



# City of La Quinta

**CITY / SA / HA / FA MEETING DATE:** December 2, 2014

**AGENDA CATEGORY:**

**ITEM TITLE:** APPOINT MEMBER TO DESERT CLASSIC CHARITIES CHARITY EVALUATION COMMITTEE

**BUSINESS SESSION:** 3

**CONSENT CALENDAR:**

**STUDY SESSION:**

**PUBLIC HEARING:**

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## **RECOMMENDED ACTION:**

Appoint a member to the 2015 Desert Classic Charities Charity Evaluation Committee.

## **EXECUTIVE SUMMARY:**

- Desert Classic Charities is responsible for distributing funds generated from the Humana Challenge Golf Tournament to local charities.
- Per a Use and Marketing Agreement, the City may have a representative on the Charity Evaluation Committee ("Committee"), who would review applications with the group and help determine the distribution of funds.
- To date, the City Council has appointed a member to this Committee each year. (A list of the 2014 Committee members is provided as Attachment 1).

## **BACKGROUND/ANALYSIS:**

On July 5, 2011, a Use and Marketing Agreement ("Agreement") was entered into by Desert Classic Charities and the City updating the terms and conditions of the 2007 Amended Use Agreement and the Supplemental Marketing Agreement for 2011. This Agreement outlines the roles of Desert Classic Charities and the City for the Humana Challenge Golf Event. In exchange for marketing benefits, the City provides public safety, waste management, and parking services for the Humana Challenge event. Additionally, the City may have a representative on the Fund Distribution Committee. This provides the City with input on determining the local charities that receive funds from the event.

As part of this agreement the City, at its option, may have a representative on the Charity Evaluation Committee, which determines the distribution of the charitable funds generated by the Humana Challenge Tournament. The City representative has the same voting rights and other privileges as all other members of the Committee.

This year's Humana Challenge Tournament will be held January 19 through 25, 2015. Committee members will be assigned three to five applications from local charities by December 1, 2014. Committee Members are responsible for providing a written recommendation of each applicant based on the member's interviews, site visits, and research of the organization. Mayor Adolph served on the 2014 Committee with Council Member Franklin as an alternate. If the City Council chooses not to appoint a member this year, Desert Classic Charities may assign the vacancy to another person associated with the event but not with the City.

**ALTERNATIVES:**

Appointing a member to the committee will ensure the City has input on determining which local charities receive funds from the event, therefore, staff has no alternatives.

Report prepared by: Steve Howlett, Golf & Park/Landscape Manager  
Report approved for submission by: Edie Hylton, Deputy City Manager

Attachment:           1. 2014 Committee List

**CHARITY EVALUATION COMMITTEE – AS OF SEPTEMBER 1, 2014**

Don Adolph

Keenan Barber, M.D.

John Evenson

John Foster

Kristy Franklin

Virginia Judd

Joe Kirby

Roger Low

Kevin McGuire

William Powers

James R. Reed, Chair

AJ Staples

Eugene Weisberg

Dick Zeigler

