

CALIFORNIA COASTAL COMMISSION

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Wed 8b

December 22, 2000

TO: Commissioners and Other Interested Parties

FROM: Peter Douglas, Executive Director
Steve Scholl, Deputy Director
Christiane Parry, Public Education Program Manager

SUBJECT: Memorandum of Agreement with the California State Parks Foundation
(For the meeting of January 10, 2000 in Los Angeles)

Recommendation: Staff recommends that the Commission authorize the Executive Director to amend its Memorandum of Agreement with the California State Parks Foundation, to accept up to an additional \$35,000 for personnel expenses for the Adopt-A-Beach Program, and to extend the expiration date of the MOA to December 31, 2002.

Motion: *I move that the Commission authorize the Executive Director to amend its Memorandum of Agreement with the California State Parks Foundation to accept up to an additional \$35,000 for personnel expenses for the Adopt-A-Beach Program and to extend the expiration date of the agreement to December 31, 2002.*

Staff Analysis: The California Coastal Commission coordinates the Adopt-A-Beach Program in partnership with the California State Parks Foundation (CSPF). The CSPF serves as the fiscal agent for the Adopt-A-Beach Program. The Adopt-A-Beach Program is a statewide educational campaign to promote coastal and marine conservation. The Program includes California Coastal Cleanup Day, an annual one day event that in 2000 attracted 45,000 volunteers, who cleaned California beaches, lakefronts, and waterways; the Year Round Adopt-A-Beach Program, in which groups pledge to clean a particular beach three times over the course of a year; and the Marine, Coastal and Watershed Educational Resources Directory.

The original agreement was for \$15,000, to employ a program assistant for the Adopt-A-Beach Program. The agreement was amended in March 2000, to add up to \$5,000 to the original agreement and to extend the timeframe for employing the program assistant. This second amendment would add an additional \$35,000 to the agreement, which would cover the salary of a program assistant for an additional year. This amendment would also extend the timeframe of the agreement to December 31, 2002.

