



AGENDA REPORT
SAN CLEMENTE CITY COUNCIL MEETING
 Meeting Date: July 3, 2012

Agenda Item 6-D
 Approvals: _____
 City Manager _____
 Dept. Head _____
 Attorney _____
 Finance _____

Department: City Manager *L*
Prepared By: Laura Ferguson, Assistant to the City Manager/Public Information Officer
Subject: **SPORTS HALL OF FAME**

Summary: Mayor Jim Evert proposed an idea for a Sports Hall of Fame program that would showcase local success stories in sports. The Beaches, Parks & Recreation Department identified an available wall for this purpose if the City Council approves the program. This wall is located at the San Clemente Aquatics Center Pool Pump House that faces the pool and provides a blank canvas to celebrate the inductees to the Sports Hall of Fame. The Sports Hall of Fame will allow the City to formally recognize individuals for their outstanding contributions and dedication to San Clemente youth in the spirit of sportsmanship, athletics, and teamwork.

As far as implementation and oversight of the program, the Friends of San Clemente Beaches, Parks & Recreation Foundation Board of Directors has expressed an interest and willingness to administer the Sports Hall of Fame program. They will form nomination/selection and recognition committees to determine and celebrate the selections each year.

Staff has drafted a Letter Agreement, which includes suggested/preliminary criteria only. The Foundation, as the administrator of the program, will be free to modify the criteria as the program develops. The Letter Agreement and cover letter was sent to the Foundation President on June 12th for review by the Foundation Board. The final step would be for the concept and the Agreement to be approved by the City Council. If approved, staff and the Foundation can publicly announce the program and conduct outreach.

Recommended

Action: STAFF RECOMMENDS THAT the City Council approve: 1) a Sports Hall of Fame program; 2) allowing the San Clemente Aquatics Center Pool Pump wall to be used to showcase the inductees; and 3) executing the Letter Agreement with the Friends of San Clemente Beaches, Parks & Recreation Foundation for program administration.

Fiscal Impact: Minimal cost for the mosaic tile or plaque for each inductee to the Sports Hall of Fame.

Attachments: Letter Agreement and Cover Letter to Friends of SCBPR Foundation

Notification: Tom Wicks, President, Friends of SCBPR Foundation
Sharon Heider, Director of Beaches, Parks & Recreation



Friends of San Clemente

Beaches, Parks & Recreation Foundation



SPORTS HALL OF FAME LETTER AGREEMENT

Recognizing Excellence in Athletics

Parties

This Agreement is made this _____ day of _____, 2012, between and among the City of San Clemente ("City"), a California municipal corporation and the Friends of San Clemente Beaches, Parks & Recreation Foundation ("Foundation"), a 501 (c)(3) Non-Profit Corporation (hereinafter collectively referred to as "Parties").

Concept

The City of San Clemente will dedicate a wall at the San Clemente Aquatics Center to showcase San Clemente success stories in sports, such as professional athletes, Olympians, college star athletes, coaches and local icons. The names of inductees on the Sports Hall of Fame would be displayed in a fashion that blends with the existing design of the aquatics center.

Objective

The Sports Hall of Fame will be dedicated to formally recognizing individuals for their outstanding contributions and dedication to San Clemente youth or serving as a role model in the spirit of sportsmanship, athletics, and teamwork. These athletes will have developed in the San Clemente environment and have gone onto achieve significant accomplishments.

Program Administration

The Friends of San Clemente Beaches, Parks & Recreation Foundation will manage the Sports Hall of Fame program. The Foundation will also coordinate and oversee volunteer committees for the nomination/selection process and recognition events.

Selection and Recognition Event Committees

The Foundation will establish a Selection Committee of 7-9 members. The initial committee could include members of the Foundation, Mayor Jim Evert, members of partner youth sports organizations (i.e. AYSO, Little League, etc.) and surf industry, representative from San Clemente High School, and member of the media. The Foundation will also establish a Recognition Event Committee that will organize an annual event to announce the inductees.

Selection Criteria

The nominees for the Sports Hall of Fame must meet specific criteria to be considered by the selection committee. The Sports Hall of Fame will recognize various categories of outstanding athletes, including those who have attained professional status, Olympians, and significant contributors such as coaches, and other individuals who have contributed significantly to shaping athletes and athletic programs in the San Clemente community.

Additionally, the specific criteria below will be carefully considered when evaluating the nominations for the Sports Hall of Fame. The nominees may not necessarily meet every one of the criteria set forth, but the criteria (which will be refined over time) will be used in accordance with the nomination category received.

