



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: November 19, 2024

TO: Adam Politzer, Interim City Manager

FROM: Rebecca Sermenio, Community Services Director

SUBJECT: **Resolution Of The City Council Of The City Of Emeryville To Increase The Community Promotions Grant Subcommittee To Five Members And Change Participation To Include One Member From Each—Parks And Recreation Committee, Commission On Aging, Public Art Committee, And Economic Development Advisory Committee; And A Fifth Member To Be Selected From An Open Application Process From All Other Committees**

RECOMMENDATION

Staff recommends that the Community Promotions Grant Subcommittee members be changed to be more well-rounded and have representatives from all committees affected by the Community Promotions Grants. This change will include an increase to five members as well as a change to the Community Promotions Grant Sub Committee Member participation to include one member from each: Parks and Recreation Committee, Commission On Aging, Public Art Committee, And Economic Development Committee and a fifth member to be selected from an open application process from all other committees.

BACKGROUND

On April 16, 2024, the Council directed the Budget and Governance Committee to review the composition of the Community Grants Subcommittee to enhance community representation. The Community Services Committee previously determined that the Community Grants Subcommittee would consist of two members of the Parks and Recreation Committee and two members of the Public Art Committee, for a total of four members. These subcommittee members are appointed by their respective advisory committees.

On June 4, 2024, the Council directed the Budget and Governance Committee to consider adding demographic questions to the advisory committee and commission application. This request is in line with the implementation of Housing Element Program EE, which states that “(t)he City will evaluate its current committees and commission membership to determine if the membership is reflective of the socio-economic and racial mix of Emeryville or if there are any missing voices. If it is determined, there are missing voices, the City will enhance its outreach efforts to encourage residents from all socio-economic groups and racial backgrounds to serve on committees and commissions when positions become available.”

In an effort to enhance the effectiveness and inclusivity of the Community Promotions Grant Subcommittee, staff recommends restructuring its membership. The aim is to

ensure a more well-rounded representation from all committees impacted by the Community Promotions Grants.

On October 1, 2024, the Budget and Governance Committee reviewed the composition for the Community Grants Subcommittee and modifications to Advisory Committees and Commissions Applications and recommended an increase to five members as well as a change to the Community Promotions Grant Sub Committee Member participation to include one member from each: Parks and Recreation Committee, Commission On Aging, Public Art Committee, and Economic Development Committee with a fifth member to be selected from an open application process from all other committees who have members that are interested in participating.

DISCUSSION

This adjustment will provide a diverse perspective on the subcommittee, ensuring that the needs and insights of various community sectors are considered. By including representatives from these key committees, the subcommittee can better align its grant distribution with the broader community goals.

Timeline

January: Committee Engagement. Visit all committees to share information about the program and request a vote at the February meetings to recommend one member to participate in the subcommittee, and whenever possible, an alternate in case the original member cannot participate. Those that are interested in being the 5th member of the subcommittee will be asked to email their interest to the Community Services Director by a set deadline.

February: Committees vote for Committee Members

March: Subcommittee meetings/Community Promotions Grants Award Considerations

The recommended changes to the Community Promotions Grant Subcommittee membership aim to foster a more collaborative and comprehensive approach to grant management. This restructuring should ultimately lead to more equitable and impactful funding decisions that benefit the entire community.

The Budget and Governance Committee recommended changes to the application process to incorporate socio-economic and demographic questions. They also recommend sharing the baseline survey results with all City committees and commissions to gather suggestions on enhancing each committee's representation of the Emeryville community. Each committee and commission will be tasked with identifying strategies to improve representation. The specific recommendations from each committee will be presented to the City Council along with a revised application. Additionally, an assessment of community representation will be conducted and reported annually.

FISCAL IMPACT

None

STAFF COMMUNICATION WITH THE PUBLIC

No staff communication with the public.

PREPARED BY: Rebecca Sermenio, Community Services Director

**APPROVED AND FORWARDED TO THE
CITY COUNCIL OF THE CITY OF EMERYVILLE:**



Adam Politzer, Interim City Manager

ATTACHMENTS

- Draft Resolution
 - Exhibit A – Community Promotions Grant Subcommittee Roster