



**COUNTY OF LOS ANGELES
DEPARTMENT OF AUDITOR-CONTROLLER**

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May 4, 2011

TO: Audit Committee

FROM: Wendy L. Watanabe
Auditor-Controller

*Schneidman
for*

SUBJECT: **SUNSET REVIEW FOR THE LOS ANGELES COUNTY BEACH
COMMISSION**

RECOMMENDATION

The Audit Committee recommend to the Board of Supervisors (Board) to extend the Los Angeles County Beach Commission's sunset review date to December 31, 2014.

BACKGROUND

The Commission was established on May 25, 1971 under Los Angeles County Code Chapter 2.116.220. The Board approved the most recent sunset review extension in July 2005.

The Commission advises and makes recommendations to the Board and the Director of the Department of Beaches and Harbors (DBH) on County-operated beach issues.

The Commission has 20 members, ten appointed by the Fourth District Supervisor, seven appointed by the Third District Supervisor, and one each appointed by the First, Second, and Fifth District Supervisors. Commissioners are experts, laypersons and spokespersons for groups, who have an interest in beach-related issues.

Commission members do not receive stipends or other compensation. DBH provides the Commission with staff support, services and supplies. DBH estimates annual Commission-related expenditures of approximately \$6,500.

JUSTIFICATION

The Commission held nine meetings between January 2007 and December 2009 (an average of three meetings a year). The County Code does not specify how frequently the Commission should meet. Instead, County Code Chapter 2.116.240 gives the Commission the authority to decide how often it should meet. The Commission has determined it should meet monthly. However, the Commission Chair and Director of DBH are authorized to jointly waive the monthly meetings if there are no items that require the Commission to act. Based on the lack of a required number of meetings and the ability to waive meetings, we cannot comment on the number of meetings the Commission held during the review period.

For the nine meetings the Commission held, we noted that an average of 9.7 (49%) members were present. The Commission recognizes its low average attendance and is actively working to improve its attendance by working to fill vacant Commission positions.

Although the Commission held an average of three meetings a year and had a low average attendance, the Commission successfully fulfilled its duties. During this review period, the Commission noted the following accomplishments:

- Made recommendations to DBH on marketing agreements, which DBH indicated would generate at least \$6.8 million in cost savings and \$3.8 million in revenue for the County. Specifically:
 - The Lifeguard Vehicle Sponsorship Agreement with Ford Motor Company. DBH indicated this Agreement saved the County approximately \$1.5 million, by providing 45 donated hybrid vehicles for lifeguards in exchange for the right to advertise Ford as the "Official Vehicle Sponsor of Los Angeles County Beaches and Beach Lifeguards." DBH indicated the County will also save approximately \$200,000 per year on fuel by using hybrids.
 - The Beach Trash Barrel Sponsorship Agreement with Adopt-A-Highway (second amendment). DBH indicated this Agreement saved the County approximately \$2.6 million by having trash barrels with lids provided and maintained by Adopt-A-Highway for all County-operated beaches. Adopt-A-Highway will also pay the County approximately \$1.6 million for advertising on the trash barrels.
 - The Lifeguard Clothing Sponsorship Agreement with Van Heusen (second amendment). DBH indicated this Agreement saved the County approximately \$2.5 million in donated clothes, towels and competition banners for lifeguards and lifeguard tower signs. Van Heusen will also pay the County \$160,000 for advertising and endorsements.

- Concession Agreements allowing vendors to provide recreation, food services, and other amenities on County-operated beaches will generate approximately \$2 million in income to the County.
- Provided feedback to DBH concerning the Department's new and revised fees for services and facilities at Marina del Rey and County-operated beaches.
- Reviewed and endorsed grant applications resulting in funds to improve Malibu Surfrider, Topanga and Dan Blocker Beaches.

For the next evaluation period, the Commission will continue to make recommendations to the Board and the Director of DBH on beach-related issues, such as coastal preservation, marketing agreements, contracts, water quality, shoreline renourishment and erosion replenishment programs.

Please call me if you have any questions, or your staff may contact Robert Campbell at (213) 253-0101.

WLW:JLS:RGC:TK

Attachments

c: Santos H. Kreimann, Director, Department of Beaches and Harbors
Thomas J. Barnes, Chair, Beach Commission
Robin A. Guerrero, Chief, Board Operations
Angie Montes, Acting Chief, Commission Services

COMMISSION SUNSET REVIEW
LOS ANGELES COUNTY BEACH COMMISSION
REVIEW COMMENTS

Mission. (Does the mission statement agree with the Board of Supervisors' purpose and expectations?)

Stated mission is as set forth in the ordinance establishing the Commission.
CONCUR.

Section 1. Relevance. (Is the mission still relevant and in agreement with the Board of Supervisors' purpose and expectations?)

The Commission's mission is to review public policies, capital projects and contracts related to County-operated beaches, and make recommendations to the Board and DBH. The Commission also serves as an important component of DBH's communications strategy, to provide accurate and timely information to the beach communities and other interested parties.

The Commission's mission appears to be **RELEVANT.**

Section 2. Meetings and Attendance. (Are required meetings held and is attendance satisfactory?)

The Commission held nine meetings between January 2007 and December 2009 (an average of three meetings a year). The County Code does not specify how frequently the Commission should meet. Instead, County Code Chapter 2.116.240 gives the Commission the authority to decide how often it should meet. The Commission has determined it should meet monthly. However, the Commission Chair and Director of DBH are authorized to jointly waive the monthly meetings if there are no items that require the Commission to act. Based on the lack of a required number of meetings and the ability to waive meetings, we cannot comment on the number of meetings the Commission held during the review period.

