



## STAFF REPORT

**Meeting Date:** October 4, 2016

**To:** Honorable Mayor & City Council

**From:** Nancy Hunt-Coffey, Community Services Director  
Teri Angel, Recreation Services Manager

**Subject:** Request by Beverly Hills Active Adult Club to Place a Plaque in the Roxbury Community Center in Honor of Donna Goldstein

**Attachments:** 1. Letter from Les Bronte, President of the Beverly Hills Active Adult Club.

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### INTRODUCTION

The Beverly Hills Active Adult Club (BHAAC) Board seeks support from City Council to place a commemorative plaque in honor of Donna Goldstein in the Roxbury Park Community Center lobby. Donna was a member of the Beverly Hills Active Adult Club for over twenty years and passed away at the age of ninety-nine on June 15, 2016. In lieu of flowers, Donna Goldstein's family requested donations be made to the Beverly Hills Active Adult Club. Thus far, the Club has received \$3,125 from twenty-one donations of various amounts. To show their appreciation for the donations and to recognize a long-standing and active Club and Board member, the Beverly Hills Active Adult Club Board voted unanimously at their September 19, 2016 meeting for the placement of a commemorative plaque in the Roxbury Community Center lobby. The Beverly Hills Active Adult Club seeks Council direction on the proposed request.

### DISCUSSION

The plaque does not represent naming said area, only recognition of Donna's volunteer service to the Club. The plaque would be purchased using the collected donations with any remaining funds used for general Club expenses for senior activities and programs. The Board has not yet determined the plaque size, material, or verbiage, but has placed an importance on creating a plaque that will complement the integrity of the space. The BHAAC Board has an interest to receive prompt approval to proceed so it can in some way commemorate Donna Goldstein's one hundredth birthday on October 19<sup>th</sup> of this year. The City has no current policy regarding the placement of plaques in City facilities. There is a bronze plaque honoring former Mayor Benjamin H.

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Stansbury, Jr. that was recently relocated to the Rexford entrance area of City Hall. The BHAAC Board did give consideration to honor Donna through the City's Donation Program for Recognition Plaques on Park Benches, but preferred recognition in an interior space that held meaning to the honoree.

Donna Goldstein was a resident of Beverly Hills for thirty years and an active member of the Club as well as other Beverly Hills charitable organizations. Her BHAAC contributions are many, but most memorable are the creation of the Thanksgiving Baskets and Holiday Stockings for needy families during the holidays. With donations primarily from Club members, community residents, and local businesses, the dozen or more large baskets were filled with all the essentials for a family to create a Thanksgiving feast. Holiday Stockings were given to a local charity to distribute to needy children for Christmas Day. With the assistance of Club members and the community, Donna filled large stockings with toys, gifts, and food. At Donna's 99<sup>th</sup> birthday celebration, she requested of party attendees that in lieu of gifts, to donate items to fill the baskets and stockings. Donna was also filmed by a news channel on her visit to a 99 Cents Store for a complimentary shopping spree in honor of her birthday. Rather than shop for herself, Donna gathered items needed to complete the Thanksgiving baskets and Holiday Stockings.

Donna also assisted with and later coordinated the Club Boutiques. New to gently used items were collected from Club members and would be sold with all proceeds directed to the Club. Donna's last Boutique netted over \$1,000. The proceeds help to offset the Club's ongoing activities and programs.

Donna's other long-standing commitment on the Board was Chairperson of the Sunshine Committee. Donna would call and send greetings to over three hundred members on their birthday and stay in touch with any members who had taken ill and could no longer attend the Club's weekly Monday Meeting/Entertainment or activities. Members often expressed their gratitude on this longstanding and thoughtful gesture that the Club continues to provide.

As the grandmother of Steve Fenton and his wife/TV personality Leeza Gibbons, when asked by Donna, Leeza attended and spoke at various Club and City events at no cost. Donna was also recognized in 1999 as Beverly Hills' Older American of the Year and honored at a special luncheon hosted by Los Angeles County. In 2015, Donna was the recipient of former Mayor Julian Gold, MD., Step-Up Award Program which was created for those providing outstanding service to the community.

### **FISCAL IMPACT**

There would be no financial impact to the City as the plaque will be paid for with the donations collected. Additional public donations could be sought or the Club would be willing to contribute funds towards the plaque if the amount collected thus far is insufficient as it relates to the request. Council could decide to charge the Club a fee for the placement of the plaque consistent with the current Bench Program and staff would then determine the appropriate plaque size and material for the designated space.

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**RECOMMENDATION**

Staff recognizes Donna's long-standing membership and contributions surpass other members in recent history. The Recreation and Parks Commission discussed this agenda item at their September 27<sup>th</sup> Meeting and voted 5/0 in favor of the request. If Council is supportive of the idea, Roxbury supervisory staff would work with the Club to select a plaque that best reflects her efforts.

  
Nancy Hunt-Coffey  
Approved By

# **Attachment 1**

**Les Bronte**  
**Beverly Hills Active Adult Association**  
**471 S. Roxbury Dr.**  
**Beverly Hills, CA 90212**

Mayor John Mirisch and member of the City Council

Ref.:Plaque for Atrium at Roxbury Community Center.

September 23, 2016

Dear Mayor Mirisch:

On behalf of the Board of Directors of the Beverly Hills Active Adult Association, I have been directed to request that we recognize one of our most valuable members.

Donna Goldstein was the heart and soul of our organization. She motivated our members to have purpose. Her annual boutique raised thousands of dollars for additional activities for our members, i.e. additional dances and recreational activities.

At Thanksgivings, she arranged for 15 food baskets to be delivered to low income families, and most of the ingredients were donated. Her baskets are so well received and needed, that Michele Gold, Michelle Kaye and Sandy Pressman will carry the project on this year.

At Christmas, Donna stuffed stocking for shelters and the needy with sundry items with included toothbrushes, shampoo, deodorant, combs and hairbrushes, all of which she solicited for donations.

On her 99<sup>th</sup> birthday, she was honored by the 99-Cent Store and given a run of the store to get anything she wanted. She chose to spend that time to get all the supplies for her Christmas stockings.

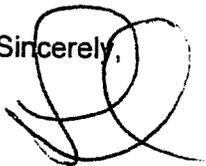
Donna was truly a selfless person who gave our seniors purpose and respect. She herself was one of our most honored members, a past President and was chosen as the Senior of the Year representing Beverly Hills.

October 19<sup>th</sup> would have been her 100th birthday. A memorial is being planned with invited guest being asked to bring donations for her Thanksgiving baskets.

We want to remember her by placing a plaque in the Atrium of the Roxbury Center just outside of our auditorium in remembrance and recognition, as a tree or bench does not have the same meaning to us. The Association would gladly cover the cost of a plaque. That is the least we can do to honor her for all that she did for all of us in the Club and the entire City of Beverly Hills.

We hope that you agree and that we can move forward to have it in time for her 100<sup>th</sup> birthday memorial celebration on October 19<sup>th</sup>.

Sincerely,



Les Bronte  
President, Beverly Hills Active Adult Association