

# South Bay Cities Council of Governments

September 13, 2021

TO: SBCCOG Steering Committee

FROM: Jacki Bacharach, SBCCOG Executive Director

SUBJECT: Special Event – Wednesday, November 10

## Adherence to Strategic Plan:

*Goal C: Member Networking and Communications.* Sustain and strengthen Board and member commitment to SBCCOG and its initiatives.

## PROPOSAL

SBCCOG Chair Drew Boyles has proposed having a special evening event for the Board members on Wednesday, November 10 which would include networking and a speaker at a location in El Segundo on the roof of a building. He has offered to donate the venue. This would be a Brown Act event but the invitations would be directed at the Board.

## LOGISTICS

The time could be 5 pm to 7 pm for cocktails and hors d'oeuvres. Because we have no budget for this event, staff would propose a no host bar. The speaker could begin at around 6:15 pm and speak for 15 to 20 minutes with questions after.

## SPEAKER POSSIBILITIES

Possible topic: The business of sports and impact on cities. A speaker could be invited from one of the teams who have made their home in El Segundo (Premier Lacrosse League, LA Giltinis/rugby, LA Kings & Lakers). Staff will seek assistance from Mayor Boyles to identify and invite someone.

Other topic suggestions are welcome.

## COST

As previously stated, this event is not budgeted, however, staff will be starting to contact sponsors for the 2022 General Assembly and it is possible to increase the sponsorship ask and give them the opportunity to sponsor two events with the attendant increased publicity. However, it is unknown if the sponsors would be willing to give more. If the event is approved, a budget will be developed with the idea of creating a sponsorship category at a higher ask to cover both events.

## RECOMMENDATION

Time is short to get this event planned and publicized. The staff seeks direction on whether and how to proceed.