

## Memorandum

To: BCHD Board of Directors

From: Megan Vixie, Chief Engagement Officer

Date: May 10, 2019

Subject: Update to Campus/Asset Activation Project

This memo is to provide the Board of directors with an update to the status of the campus/asset activation project that began in June 2018.

Tom Bakaly, CEO, has updated the Board of Directors that the \$200,000 in the FY18-19 budget originally designated for the 3<sup>rd</sup> floor at 514 Prospect Avenue was too limited in scope to reach as many of the District's constituents as possible and to meet the following goals established for the Project:

1. Communicate/educate residents about where BCHD has come from, where we are now and get them excited about where we are going
2. Activate the campus to maximize the number of people who visit and use them
3. Illustrate the services and value of 514 campus
4. Expand the capacity of the campus to accommodate community gatherings and facilitate community connectedness
5. Seize the short-term opportunity to demonstrate how the campus can reflect "who we are"
6. Leverage this investment for future use/application (e.g., incorporation into BCHD campus master plan)

A task force consisting of representation from all programming areas was created to present recommendations that would meet the goals stated above.

After thorough review of the areas of interest at 514 Prospect Campus (e.g., 3<sup>rd</sup> floor, 1<sup>st</sup> floor, lower level, back patio, current garden space), coupled with the decision to demolish the 514 Prospect building in BCHD's adopted campus master plan, the task force and CEO expanded its activation plan to not only the Prospect Avenue campus but to all of BCHD's assets, to include CHF (in light of Medical Fitness Accreditation) and AdventurePlex (in order to expand programming into Manhattan Beach).

### Task Force Members

- Melissa Andrizzi-Sobel, Director of Community Services
- Cindy Foster, Health & Fitness General Manager
- Eric Garner, Communications Manager (former)
- Lauren Nakano, Director of Blue Zones Project
- Ali Steward, Director of Youth Services
- Megan Vixie, Chief Engagement Officer

The task force presented their recommendations to the BCHD Leadership Team, who agreed upon the following upgrades totaling \$66,858 that are currently in progress:

| Area                        | Project   | Cost     | Opportunities   |
|-----------------------------|---|----------|---|
| 514 Prospect Campus         | Upgrades to existing garden space (ADA compliant garden beds, ADA ramp, and sink)   | \$10,000 | <ul style="list-style-type: none"> <li>- Hold docent lessons at campus (instead of one school)</li> <li>- Hold community workshops to bolster nutrition programming</li> <li>- Pilot intergenerational programming with Silverado and Child Development Center</li> </ul> |
| Center for Health & Fitness | Large screen TV replacement in lobby and new lobby furniture                        | \$12,454 | <ul style="list-style-type: none"> <li>- Ability to display information about MFA and campus master plan to educate and update members/visitors to CHF</li> </ul>   |
| Adventure Plex              | Upgrades to Sports Court (sound proofing, floor covering, logos, tables and chairs) | \$44,404 | <ul style="list-style-type: none"> <li>- Ability to hold various types of events for lifespans programming in Sports Court (like we do in Beach Cities Room) to increase presence and reach in Manhattan Beach</li> </ul>   |

The task force is still in the process of researching the following projects below:

| Area                | Project  | Opportunities  |
|---------------------|--|--|
| 514 Prospect Campus | Refurbish lobby area and hallways leading to entrances/exits with signage, furniture, etc. | <ul style="list-style-type: none"> <li>- Offer more seating in lobby area while they wait</li> <li>- Opportunity for more displays, visuals, etc. throughout high traffic areas to educate, update and provide information to visitors about who BCHD is and the campus master plan</li> </ul>   |
| 514 Prospect Campus | Upgrade furniture on back patio near loading dock  | <ul style="list-style-type: none"> <li>- Ability to expand outside seating for gathering space for residents and programming</li> </ul>  |
| All                 | Purchase mobile kitchen/demonstration equipment and vehicle                                | <ul style="list-style-type: none"> <li>- Ability to expand nutrition programming across the lifespans by offering more healthy food demos at various locations throughout the beach cities</li> <li>- Opportunity to have healthy food demos at events in communities</li> <li>- Need to purchase vehicle that can transport equipment and supplies</li> </ul> |

The task force will continue to meet and provide the Leadership Team with recommendations on how to utilize the remaining funds of \$133,142 of the total \$200,000 budget.