



Sean Rogan
Executive Director

COMMUNITY DEVELOPMENT COMMISSION
of the County of Los Angeles

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Gloria Molina
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Commissioners

ADOPTED

Community Development Commission

March 16, 2010

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

3-D MARCH 16, 2010

SACHI A. HAMAI
EXECUTIVE OFFICER

Dear Supervisors:

**AMENDMENT NO.1 TO COMMUNITY DEVELOPMENT BLOCK GRANT ADVANCE CONTRACT
WITH THE WHITTIER BOULEVARD MERCHANTS ASSOCIATION
(FIRST DISTRICT) (3 VOTES)**

SUBJECT

This letter recommends approval of a Community Development Block Grant (CDBG) Advance contract amendment between the County of Los Angeles and the Whittier Boulevard Merchants Association for \$60,000 to develop marketing strategies.

**IT IS RECOMMENDED THAT YOUR BOARD ACTING AS THE GOVERNING BODY OF THE
COMMUNITY DEVELOPMENT COMMISSION**

1. Approve and authorize the Executive Director to execute Amendment No. 1 to CDBG Advance Contract No. 104222 with the Whittier Boulevard Merchants Association, to increase the contract amount by \$60,000, from \$125,000 to \$185,000, using CDBG funds allocated to the First Supervisorial District, to be effective following approval as to form by County Counsel and execution by all parties.
2. Find that the approval of the contract amendment is not subject to the provisions of the California Environmental Quality Act (CEQA) because the action will not have the potential for causing a significant effect on the environment.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The Whittier Boulevard Merchants Association (WBMA) is a non-profit agency that develops

economic development programs to revitalize the Whittier Boulevard commercial corridor, which is located in a predominately low- to moderate-income area. The Marketing Strategy project includes creation and installation of seasonal and promotional banners, and distribution of flyers relative to corridor promotions and merchant meetings. CDBG funds will be used for a portion of the salary of the Executive Director and a consultant to assist with marketing activities. The agency is located at 4700 Whittier Blvd. in unincorporated East Los Angeles.

FISCAL IMPACT/FINANCING

There is no impact on the County general fund. The proposed CDBG Advance Contract Amendment will be funded with a total of \$60,000 in CDBG funds allocated to the First Supervisorial District.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

On May 26, 2009, your Board approved the 2009-10 One-Year Action Plan for the Thirty-Fifth Program Year (July 1, 2009 through June 30, 2010) to receive CDBG funds from the U.S. Department of Housing and Urban Development. The Action Plan contains the County's One-Year Plan to carry out housing and community development activities funded by the CDBG program. At that time, your Board approved a CDBG Advance Contract for WBMA's Marketing Strategy project in the amount of \$125,000 in CDBG funds allocated to the First Supervisorial District.

CDBG funds pay for the salary of the agency's Executive Director, as well as seasonal banners and promotional events to bring new customers and promote the commercial corridor. Last year, the WBMA produced and coordinated the 35th annual East Los Angeles Christmas parade and the 2009 Latino Walk of Fame Ceremony. In early January, the First Supervisorial District proposed awarding an additional \$60,000 to WBMA in order to continue promoting the area.

Should WBMA require additional or replacement personnel after the effective date of this CDBG Advance Contract, the agency shall give consideration for any such employment openings to participants in the County's Department of Public Social Services' Greater Avenues for Independence (GAIN) Program or General Relief Opportunity for Work (GROW) Program who meet the agencies' minimum qualifications for the positions in question.

ENVIRONMENTAL DOCUMENTATION

Approval of a Community Development Block Grant (CDBG) Advance Contract amendment between the County of Los Angeles and the Whittier Boulevard Merchants Association is exempt from the provisions of the National Environmental Policy Act pursuant to 24 Code of Federal Regulations, Part 58, Section 58.34 (a)(4), because they involve public service activities that will not have a physical impact on or result in any physical changes to the environment. This action are not subject to the provisions of CEQA pursuant to State CEQA Guidelines 15060(c)(3) and 15378, because they are not defined as projects under CEQA and do not have the potential for causing a significant effect on the environment.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

The project meets the U.S. Department of Housing and Urban Development national objective of serving low- and moderate-income persons.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Sean Rogan", followed by a horizontal flourish line.

