



TOWN OF APPLE VALLEY

TOWN COUNCIL STAFF REPORT

To: Honorable Mayor and Town Council **Date:** April 9, 2013
From: Ralph Wright, **Item No:** 15
Subject: RESOLUTION 2013-15 , A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF APPLE VALLEY, CALIFORNIA, CONFIRMING AND RE-ESTABLISHING RENTAL FEES FOR THE APPLE VALLEY CONFERENCE CENTER APPROVED BY RESOLUTION 2010-44 AND ADDING AUTHORITY FOR THE TOWN MANAGER OR DESIGNEE TO APPROVE SPECIAL RATES FOR CONFERENCE CENTER RENTALS.

T.M. Approval: _____ **Budgeted Item:** Yes No N/A

RECOMMENDED ACTION:

Adopt Resolution 2013-15, a Resolution of the Town Council of the Town of Apple Valley, California, confirming and re-establishing rental fees for the Apple Valley Conference Center previously approved and established by Resolution 2010-44 and adding authority for the Town Manager or designee to approve special rates for Conference Center effective April 9, 2013.

SUMMARY:

The rental fees established for the Apple Valley Conference Center were designed for one-time use event rentals and the fees for those are appropriate. However, the current fee structure does not provide staff with the authority to approve special rates for multiple use rentals such as monthly or weekly meetings. Most of these meetings occur during the day when the facility is underutilized. Staff recommends the Town Council authorize the Town Manager or Designee authority to approve "Special Conference Center Rental Rates." Existing Rates as adopted by Resolution 2010-44 shall remain in effect for other uses. Any "Special Conference Center Rental Rates" authorized by the Town Manager or Designee would be required to at a minimum cover any and all direct costs associated with the use(s). If approved and authorized by the Town Council, this program will permit special reduced rate fees that will allow the Town staff to maximize the use of the facility and provide the community an available meeting space for ongoing meetings.

BACKGROUND:

This proposed program is not intended to displace the regular rates for events and meetings held at the Conference Center. To the contrary, the intent of this program will be to provide an opportunity for Town staff to provide competitive rental rates for ongoing and/or multiple uses of the facility by allowing the Town Manager or Designee to approve "Special Conference Center Rates." These special uses would not supplant other rentals of the facility but should afford the Town the opportunity to significantly increase the number of overall uses of the facility.

FISCAL IMPACT:

This program should provide an opportunity to increase the revenue for rental of the facility. At this time, it is undetermined the extent of this increase.

ATTACHMENT:

Exhibit A

RESOLUTION No. 2013-15

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF APPLE VALLEY, CALIFORNIA, CONFIRMING AND RE-ESTABLISHING RENTAL FEES FOR THE APPLE VALLEY CONFERENCE CENTER APPROVED BY RESOLUTION 2010-44 AND ADDING AUTHORITY FOR THE TOWN MANAGER OR DESIGNEE TO APPROVE SPECIAL RATES FOR COUFERENCE CENTER RENTALS

WHEREAS, the Town Council of the Town of Apple Valley has previously adopted schedules for various services, materials and mitigations provided by the Town specifying that the cost of rendering such services, materials or mitigations should be borne by the beneficiaries of same; and

WHEREAS, the Town wishes to comply both with the letter and the spirit of Article XIIB of the California Constitution and limit the growth of taxes; and

WHEREAS, the Town desires to maintain a policy of recovering the full costs reasonably borne of providing park and recreation services of a voluntary and limited nature, and including costs of preparing for hearing and adoption and administering of fees, such that general taxes are not diverted from general services of a broad nature and thereby utilized to subsidize unfairly and inequitably such special services; and

WHEREAS, based upon the State Guidelines to Implement the California Environmental Quality Act (CEQA), the proposed changes to the adopted Apple Valley Fee Schedule is not defined as a project and is, therefore, EXEMPT from further environmental review; and

WHEREAS, Beginning on July 1st of each future year the fees contained herein shall continue to be automatically adjusted by a percentage amount that is equal to or less than, as determined annually by the Town Council, the change to the Consumer Price Index, using the Los Angeles-Riverside-Orange County Consumer price Index for Urban Wage Earners and Clerical Earners for the previous twelve (12) month period (March to March). In compliance with State law, these fee increases shall only be implemented to the extent that a fee study justifies the actual Town cost in providing these services warrants these increases. Said fee study shall be filed with the Town Clerk at least (60) days prior to July 1st of each year; and

WHEREAS, amending the Apple Valley Fee Schedule is consistent with the Municipal Code of the Town of Apple Valley and shall promote the health, safety and general welfare of the citizens of the Town of Apple Valley; and

