

Honorable Mayor and Councilmembers: This is Sandra Hoyle, President of the Del Mar Foundation. We thank you for the opportunity to make this presentation.

Founded in 1982, the Del Mar Foundation is Del Mar's community foundation and its oldest 501(c)(3) nonprofit organization. We sponsor a wide range of programs and events, make community grants, and manage over \$5 million in endowment funds to benefit Del Mar and the San Dieguito Lagoon.

Our mission: to promote civic pride and cohesiveness, acquire and preserve open space, improve beaches and parklands, raise and grant funds, and sponsor diverse cultural programs and community events in Del Mar.

Recognizing the severe impact the Covid-19 pandemic has had on the City's finances, the Del Mar Foundation quickly recognized that it could make a significant impact.

Our goal: to restore funding where possible for budget items important to our community, connected to the Foundation's mission, and within our ability to fund, which the City had to cut from its budget because of the crisis we are in.

If all proposed donations are accepted, the total donation is \$180,820.

With direction from our Board and Executive Committee, our Treasurer, Alan Lonbom, worked closely with City Manager CJ Johnson, along with Mayor Haviland, Assistant City Manager Kristen Crane, and Director of Administrative Services Ashley Jones, to identify potential items for funding, and to perform due diligence for the Foundation with respect to this donation.

We thank these City representatives for working with us on an expedited schedule to allow our Board to fully consider and approve this donation by the end of July.

Del May FOUNDATION

I will present the proposed donations by budget category, and will note that the donation is item-specific.

If for any reason the Council chooses not to accept the donation for any given item, that will reduce the total amount of the donation, so we can ensure that Foundation funds are used for specific purposes that have been fully vetted, reviewed and approved by our Board.



COMMUNITY SERVICES

We propose to donate \$66,900 for Community Services. Some of the training and certification items we originally discussed with staff are being funded by Rotary, allowing us to focus on the Lifeguard Patrol vehicle in poor condition, the radios that are critical to disaster preparedness, and the certifications not funded by others. We appreciate that Community Services is truly on the Covid-19 frontline, and appreciate the opportunity to support their work for our community.

COMMUNITY SERVICES	Original Budget	Budget Reduction	Amended Budget	DMF Donation
LG Patrol vehicle	\$54,800	-\$54,800	\$0	\$54,800
800 Mhz radios-3	\$9,000	-\$9,000	\$0	\$9,000
Scuba Certification-Basic	\$1,600	-\$1,600	\$0	\$1,600
EMT certification	\$1,500	-\$1,500	\$0	\$1,500
TOTAL	\$66,900	-\$66,900		\$66,900



FIRE DEPARTMENT

We propose to donate \$15,300 for the Fire Department. This includes replacement turnout gear (PPE) for firefighters. It also funds a need that arose after the City budget was adopted, which is PPE for a new employee hired after a recent unexpected retirement.

	Original	Budget	Amended	DMF
FIRE DEPARTMENT	Budget	Reduction	Budget	Donation
FD turnout gear (PPE)	\$10,000	-\$10,000	\$0	\$10,000
PPE for New Employee				\$5,300
TOTAL	\$10,000	-\$10,000	\$0	\$15,300



PUBLIC WORKS

We propose to donate \$12,400 to restore the original budget amounts for landscaping maintenance and irrigation for Camino Del Mar. The recently completed Streetscape project brought both beauty and enhanced functionality to our Downtown, and we are restoring these funds to provide the care that will best protect Del Mar's investment in these new trees and other landscaping.

	Original	Budget	DMF
PUBLIC WORKS	Budget	Reduction	Donation
Landscaping maintenance CDM	\$ 16,000	-\$6,400	\$6,400
Irrigation CDM	\$6,000	-\$6,000	\$6,000
TOTAL	\$22,000	-\$12,400	\$12,400



HUMAN RESOURCES

We propose to donate \$3,500 to restore funding for the Employee Appreciation and recognition event, typically held each year in December. The City Manager provided us a revised amount that would meet this need, and also described alternative ways to carry this out in compliance with whatever health orders are in effect this December regarding gatherings.

While this is not something we would normally fund, we recognize the extraordinary conditions that City staff is working under during the Covid-19 crisis to serve our community, and funding this item is an expression of the gratitude of our community for the work of our very dedicated City staff during this challenging year.

	Original	Budget	Amended	DMF
HUMAN RESOURCES	Budget	Reduction	Budget	Donation
Employee				
Appreciation	\$5,000	-\$5,000	\$0	\$3,500



Lagoon and Arts Advisory Committees: "pilot project" funding

We greatly appreciate the role Advisory Committees play in facilitating volunteer work that enriches our civic life. We propose to provide a \$2,720 donation to fund a "pilot project" to allow two committees with a particularly close relationship to the Foundation's mission to meet this fiscal year. The donation is based on the City's cost to provide necessary IT, noticing, and vacancy replacement costs.

	DMF
	Donation
Staffing for Arts &	
Lagoon Advisory	
Committees	\$2,720

Why these two committees?



The Foundation has a long history of support for the Lagoon.

Since 2004, the Foundation has managed a Lagoon Endowment, originally \$500,000, for future maintenance of the \$90 million restoration of San Dieguito Lagoon.

The Foundation also has a robust history of Lagoon-related grants, including elementary school Lagoon Day programs, the Birdwing outdoor classroom, and River Path Del Mar.

The Lagoon Committee's role in monitoring the Lagoon, working closely with other stakeholders, and helping to safeguard this significant environmental and open space asset, is important work for our community and deeply connected to the Foundation's mission.