SEAN ROGAN
Executive Director

SR:rw

Enclosures

ATTACHMENT A
Women and Minority composition

Board of Directors

Total: 23
0 Minorities
7 Women
0% Minority
30% Women

Employees

Total: 4
0 Minorities
2 Women
0% Minority
50% Women

The Commission encourages the participation of minorities and women in the contract award process by: providing information about the Commission at local and national conferences; conducting seminars for minorities and women regarding the Commission's programs and services; advertising in newspapers to invite placement on the vendor list; and mailing information to associations that represent minorities and women. The above information has been voluntarily provided by the Whittier Boulevard Merchants Association.

The recommendation to approve the CDBG Advance Contract Amendment with the above agency is being made in accordance with federal regulations, and without regard to race, creed, color, gender, religion or sexual orientation.

**COUNTY OF LOS ANGELES
COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM
ADVANCE CONTRACT
WITH A
COMMUNITY BASED ORGANIZATION**

PROJECT TITLE: Marketing Strategy

PROJECT NUMBER: 601135-09

CONTRACT NUMBER: 104222

AMENDMENT NUMBER: 1

THIS CONTRACT is made and entered into this «Date» day of «Month», «Year», by and between the County of Los Angeles, hereinafter called the "County," acting by and through the Community Development Commission of the County of Los Angeles (Commission), and Whittier Boulevard Merchants Association, hereinafter called the "Operating Agency."

WITNESSETH THAT:

WHEREAS, the County has entered into a Contract with the United States of America, through its Department of Housing and Urban Development (HUD), to execute the County's Community Development Block Grant (CDBG) Program, which includes the project described herein, under the Housing and Community Development Act of 1974 (Act), as amended; and

WHEREAS, Operating Agency desires to participate in said CDBG program and is qualified by reason of experience, preparation, organization, staffing and facilities to provide the services and implement the project described herein.

NOW, THEREFORE, in consideration of the mutual covenants herein set forth and the mutual benefits to be derived there from, the parties agree as follows:

1. COMPENSATION AND METHOD OF PAYMENT is amended to reflect the following: One Hundred Eighty-Five Thousand and Zero Cents (\$185,000.00). This is an increase of Sixty Thousand Dollars and Zero Cents (\$60,000.00) to the project amount.
2. BUDGET SECTION is amended to reflect the new compensation of One Hundred Eighty-Five Thousand Dollars and Zero Cents (\$185,000.00).
3. An amended Exhibit A, Project Description and Activity Budget, is attached hereto and incorporated herein

This contract amends the aforementioned section(s) in the original contract to reflect the change(s) noted above, and this section(s) should be substituted in its entirety to the previously executed contract. All other terms and conditions of said contract shall remain the same.

IN WITNESS WHEREOF, the Board of Supervisors of the County of Los Angeles has caused this Contract to be subscribed by the Executive Director of the Community Development Commission, and the Operating Agency has subscribed the same through its duly authorized officers, on the day, month and year first above written.

COUNTY OF LOS ANGELES

«WHITTIER BOULEVARD MERCHANTS ASSOCIATION»

Operating Agency

By: _____
SEAN ROGAN, Executive Director
Community Development Commission
Of the County of Los Angeles

By: _____
Title: _____

APPROVED AS TO FORM:

APPROVED AS TO PROGRAM:

ANDREA SHERIDAN ORDIN
County Counsel

SEAN ROGAN, Executive Director
Community Development
Commission
of the County of Los Angeles

By: _____
Deputy

By: _____
Director, CDBG