



Agenda Item No. 7.

Staff Report

Date: April 25, 2024

To: Mayor and Councilmembers

From: Christa Johnson, Town Manager

Subject: Requests for FYE 25 Funding: Age Friendly Task Force and Ross Property Owners' Association

Recommendation

It is recommended that the Town Council consider requests for FYE 25 funding from the Age-Friendly Task Force and the Ross Property Owners' Association and provide direction to staff regarding the amount of funding to include in the FYE 25 budget.

Background

Age Friendly Task Force

The Age Friendly Task Force is a recent program in the Town of Ross. Prior to FYE 23, costs related to the initiative were absorbed into the Recreation Department budget line items. For example, funding for the initial Age Friendly breakfast events came from the budget line item for existing Town events such as the Town Dinner. As the initiative gained steam, the Task Force requested a more dedicated line item in the Town budget. For FYE 24, the Town Council approved the Task Force's request for \$8,000 and this funding was added to the Recreation Department's FYE24 budget. In addition to this funding, the Recreation department provides staffing to coordinate the initiative and to assist in the implementation of its programs and events. The Task Force is requesting the same amount of funding for FYE 25.

Ross Property Owners' Association (RPOA)

For many years, the RPOA has completed beautification projects and coordinated community-building events in Ross. According to former Town Manager Joe Chinn, during the ten years prior to FYE 23, the Town contributed very little direct funding to RPOA apart from modest amounts of funding towards the hiring of concert bands and holiday lighting. The original concept was that RPOA would provide funds to the Town to beautify the Town. For example, RPOA used to contribute \$500 a year to the Town dinner, paid for a share of some public infrastructure items

such as enhanced street lights downtown, the redwood bathroom enclosures, and a drinking fountain at Natalie Coffin Greene Park. For these infrastructure items, RPOA wanted to get them built and the Town may or may not have completed them if the Town had to pay for 100% of the costs. RPOA fully funded a few items such as new information kiosks at the Post Office and flower baskets along the Common. In FYE 22, RPOA increased its requests for direct funding and staff support for RPOA events which Town staff attempted to accommodate within its existing appropriations.

In early 2022, new Town Manager Christa Johnson asked RPOA to submit its request for funding as part of the Town Council's annual budget process. The intent was to increase transparency regarding the level of Town funding provided to RPOA and to enable the Town Council to consider the request and the RPOA projects/events the funding would support within the context of all the Town Council's budget considerations. Receiving a grant from the Town for a specific amount for a specific scope of work enabled the RPOA to establish its budget and work program for the upcoming fiscal year. The process also reduced last minute requests from RPOA to the Town for funding or staff assistance. The RPOA requested and was granted \$26,500 for various projects and events in FYE 23. For FYE 24, RPOA requested and was granted \$29,000 in funding.

It is important to note that the Town has very limited staffing and cannot dedicate staffing to assist RPOA with the planning nor onsite staffing/cleanup for the RPOA events. Town staff will assist with putting out portable tables during their usual work shift and liaise with MSS to have extra trash, recycling, and compost collection carts delivered. RPOA will need to "staff" its trash and recycling collection area during the events to reduce contamination, and clean up after the events. More specifically, the Town does not have nonpublic safety staff that work on the weekends and therefore last minute support for the RPOA events will not be possible unless it is a health or safety issue.

Attached is correspondence from the Age Friendly Task Force and the Ross Property Owners' Association (RPOA) requesting Town Council consideration of requests for funding for the upcoming Fiscal Year.

Attachments

1. Memo from Age-Friendly Task Force requesting FYE 25 funding
2. Memo from RPOA requesting FYE 25 funding

ATTACHMENT 1

Age Friendly History: FYE 2023-24 Goals

The Age Friendly Task force, headed by Ross resident, Teri Dowling, and supported by Town Staff, has taken great leaps forward in the past year. Below is an outline of FYE 24 goals and how Age Friendly Ross has met expectations.

- Goal 1: Increase community representation: Age Friendly Ross now has 141 Age Friendly email recipients and steady participants.
- Goal 2: Expand age friendly classes through Recreation Dept: Ross Recreation Department has featured age friendly pickleball classes, tennis classes, wreath making, Friday Afternoon Tai Chi, Thursday Qi Gong, and Monday open Mah Jongg Play. The Department has formed a relationship with MAGC to find suitable classroom space to host additional age friendly classes.
- Goal 3: Continue breakfast gatherings: Age Friendly Ross has continued with a minimum of 1 breakfast gathering per quarter. Each gathering has resulted in increased community awareness and participation.
- Goal 4: Make February Luncheon an annual event: With 70 guests, and an increase of 15 guests from 2023, this event is now annual.
- Goal 5: Partner with CHP on Age Well Drive Smart Presentations. Age Friendly Ross organized a presentation, and it was unfortunately cancelled. The cancellation was due to lower-than-expected registration.
- Goal 6: Increase outreach to residents through mailings and brochures: Age Friendly Ross now has an official logo, webpage on the Town of Ross' website, and banner.

