby Boomer generation or younger seniors. To continue the Club's existence and vitality, it realizes the need to reach out to the "younger seniors", invite them to become members, and offer programs and activities to their interests and likings. Fitness activities, a Fashion Show, teas and lunches at local restaurants, and more active excursions have been suggested.

The additional funds would be allocated to help offset costs as follows:

2 day trips	\$1,400
2 additional dance/parties	\$1,200
Tea and Fashion Show	\$2,000
Membership Drive	\$ 400
Philanthropic Projects	\$ 500

TOTAL	\$5,500
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FISCAL IMPACT

The current Community Services Department budget for senior programming cannot allocate additional funds for the Club's request. Funds for the Senior Programming Account are as follows:

Senior Nutrition	\$ 7,800
Senior Classes	\$17,200
Total Budget	\$25,000

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Instructors for classes such as Acting for Seniors, Brain Fitness, Creative Writing, Folk and Line Dance, Let's Talk Lecture series, Stretch and Tone, Vital Movement and Yoga are paid from this budget and are offered at very low cost to the seniors.

RECOMMENDATION

Staff seeks City Council direction on the Club's request for a one-time appropriation of an additional \$5,500. Funds would come from General Fund reserves. If Council supports their request, staff will work closely with the officers and leadership of the Club in their efforts to enhance programming as identified above and extend their outreach to a larger populous of the senior community.

Steven Zoet
Approved By

A handwritten signature in black ink, appearing to read 'Zoet', is written over a horizontal line. The signature is stylized and cursive.

Attachment 1

BHAAC

The Beverly Hills Active Adult Club

BHAAC Board

Elected Officers
for 2011-2012

WINIFRED HERVEY
President

ADELE SWARTZ
*1st Vice President
(Past President)*

ELLYN SNOWDEN
2nd Vice President

GLORIA GORDON
3rd Vice President

IRENE SCHWARTZ
Treasurer

GLORIA JENNINGS MILKOWSKI
Secretary

BEA BASS
Historian

DONNA GOLDSTEIN
*Hospitality Chair
(Past President)*

FRANCES HARPER
Community Service Chair

HAROLD KAYE
Entertainment Chair

KATHY MARINAKOS
Public Relations Chair

BERNICE KAUFMAN-LUBIN
Refreshment Chair

MILDRED HELLER
Past President

November 28, 2011

Honorable Mayor & City Council
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA 90210

The Beverly Hills Active Adult Club would like City Council to consider increasing the amount of their current fiscal year funding from \$5,500. to \$11,000.00. The funds were reduced from \$8,000.00 to \$5,500.00 2 years ago.

This money will be used to expand the recreational opportunities and activities for seniors. We would like to have day excursions, additional dances and outreach events for younger seniors.

Thank you for your consideration of our request.

Sincerely,



Adelle Swartz
1st Vice President
Past President, BHAAC