

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: JEN SANTOS, DEPUTY DIRECTOR - PARKS
TRANSPORTATION & PUBLIC WORKS DEPARTMENT
SUBJECT: APPROVAL OF MANAGEMENT AND OPERATIONS
AGREEMENT WITH LUTHER BURBANK HOME AND GARDENS
ASSOCIATION

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Transportation and Public Works Department that the Council, by resolution: 1) approve a Management and Operations Agreement with Luther Burbank Home and Gardens Association for the management and operations of the historic Luther Burbank Home and Gardens facility; and 2) authorize the Director of Transportation and Public Works to execute the agreement.

EXECUTIVE SUMMARY

The purpose of this action is to receive approval from Council to enter into a Management and Operations Agreement with Luther Burbank Home and Gardens Association (Association) to provide for the management and operations associated with interpretation and preservation of the legacy of historic horticulturalist, Luther Burbank. The current Management and Operations Agreement expires on June 30, 2022, with no remaining renewals. The Association has requested that the city and the Association enter into a new Operations and Management agreement of substantially the same form for a term of one year, with two 3-year extension options for the City.

BACKGROUND

Luther Burbank Home and Gardens is designated as a special purpose park located at 204 Santa Rosa Avenue. The Park is approximately 1.5 acres consisting of the historic home, carriage house and greenhouse of famed horticulturalist Luther Burbank. The Association manage and operate the carriage house, home, greenhouse, demonstration beds and interpretive gardens of Luther Burbank.

Luther Burbank was born in 1849 in Massachusetts and lived in Santa Rosa for 50 years. His last place of residence is the park site containing the home, carriage house

APPROVAL OF MANAGEMENT AND OPERATIONS AGREEMENT WITH LUTHER
BURBANK HOME AND GARDENS ASSOCIATION
PAGE 2 OF 3

and greenhouse and where he and his wife, Elizabeth are buried under the Cedar of Lebanon. The gardens contain many of Luther Burbank's hundreds of plant varieties which are curated by the Association. The Association provides public tours to share historical facts regarding Luther Burbank's home, garden, and achievements.

The historic site is well managed by the Association and benefits from the operations and management from the Association. The Association has operated as a 501 (c)(3) non-profit organization since 2008.

PRIOR CITY COUNCIL REVIEW

Not applicable.

ANALYSIS

The Luther Burbank Home and Garden Association successfully operates and manages the site through their Board of Directors. Management and Operations include but are not limited to the gift shop, docent-led tours of the gardens and home, and seeking donations and membership for the support of their day-to-day oversight and use of the carriage house, home, greenhouse, demonstration beds and interpretive gardens.

The Association also plans and implements fundraising events with net proceeds reinvested both directly into the programs and program facilities, and for special projects such as replacement of the roof for the home and carriage house.

The Agreement includes goals that are updated by the Association on an annual basis. The goals identify program and fundraising strategies that the Association has planned for the year.

FISCAL IMPACT

There is no general fund impact from this action. The Luther Burbank Home and Gardens Association operates as a non-profit for the benefit of the Luther Burbank Home and Gardens. The Association provides funds for management and operation from their own fundraising, volunteers, and donations.

The city maintains a small general funded budget for janitorial, utilities, pest control, minor facility repair and similar services not associated with the Management and Operations Agreement with the Luther Burbank Home and Gardens Association.

ENVIRONMENTAL IMPACT

The activity is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15601(b)(3) in that CEQA only applies to projects or activities

APPROVAL OF MANAGEMENT AND OPERATIONS AGREEMENT WITH LUTHER
BURBANK HOME AND GARDENS ASSOCIATION
PAGE 3 OF 3

which have the potential for causing a significant effect on the environment.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution/Exhibit A -Management and Operations Agreement

CONTACT

Jen Santos, jsantos@srcity.org, (707) 543-3781