- Must have developed their athletic skills in San Clemente, including the City recreation program(s), schools, and ocean environment or
- Must have established residency here while still an active, non-retired pro-athlete/coach/Olympian.
- Must have achieved athletic notoriety in college; professional sports teams, or major competition or outstanding coaching contribution in his or her sport.
- Must exemplify character/serve as a positive role model while representing his or her sport.

Election Process

The Sports Hall of Fame committee will establish an election process that will take place once each year and include the following considerations:

- A nomination form will be required for all nominations to the Sports Hall of Fame. The nomination form will be accessible from the Foundation and City websites.

- The nomination form must include: 1) the name of the person making the nomination; 2) the date of the submission; 3) the year of graduation; 4) the sport(s) played; and, 5) a list of the outstanding contributions made to his or her sport(s).
- The completed nomination form must be sent to the Foundation offices at 910 Calle Negocio, Suite 101, San Clemente, CA 92672, phone (949) 276-8866.
- Up to 10 individuals will be inducted in the Sports Hall of Fame during the launch year of the hall, and up to 3 maximum annually inducted in future years. This will enable induction to remain a special honor.
- Applications should be kept on file for 5 years. This will allow the committee to reconsider worthy people who were not selected previously.
- After 5 years, a person may be re-nominated.
- The Foundation will establish and maintain a database of nominees.
- Inductees shall be announced annually at a Sports Hall of Fame recognition event.
- Deadline for submittal of nomination forms shall be no later than 60 days prior to that event.
- The selection committee will review the nomination forms; research for accuracy; and, select inductees no later than 30 days prior to the event.

Costs for Recognition

The wall utilized to recognize individuals is already built. The Sports Hall of Fame will be established on the Pool Pump Building at the San Clemente Aquatics Center that faces the pool. Thus, creating and maintaining the Sports Hall of Fame will not be expensive; however, there will be costs for the Mosaic tiles, plaques or whatever means is used to display the names of the inductees on the Sports Hall of Fame. Information on the inductees will also be displayed on a newly created website devoted to the honorees that also links to the Foundation and City websites. Additionally, consider including short video programs of inductees and air where available (i.e. government access channel; websites; show on the television in the aquatics center lobby).

Additionally, depending on how the inductees are announced and celebrated, the costs could run from minimal to significant. There is potential to seek sponsorships from local businesses, service clubs, or non-profits to underwrite the costs if the mechanism used to announce the inductees were a reception, banquet, or ceremony and included refreshments.

Inductions could also be announced at opening day ceremonies for any one of the youth sports leagues, such as Little League, AYSO or Pop Warner. This presents an opportunity for more people in the community to actively be involved, ensuring a captive audience and reducing event costs.

Program Promotion

In addition to posting the call for nominees and nomination materials on the Foundation website, the City of San Clemente has communications tools to help promote the program. This includes the City website, the government access channel, Remind Me SC E-blast, and press releases. Information on the program can also be promoted in the utility bill mailer and announced at City Council meetings. External sources can also be utilized for promotion:

- Generate stories/place advertisements in local newspapers/magazines.
- Chamber of Commerce E-blast to members.
- Community HOA's newsletters and websites.
- PTA's and Booster Club newsletters.
- Contact presidents of San Clemente High School alumni group.

Retraction

There could be a situation when an individual is removed from the Sports Hall of Fame. It is important that inductees are aware of this caveat when formally recognized on the Sports Hall of Fame. The Foundation expects everyone on the Sports Hall of Fame to remain a positive role model for our community and its youth, especially its aspiring athletes. The Foundation will be responsible for maintaining a watch over the Sports Hall of Fame inductees and shall remove any inductee who fails to maintain the Foundation's standards.

Termination of Letter of Agreement

If either party is unable to fulfill its obligation outlined in this Letter of Agreement after reasonable effort, then either party shall have the right to terminate this Agreement. In such a case, each party will hold the other harmless for the termination of the Agreement, and neither party will be liable to the other for any unfulfilled obligations as described herein.

Signatures

IN WITNESS WHEREOF, the parties hereto caused this Letter Agreement to be executed by their duly authorized officers.

ATTEST WITNESS

CITY CLERK

CITY OF SAN CLEMENTE
California Municipal Corporation

By: _____

Title: _____

Dated: _____

TAX I.D. #: 95-6000775

**FRIENDS OF SAN CLEMENTE BEACHES,
PARKS & RECREATION FOUNDATION**
501 (c)(3) Non-Profit Corporation

Approved as to form:

City Attorney: _____

Dated: _____

By: _____

Title: _____

Dated: _____

TAX I.D. #: 33-0952861

WD-7