For the nine meetings the Commission held, we noted that an average of 9.7 (49%) members were present. The Commission recognizes its low average attendance and is actively working to improve its attendance by working to fill vacant Commission positions.

The Commission's average attendance is **UNSATISFACTORY.** However the Commission is working to improve its attendance.

Sections 3 and 4. Accomplishments and Results. (Are listed accomplishments and results significant?)

During this review period, the Commission noted the following accomplishments:

- Made recommendations to DBH on marketing agreements, which DBH indicated would generate at least \$6.8 million in cost savings and \$3.8 million in revenue for the County, as discussed below.
 - The Lifeguard Vehicle Sponsorship Agreement with Ford Motor Company. DBH indicated this Agreement saved the County approximately \$1.5 million, by providing 45 donated hybrid vehicles for lifeguards in exchange for the right to advertise Ford as the “Official Vehicle Sponsor of Los Angeles County Beaches and Beach Lifeguards.” DBH indicated the County will also save approximately \$200,000 per year on fuel by using hybrids.
 - The Beach Trash Barrel Sponsorship Agreement with Adopt-A-Highway (second amendment). DBH indicated this Agreement saved the County approximately \$2.6 million by having trash barrels with lids provided and maintained by Adopt-A-Highway for all County-operated beaches. Adopt-A-Highway will also pay the County \$1.6 million for advertising on the trash barrels.
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 - Concession Agreements allowing vendors to provide recreation, food services and other amenities on County-operated beaches will generate approximately \$2 million in income to the County.
- Provided feedback to DBH concerning the Department’s new and revised fees for services and facilities at Marina del Rey and County-operated beaches.
- Reviewed and endorsed grant applications resulting in funds to improve Malibu Surfrider, Topanga and Dan Blocker Beaches.

The Commission’s accomplishments and results are **SIGNIFICANT**.

Section 5. Objectives. (Are the objectives compatible with the mission and goals and relevant within the current County environment?)

For the next evaluation period, the Commission will continue to make recommendations to the Board and the Director of DBH on beach-related issues, such as coastal preservation, marketing agreements, contracts, water quality, shoreline renourishment and erosion replenishment programs.

The Commission's future objectives appear **RELEVANT**.

Section 6. Resources. (Are the resources utilized by the entity in support of the entity's activities warranted in terms of the accomplishments and results?)

Commission members do not receive stipends or other compensation. DBH provides the Commission with staff support, services and supplies. DBH estimates annual Commission-related expenditures of approximately \$6,500.

The Commission's expenses appear to be **WARRANTED**.

Section 7. Recommendation.

**EXTEND THE SUNSET REVIEW DATE FOR THE LOS ANGELES COUNTY
BEACH COMMISSION TO DECEMBER 31, 2014.**

**Los Angeles County Beach Commission
Attendance Record**

Commissioner	Nominated by:	3/31/07	6/30/07	9/30/07	12/31/07	3/31/08	6/30/08	9/30/08	12/31/08	3/31/09	6/30/09	9/30/09	12/31/09	Totals	% Attended	
Number of Meetings per Quarter		1	0	1	0	1	1	0	1	1	1	2	0	9		
Vacant	1st District	0	0	0	0	0	0	0	0	0	0	0	0	0	0%	
Ronald D. Chatman	2nd District	1	0	1	0	1	0	0	0	0	1	1	0	5	56%	
Andrew R. Stern	3rd District	1	0	0	0	1	0	0	0	0	1	0	0	3	33%	
Clare Bronowski, Esq.	3rd District	0	0	1	0	0	1	0	1	1	1	1	0	6	67%	
Hal Ross	3rd District	1	0	0	0	0								1	33%	
Jeffrey D. Jennings, Esq.	3rd District	0	0	0	0	1	0	0	0	0	1	1	0	3	33%	
Rosemary (Rosi) Dagit	3rd District	0	0	1	0	0	1	0	1	1	1	1	0	6	67%	
Vacant	3rd District						0	0	0	0	0	0	0	0	0%	
Vacant	3rd District	0	0	0	0	0	0	0	0	0	0	0	0	0	0%	
Vacant	3rd District	0	0	0	0	0	0	0	0	0	0	0	0	0	0%	
Catherine McCurdy	4th District	1	0	1	0	1	1	0	1	1	1	1	0	8	89%	
Charles D. Milam	4th District	1	0	1	0	1	0	0	1	0	1	2	0	7	78%	
Donald W. Doyle	4th District	1	0	1	0	1	1	0	1	1	1	1	0	8	89%	
Don Rohrer	4th District	1	0	1	0	0	1	0	1	1	1	1	0	7	78%	
Don Lee	4th District	1	0	0	0									1	50%	
Jeffery S. Sallee	4th District							0	1	1	1	1	0	4	80%	
Marilyn J. White	4th District	1	0	1	0	1	0	0						3	75%	
Norma Pratt	4th District	1	0	1	0	1	0	0	1	1	0	1	0	6	67%	
Phil A. Pennington	4th District	0	0	1	0	1	0	0	0	0	0	0	0	2	22%	
Thomas J. Barnes	4th District	0	0	0	0	1	1	0	0	0	1	1	0	4	44%	
Walt Dougher	4th District	1	0	1	0	1	1	0	1	1	1	2	0	9	100%	
Vacant	4th District					0	0		0	0	0	0	0	0	0%	
Gary R. Dimkich	5th District	0	0	0	0	1	0	0	0	1	0	2	0	4	44%	
Totals		11	0	11	0	12	7	0	9	9	12	16	0	87		
														Average Attendance per Meeting	→	9.7

Legend:
 Vacancy was filled or Commissioner did not serve during this period.