2024-25 Age Friendly Goals:

Moving into the 2024-25 fiscal year, Age Friendly Ross is eager to provide residents with programs to enhance their daily lives, expand taskforce memberships, cultivate community collaborations, and further the ways to provide a better way to age actively. Below are objectives for FYE 25;

- Increase opportunities for older Ross residents to participate in social and educational events that enhance their health and wellbeing.
- Increase the Age Friendly Ross mailing list from 141 recipients to 200.
- Expand age friendly classes to 5 classes annually through Ross Recreation Department with a focus this year on intergenerational classes and activities.
- Hold a minimum of 4 breakfast gatherings with speakers on topics of interest.
- Hold the February Annual luncheon at Marin Art and Garden Center and add a participant cost of \$15 to support event cost recovery and reduce the number of no-shows; continue to solicit and provide donated gifts and collaborate with Branson, Cedars and Ross School.
- Hold one event that is jointly planned and provided by either the Ross School PTO, the Auxiliary or the RPOA.
- Participate in the July 4th parade and provide information about AFR at a minimum of two other town events by publicizing our events, webpage, banner.

Age Friendly FYE25 Budget Request

Item	FYE25 Budget Request	Notes
Taskforce Meetings	\$1,200	12 meetings at average cost of \$100 each
Annual Valentine's Luncheon	\$4,000	Feb 2025 Luncheon. Addition of \$15 fee per attendee to help supplement costs
Community Breakfast Presentations	\$2,000	(4) breakfast gatherings @ \$500
Supplies and Marketing	\$800	Marketing materials and event supplies
Total	\$8,000	

**This does not include 10 hours of monthly Recreation Manager time and resources.*

(Time and resources include but are not limited to; monthly meetings, event coordination, preparation, and onsite event support, community communications, and marketing.)

ATTACHMENT 2

RPOA Request for Town Funding: 2024-25

Regarding RPOA projects in 2023, we ended up with a budget surplus of \$6,840. This was due to spending less on a few projects than anticipated and deferring a few projects, specifically the new banners and post office lighting, until 2024-25. Please see the table below for a breakdown of our 2023 budget and its variances.

	Project	RPOA	Town Commit	Total Budget	2023-A	Variance
1	Holiday Decorations & Lights on the Common	\$12,000	\$8,000	\$20,000	\$18,000	\$2,000
3	Light Poles - Hanging Flowers	\$7,500	\$3,500	\$11,000	\$12,860	-\$1,860
4	Light Poles - New Colorful Banners	\$2,000	\$1,000	\$3,000	\$0	\$3,000
5	Live on the Common #1 (8/25/23)	\$4,000	\$2,000	\$6,000	\$7,300	-\$1,300
6	Live on the Common #2 (10/8/23)	\$4,000	\$2,000	\$6,000	\$7,300	-\$1,300
7	Live on the Common #3 (5/24)	\$4,000	\$2,000	\$6,000	\$7,300	-\$1,300
8	WinterFest (Community Event)	\$10,000	\$5,000	\$15,000	\$12,500	\$2,500
9	Post Office Upgrades (table, lighting)	\$8,500	\$5,500	\$14,000	\$8,900	\$5,100
	TOTAL	\$52,000	\$29,000	\$81,000	\$74,160	\$6,840

The Town's commitment of \$29,000 translates to a \$2,500 share of the surplus, which has been carried over into our 2024-25 budget. Please see the table below for RPOA's request for the upcoming year.

	Project	RPOA	Town Commit	Total Budget	Rationale for Town
1	Holiday Decorations & Lights on the Common	\$12,000	\$8,000	\$20,000	Festive way to recognize the holidays
3	Light Poles - Hanging Flowers	\$10,000	\$4,000	\$14,000	Beautifies the Commons & Commercial district
4	Light Poles - New Colorful Banners	\$3,000	\$0	\$3,000	Beautifies the Commons & Downtown
5	Live on the Common #1 (8/23/24)	\$5,000	\$3,000	\$8,000	Community Building for all generations
6	Live on the Common #2 (10/11/24)	\$5,000	\$3,000	\$8,000	Community Building for all generations
7	Live on the Common #3 (4/25/25)	\$5,000	\$3,000	\$8,000	Community Building for all generations
8	WinterFest (Community Event)	\$10,000	\$4,000	\$14,000	Large community event celebrating the holidays
9	Spring Fling	\$5,000	\$2,000	\$7,000	Spring community event for families
	TOTAL	\$55,000	\$27,000	\$82,000	

We appreciate our ongoing partnership with the Town and all of the support the Town provides our organization. Together we make Ross a better place for our residents and the greater community.