



# Staff Report

## City of Manhattan Beach

**TO:** Honorable Mayor Tell and Members of the City Council

**FROM:** David N. Carmany, City Manager

**DATE:** October 4, 2011

**SUBJECT:** Consideration of Request for the City to Reinstitute Membership in the National League of Cities (\$3,258); Consideration of Request for a Sponsorship of the Manhattan Beach Education Foundation TEDx Program (\$2,500)

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**RECOMMENDATION:**

Staff recommends that the City Council consider two budget requests: 1) that the City reinstitute its membership in the National League of Cities for a two year period at a total cost of \$3,258 and 2) that the City co-sponsor, at a total cost of \$2,500, the Manhattan Beach Education Foundation's TEDx Program.

**FISCAL IMPLICATION:**

Neither the membership nor the sponsorship are budgeted. Funds are available in the City Council Contingency account to cover both expenditures. If these requests are approved, the account will have a balance of \$44,242.

**BACKGROUND:**

The City was a dues-paying member of the National League of Cities until 2007, when the membership was discontinued as a cost cutting measure.

The City of Manhattan Beach always has supported endeavors to improve local education. This is an opportunity to continue to demonstrate that support by sponsoring the TEDx program of the Manhattan Beach Education Foundation.

**DISCUSSION:**

Councilmember Montgomery has requested that the City re-join the National League of Cities. The National League of Cities provides a number of programs and services which assist cities in addressing a wide range of common issues (see Attachment) as well as providing the opportunity to promote our community (including the possibility of hosting a National League of Cities event). The normal annual membership cost for a city the size of Manhattan Beach would be \$3,258. However, the National League of Cities is presently offering a reduced membership fee for two years that is commensurate with the one year fee, making the effective cost \$1,629 per year.

Councilmember Powell has asked that the City Council consider sponsorship of the TEDx program. TED is a nonprofit devoted to “Ideas Worth Spreading.” It started out in 1984 as a conference bringing together people from three worlds: Technology, Entertainment, Design. The TEDx program is designed to give communities, organizations and individuals the opportunity to stimulate dialogue through TED-like experiences at the local level. TEDx events are fully planned and coordinated independently, on a community-by-community basis. The Manhattan Beach Education Foundation is working in conjunction with TEDx Manhattan Beach, to organize a day-long event on Oct 22, to talk about education and its future. The idea is to get the “best and brightest” to come together to evaluate the current education model, to deconstruct it, question it and hopefully spark ideas for the future of education. The event will be held October 22, 2011 from 9:00 AM - 5:30 PM at the Manhattan Beach Middle School Multi-Purpose Room.

Attachment: National League of Cities Membership Benefits

## MEMBER BENEFITS AT A GLANCE FOR YOUR CITY'S LEADERSHIP TEAM

The National League of Cities offers your city's elected officials and staff a vast array of programs, services, and volunteer opportunities that strengthen and promote your community.

### SHARE GREAT IDEAS

Network with other officials who have similar interests at NLC meetings and online to get information on what works and what does not through our:

- Policy and Advocacy Committees
- Member Networking Councils
- CityFutures Panels
- Constituency Groups
- Council on Youth, Education, and Families
- Leadership Training Council
- International Council
- Peer Networking Groups
- Issue-Specific Member Networks
- Annual Congress of Cities & Exposition
- Annual Congressional City Conference

### SOLVE YOUR CITY'S PROBLEMS

Access a wealth of information about issues that matter to your community through a variety of NLC resources such as:

- Action Kits, Tool Kits, and Action Guides
- Audioconferences
- Conference Workshops
- Institute for Youth, Education, and Families
- Mobile Workshops Highlighting City Programs
- *Nation's Cities Weekly* newspaper
- NLCTV
- NLC Staff, Associate Members, and Corporate Partners
- NLC Website
- Surveys and Research Reports
- Technical Assistance Projects
- Webcasts and Web Seminars

### PROTECT YOUR CITY'S RIGHTS AND RESOURCES

Stay informed about federal actions that affect your city and learn how to influence federal policy from our:

- Advocacy Training
- City Lobby Day
- Biweekly *Federal Relations Update*
- Legislative Action Center
- Legal Defense Fund
- Legislative Action Alerts

### SHARPEN YOUR LEADERSHIP SKILLS

Learn new skills, enhance your job performance, and serve your citizens better by obtaining training at NLC conferences and seminars including our:

- Annual Congress of Cities and Exposition
- Annual Congressional City Conference
- Annual Leadership Summit
- Biennial Summit on Your City's Families
- Pre-conference Leadership Training Institute Seminars
- Regional Training Seminars

### GET THE RECOGNITION YOU DESERVE

Receive recognition for your special achievements and learn about other best practices that can be replicated in your community through our:

- Awards Recognition Letter Initiative
- Certificate of Achievement in Leadership Excellence
- City Showcase of Successful Programs
- Press coverage of programs and achievements
- NLC Leadership Opportunities
- NLC Membership Milestone Awards
- National Black Caucus of Local Elected Officials' City Cultural Diversity Awards
- Women in Municipal Government Leadership Award

### CONNECT WITH THE BROADER MUNICIPAL COMMUNITY

Be a part of national and international municipal programs and initiatives through our outreach and collaborative activities with:

- International Fellowship Programs
- Other National Organizations Concerned about Cities
- State Municipal Leagues
- United Cities and Local Governments—a Global Network of Cities
- Various Commissions and Study Groups

### BENEFIT FROM OTHER MEMBER PROGRAMS

Take advantage of other NLC programs (mostly free) that offer services and opportunities including:

- Discounted America Downtown® Service
- NLC Community Showcase Video Program
- National Citizen Survey Polling Service
- NLC Prescription Discount Card Program
- NLC Procurement Card Program
- U.S. Communities Government Purchasing Alliance
- NLC Service Line Warranty Program
- Public Finance Authority

### ENJOY SPECIAL MEMBERS-ONLY BENEFITS

Remember that only members are eligible for:

- Appointments to most NLC Committees, Councils, and Panels
- Discounted Conference and Seminar Registration Fees
- Election to NLC and Constituency Group Leadership Positions
- City Showcase Registration Fee (*waived*)
- *Nation's Cities Weekly* subscription
- Leadership Training Institute Scholarships
- NLC Awards and Certificate Programs
- Voting Rights at NLC's Annual Business Meeting on Policies, Resolutions and Leadership Elections
- NLC Prescription Discount Card Program