WHEREAS, it is the intention of the Town Council to develop certain revisions to its schedule of park and recreation fees and charges based on the Town's budgeted and projected costs for providing such programs reasonably borne for the ensuing fiscal year; and

WHEREAS, the Town has made available to the public data indicating the amount of cost, or estimated cost, required to provide the services for which the fees and service charges are levied and the revenue sources anticipated to provide the services; and

WHEREAS, The Town Council Authorizes the Town Manager or designees to approve special rental rates for the Apple Valley Conference Center;

WHEREAS, all requirements of California law are hereby found to have been complied with in and for these proceedings;

NOW, THEREFORE, BE IT RESOLVED that the Town Council of the Town of Apple Valley, California, finds, determines and orders as follows:

Section 1. That the Apple Valley Fee Schedule is consistent with the Municipal Code of the Town of Apple Valley and shall promote the health, safety and general welfare of the citizens of the Town of Apple Valley.

Section 2. That, based upon the State Guidelines to Implement the California Environmental Quality Act (CEQA), the adopted Apple Valley Fee Schedule is not defined as a project and are, therefore, EXEMPT from further environmental review.

Section 3. The amendments to the schedule of fees for various services, materials and mitigations provided by the Town of Apple Valley attached as "Exhibit A", hereto, which amend and add to a portion of the Schedule of Fees originally adopted by Council Resolution No. 2010-44, are hereby approved and adopted.

Section 4. Prior enactments of the Town Council establishing fees and charges for services, materials and mitigations, attached hereto, are hereby amended to the extent that such prior enactments duplicate or are inconsistent with fees and charges established hereby; except as so amended, fees and charges for services, materials or mitigations in effect prior to adoption of this resolution and not amended hereby shall remain in effect.

Section 5. Severability; If any provision of this Resolution or the application thereof to any person or circumstances held invalid, such invalidity shall not affect other provisions or applications and, to this end, the provisions of this Resolution are declared to be severable.

Section 6. Except where the minimum effective date is otherwise prescribed by law, the fees approved, increased and established herein became effective on September 14, 2013.

Section 7. The Town Council authorizes the Town Manager or designee to approve special rental rates for the Apple Valley Conference Center and herein become effective April 9, 2013.

APPROVED AND ADOPTED by the Town Council of the Town of Apple Valley this 9th day of April, 2013.

Curt Emick, Mayor

ATTEST:

La Vonda M-Pearson, Town Clerk

EXHIBIT A

Effective Rental Rates for Conference Center

Conference Center Fee Schedule (a)

| Weekday Hourly Rates (Mon - Thurs) | Standard Fees | Non-Profit / Civic Fees |
|---|---------------|-------------------------|
| Complete Conference Center (b) 1st 2 hours, 300 capacity | \$175.00 | \$125.00 |
| Conference Center Meeting Hall/each add'l hr - 300 capacity | \$125.00 | \$100.00 |
| North Meeting Room - 150 capacity | \$85.00 | \$65.00 |
| South Meeting Room - 150 capacity | \$85.00 | \$65.00 |
| Conference Room | \$20.00 | \$20.00 |
| Catering Kitchen (c) | \$25.00 | \$25.00 |
| Audio / Visual (c) | \$50.00 | \$50.00 |
| Full Conference Room Set-up Charge (c) | \$75.00 | \$75.00 |
| North or South Individual Room Set-up Charge (c) | \$50.00 | \$50.00 |
| | | |
| Weekend Rates (Fri - Sun) **4 hour minimum | Standard Fees | Non-Profit / Civic Fees |
| Complete Conference Center (b) 1st 2 hours, 300 capacity | \$200.00 | \$200.00 |
| Conference Center Meeting Hall/each add'l hr - 300 capacity | \$150.00 | \$150.00 |
| North Meeting Room - 150 capacity | \$100.00 | \$100.00 |

| | | |
|--|----------|----------|
| South Meeting Room - 150 capacity | \$100.00 | \$100.00 |
| Conference Room | \$20.00 | \$20.00 |
| Catering Kitchen (c) | \$25.00 | \$25.00 |
| Audio / Visual (c) | \$50.00 | \$50.00 |
| Full Conference Room Set-up Charge (c) | \$75.00 | \$75.00 |
| North or South Individual Room Set-up Charge (c) | \$50.00 | \$50.00 |

CAPACITY numbers based on dining allowance

(a) 50 - 5' Round Tables and 300 chairs are included with all full room rentals

Podium, American and California Flag available - prior notice required

(b) The Complete Conference Room Rental rate is for the first two hours of the rental. Each additional hour will be charged the lower Conference

Center Meeting Hall rental rate. This rate includes 4,386 square foot meeting room, 800 square foot lobby, 20 person conference room,

catering kitchen and Audio Visual.

(c) one time charges