



Council Communication

Office of the City Manager

Date | January 7, 2008

Agenda Item No. 40

Roll Call No. 08-

Communication No. 08-007

Submitted by: Donald M. Tripp, Park and Recreation Director

AGENDA HEADING:

Approval of an exception to the competitive procurement process for an agreement with June L. Owens & Associates, LLC for program management at Evelyn K. Davis Park.

SYNOPSIS:

Approval of an exception to the competitive procurement process for a one-year agreement (two one-year renewal options) with June L. Owens & Associates, LLC for program management at Evelyn K. Davis Park. The agreement has two components: 1) administration and program management at Evelyn K. Davis Park at a cost not to exceed \$13,000; 2) a comprehensive summer youth program, before and after school programming, and neighborhood special events. Supplies, materials and staff for the second component will not exceed \$62,000 for direct expenses of program offerings. Staff recommends an exception to the competitive bidding requirements because Ms. Owens is uniquely qualified due to her ties with and understanding of the neighborhood. This agreement will begin upon Council action and extend through December 31, 2008.

FISCAL IMPACT:

Amount: The City has received \$225,000 of private donations for the purpose of enhanced programming at Evelyn K. Davis Park. The costs for this management contract are not to exceed \$75,000 annually over a three-year period.

Funding Source: Fiscal Year 2007-08 Operating Budget, Park and Recreation Department, Expendable Trust Funds, Evelyn K. Davis Park, ET901 PKS981700, page 258.

ADDITIONAL INFORMATION:

In September 2006, William Knapp gathered financial support for the Evelyn K. Davis Park Improvements Project, which included components of infrastructure improvements as well as enhanced park management and operations. Private sector donations totaling \$425,000 were specifically committed to address increased programming and family-oriented park activity (\$225,000) as well as a police presence (\$150,000) at the park over the course of the 2008, 2009, and 2010 fiscal years.

This operations funding allows the Park and Recreation Department to provide a higher level of programming than is usually seen in neighborhood parks throughout Des Moines. The goal is to create a busy, safe and clean park. Plans are to organize neighborhood sports teams; conduct/assist with park events such as festivals, musical and sporting events, outdoor movies, etc.; promote and schedule the use

of shelter facilities; coordinate park-located programs managed by area schools, the Des Moines Public Library Forest Avenue branch, and John R. Grubb YMCA.

The Park and Recreation Department developed a vision of how to best utilize the private donations for programming at the park. The vision anticipates that Evelyn K. Davis Park staff would reach out to the community and serve as a social liaison by attending neighborhood events, distributing fliers and brochures and speaking at neighboring churches, agencies, schools and organization meetings. The increased activity in the park would attract people from within and outside of the King Irving and Mondamin Presidential neighborhoods. The park's youth camp programming would provide neighborhood youth expanded understanding and opportunities within Greater Des Moines, particularly through field trips to the Blank Park Zoo, Science Center of Iowa, etc. A key programming element would be re-introduction of the Evelyn K. Davis day camp (summer) and after school program (winter, spring, fall) within Evelyn K. Davis Park. Programming would also occur at Forest Avenue Library and King Elementary School. The scope of this work goes well beyond any traditional recreation-based program offerings and would provide a more comprehensive approach, with an emphasis on human service, community education and recreational needs.

In order to begin this new programming in the 2007 season, the Park and Recreation Department developed a paid intern position and interviewed several applicants (with a panel that included King Irving Neighborhood representation). Due to the unique program and the available financial parameters, we were unable to find an applicant who met the desired criteria. At the same time this process was taking place, Thrivent began sponsorship of an additional initiative, entitled Thrivent Builds Neighborhoods, to assist with building participation, pride and community perception in the King Irving and Mondamin Presidential Neighborhoods.

June L. Owens, President of June L. Owens & Associates, LLC, became aware of these endeavors and came forward with a proposal to provide the recreational programming component of the Evelyn K. Davis Park Improvement Project through a Program Management Agreement. June L. Owens & Associates is a multifunctional firm established in 2002, providing services in Human Resources consulting and training, special event planning and coordination, public relation and marketing services and program management.

Staff recommends an exception to the competitive bidding requirements because of the specific need to identify staff familiar with the characteristics and needs of the neighborhoods surrounding the park. Ms. Owens is uniquely qualified due to her ties with and understanding of the neighborhood. As a child growing up in the King Irving Neighborhood, June Owens attended Evelyn K. Davis' Tiny Tots Daycare program, where her mother was a staff member. She is keenly aware of the characteristics, problems and potential inherent to the neighborhood and its residents. She is also familiar with agencies best suited to bring about the desired outcomes. Furthermore, Ms. Owens is an independent third party who is not affiliated with existing programming in the neighborhood. As a marketing and promotions professional, she can objectively execute the terms of this agreement without being bound to the missions of other agencies or programs. Park and Recreation Department staff will provide oversight to direct the vision of programming and ensure quality services are provided to area residents.