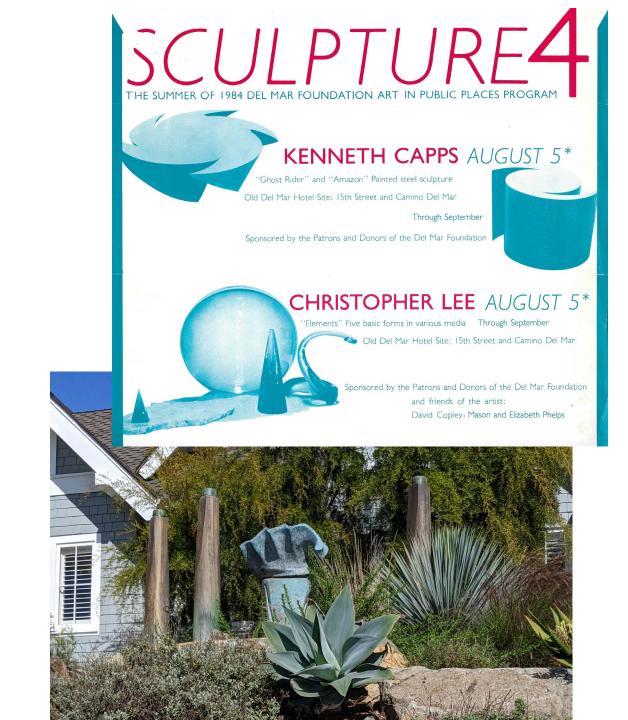


Photo credit: Paul Haydu

Public Art

Similarly, the Foundation has a long history supporting public art in Del Mar: the 1984 Art in Public Places program, fiscal sponsorship of the James Hubbell sculpture in front of the library and fthe Mosaic Wall artwork, as well as its later restoration; the Payasada program that put artist-painted horses on display around town in 2002 and 2003; and children's art programs.

The Foundation supported the creation of the **Arts Advisory Committee**, and has sponsored receptions for its arts events. The Foundation has a designated representative on the Arts Advisory Committee, and we believe the Committee can accomplish valuable work if the City is granted the funding required to allow it to meet.



It is our hope that this funding will help demonstrate that advisory committees can continue to meet during the Covid-19 crisis, and accomplish useful work despite the limited staff support that will be available to them.

The total amount of this proposed donation is \$2,720, based on City staff calculations of the IT and staff costs to support these meetings on a minimal basis, including filling vacancies.

	DMF
	Donation
Staffing for Arts & Lagoon Advisory	
Committees	\$2,720



Capital Improvement

We propose to provide two donations totaling \$80,000 for capital improvement items that were removed from the budget.

	Original	Budget	
CAPITAL IMPROVEMENT	Budget	Reduction	DMF Donation
Riverpath Del Mar	\$50,000	-\$50,000	\$50,000
17th Street Safety Center			
Improvements	\$50,000	-\$50,000	\$30,000
TOTAL	\$100,000	-\$100,000	\$80,000



17th Street Safety Center Improvements \$30,000 proposed donation

City staff identified this as a significant need, with \$30,000 addressing the most important repairs. The Foundation donated \$35K for construction of the Safety Center, plus \$20K for the adjacent walk and garden, and we see this as an opportunity to protect the original investment our community made in the Safety Center. We also recognize the importance of the Safety Center to our lifeguards, our beach visitors, and our residents who are relying on the beach as a way to be outdoors safely, for the benefit of their physical and mental health.





Riverpath Del Mar

Our second proposed capital improvement donation is \$50,000 for Riverpath Del Mar, for completion of the design, environmental and permitting work for the extension of the Riverpath from Grand Ave. Overlook to Crest Canyon.

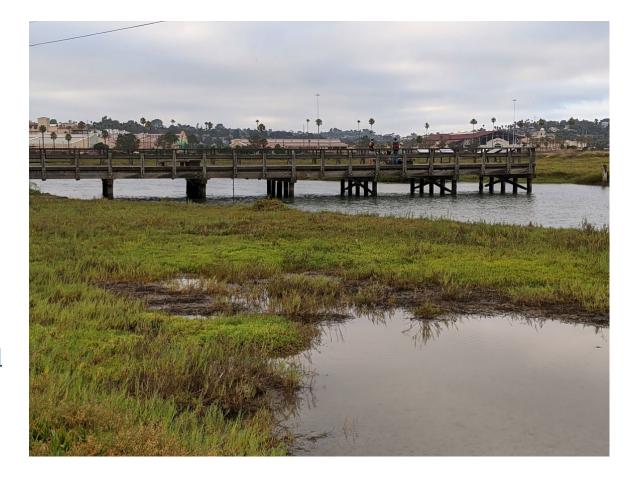
Staff of both the City and the Conservancy inform us that with this donation, design and environmental work can be completed this calendar year, and the permit process can occur in 2021, along with the fundraising campaign the San Dieguito River Valley Conservancy will undertake for construction costs.





Once permits are in hand, the remaining work – final design, bidding, contract award and construction – is estimated to take 18-24 months. So, it is feasible, depending on the permitting, that groundbreaking could occur in 2021, and ribbon-cutting could occur in 2023.

The Riverpath is part of the Scenic Loop trail that is a goal of both our Community Plan and our Climate Action Plan (Strategy 15.4). The two segments of the Riverpath that have already been created are popular with residents and visitors, providing a rewarding opportunity to be in nature along the lagoon and river. We are pleased to propose a donation of \$50,000 for this project.





In conclusion:

The Foundation is pleased to report the details of this proposed donation totaling \$180,820. We thank the donors and volunteers who, over the past 38 years, have worked to form the Del Mar Foundation into what it is today, with the resources to make grants and donations for important community needs. We hope that this funding will benefit our community as we work together to overcome the challenges Covid-19 presents to our individual and collective health and safety, and our community's well-being.

I'm happy to answer any questions you have.

Sandra Hoyle, President Del Mar Foundation

