

**TO: HONORABLE CITY COUNCIL**

**ATTN: POLICY AND SERVICES COMMITTEE**

**FROM: CITY MANAGER DEPARTMENT: COMMUNITY SERVICES**

**DATE: NOVEMBER 14, 2007 CMR: 416:07**

**SUBJECT: APPROVAL OF A MUTUAL COOPERATION AND SUPPORT AGREEMENT WITH THE FRIENDS OF THE PALO ALTO JUNIOR MUSEUM AND ZOO**

**RECOMMENDATION**

Staff requests that the Policy and Services Committee recommend to the Council the approval of a mutual cooperation and support agreement with the Friends of the Palo Alto Junior Museum and Zoo (Attachment A).

**BACKGROUND**

The Friends of the Palo Alto Junior Museum and Zoo (Friends) have played an integral role in the support and operation of the Palo Alto Junior Museum and Zoo (JMZ) since their inception in 1962. (Note that from 1962 through 1990 the group was called the Junior Museum and Zoo Associates.) In 2002, the Friends approached the City of Palo Alto to create a public-private partnership with the intent to raise the capital funds required to renovate the JMZ facility (CMR 442:02). Although progress has been made, that goal has yet to be realized; the Friends have continued to be an active advocate and support organization for the JMZ program.

In February 2007, a Council Colleagues Memo from then Vice-Mayor Klein and Council members Beecham and Mossar requested that staff work with the Friends to explore the possibility of a new public/nonprofit partnership that would strengthen the ties between the City and the Friends and that the outcome of any partnership agreement would be contingent on the completion of a revised public/private partnership policy. The revised policy was approved by Council in June 2007.

Since the approval of the Colleagues Memo, staff has worked with representatives of the Friends' board of directors and with Rick Smith, a nonprofit sector management consultant hired by the Friends, to develop a concept for the proposed public/nonprofit partnership.

**DISCUSSION**

In order to enhance their efforts as a support organization, the Friends proposes the partnership between the City and the Friends be strengthened via a written agreement that provides the

Friends greater opportunity to play a role in program planning. By being more engaged in the decision-making process, the Friends' board and staff believe the potential for outside funding is increased by enhancing the JMZ program's organizational capabilities and by providing a higher degree of ownership by the Friends' board of directors and its members.

This partnership concept has as its model a successful arrangement that the Randall Museum Friends, a 501-3c nonprofit corporation, has with the Parks and Recreation Department of the City of San Francisco. The Randall Museum is quite similar to the JMZ program. That agreement unites the efforts of the Randall Friends' group with the Randall Museum staff to improve the museum and its uses. The Randall Museum Friends support the mission of the museum by serving as its fundraising arm and by providing volunteer resources, while it is working closely and cooperatively with City-paid museum management and staff.

The attached agreement uses the basic concepts of the Randall partnership and provides a framework whereby the Friends' board members and staff are integrated into the operation of the JMZ. The proposed agreement provides the opportunity for the Friends to participate in short- and long-term planning efforts, have use of the facility for administrative and fundraising efforts and for Friends' staff to attend the JMZ manager's staff meetings. The Friends' responsibility is to be fully committed to raising the outside funds and providing volunteer resources required to meet a mutually developed annual work plan.

To further unite the partnership, the City will play a more active role with the Friends. Examples of City participation will include nominating the JMZ manager as an ex-officio member of the Friends' board, asking the Council to provide a liaison to the Friends' board, and enabling the City-paid staff work in unison with Friends' staff to realize mutual goals.

Final responsibility for the planning and operation of the JMZ program will continue to lie with the City, but the Friends will participate with a higher level of engagement than ever before in planning and implementing JMZ activities.

### **RESOURCE IMPACT**

No additional City resources are required and it is anticipated that this partnership will lead to enhanced program and capital funding over the life of the agreement.

### **POLICY IMPLICATIONS**

This partnership would be categorized as a Joint Venture under the City's Public/Private Partnership Policy.

### **ENVIRONMENTAL REVIEW**

This is not a project under the California Environmental Quality Act.

### **ATTACHMENTS**

Attachment A: Agreement Between The City Of Palo Alto And The Friends Of The Junior Museum and Zoo For Mutual Cooperation And Support

PREPARED AND APPROVED BY: \_\_\_\_\_

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