The one-year agreement has two components:

1. Administration and management of program elements based out of Evelyn K. Davis Park as outlined in the original Evelyn K. Davis Park Improvement Project. This includes working with neighborhood leadership to identify programming needs and establishment of partnerships with existing area organizations such as the Grubb YMCA, King Elementary School, Forest Avenue

Library, Inner City Urban Development (ICUD), etc., to enhance and support existing opportunities. The cost for this component will not exceed \$13,000 annually.

2. A comprehensive summer and after school youth education/recreation program. The cost for this component will not exceed \$62,000 annually. June L. Owens & Associates will be reimbursed from received invoices for purchased supplies, materials and staff hired as direct expenses for program offerings.

Ms. Owens has proposed a focus on learning, citizenship and fun with programs to support youth athletics, tutoring and job training incorporated into the overall program goals. Her work will involve several community-based special events and specific program offerings including art in the park (partnerships with Des Moines Art Center, Drake University, Des Moines Area Community College), Sunday ice cream socials, a "Stories With the Stars" reading program, "When I Grow Up" presentations by area professionals about careers and educational pathways, "Diversecity" programming exploring the diverse populations within the neighborhood/Des Moines community, and a "Hoopin' It" 3 on 3 basketball tournament. A preliminary budget for the 2008 calendar year follows:

Total Annual Budget:	\$75,000
• Administrative overhead	\$13,000 coordination and management of program
• Evelyn K. Davis Camp Coordinator	14,500 year-round permanent part-time position
• Assistant E.K. Davis Camp Coordinator	12,500 year round permanent part-time position
• E.K. Davis summer Youth Counselors	4,800
• Workers' comp	1,000
• Health insurance	3,600
• Contractor's Liability Insurance	1,600
• Field trip transportation	3,000
• Field trip admissions	3,000
• Neighborhood special events	4,000 (minimum of four celebrations)
• Crafts, equipment and supplies	4,000
• Day camp and after school snacks	4,000
• Coach/instructor fees for programs and other entities	1,500
• Fee-based program participation scholarships	2,000
• Miscellaneous expenses	2,500 (printing, honorarium, movie rental, etc.)

After an unsuccessful effort to hire a paid intern to administer this work, staff feels the proposed Program Management Agreement with June L. Owens & Associates, LLC is a better alternative to permanent staffing for this program. It addresses the need for program staff who are both familiar with and dedicated to the special needs of the citizens of the neighborhoods surrounding Evelyn K. Davis Park while at the same time providing flexibility and professionalism in programming and promotion. Contracted staff will meet regularly with Park and Recreation Department staff to evaluate the program curriculum, budgets, volunteer support and partnerships to aid in developing a comprehensive program. A detailed report outlining program offerings, participation, budget, etc. will be provided at the conclusion of each program year as a prerequisite to consideration of contract renewal by staff and City Council.

PREVIOUS COUNCIL ACTION(S):

Date: June 4, 2007

Roll Call No. 07-1115

Action: On Evelyn K. Davis Park Improvements: Resolution approving plans, specifications, form of contract documents, Engineer's Estimate and designating lowest responsible bidder as Baker Electric, Inc., (Britt Baker, CEO), \$153,900.26. ([Council Communication No. 07-336](#)) Moved by Vlassis to adopt. Motion carried 7-0

Date: March 12, 2007

Roll Call No. 07-499

Action: [Community](#) Attraction and Tourism (CAT) Program Agreement with Vision Iowa Board for acceptance of a \$130,000 award for the Evelyn K. Davis Park Improvements Project. ([Council Communication No. 07-145](#)) Moved by Mahaffey to approve. Motion carried 6-1.

Date: September 25, 2006

Roll Call No. 06-1931 and 06-1932

Action: Authorization to submit Community Attraction and Tourism Grant application and to reappropriate \$50,000 to FY 2006-07 Park and Recreation Department CIP Budget for Evelyn K. Davis Park improvements. Moved by Vlassis to adopt. Motioned carried 6-0; and Acceptance of donations to fund Evelyn K. Davis Park improvement and programs. ([Council Communication No. 06-623](#)) Moved by Vlassis to adopt. Motioned passed 6-0.

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:

Option for approval of two renewal options.