



# ***Agenda Report***

## ***Fullerton City Council***

**MEETING DATE:** MARCH 16, 2021

**TO:** CITY COUNCIL / SUCCESSOR AGENCY

**SUBMITTED BY:** KENNETH A. DOMER, CITY MANAGER

**PREPARED BY:** ALICE LOYA, ACTING DEPUTY DIRECTOR OF PARKS AND RECREATION

**SUBJECT:** UPDATE ON FULLERTON MUSEUM RE-OPENING PLAN

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### **SUMMARY**

Update on Fullerton Museum Center re-opening plan as requested by Mayor Pro Tem Dunlap and Council Member Jung at the March 2, 2021 City Council meeting.

### **RECOMMENDATION**

Receive update and provide direction as appropriate.

### **PRIORITY POLICY STATEMENT**

This item matches the following Priority Policy Statements:

- Fiscal and organizational stability.

### **FISCAL IMPACT**

No fiscal impact.

### **DISCUSSION**

At the March 2, 2021 City Council meeting, Mayor Pro Tem Dunlap and Council Member Jung requested an update on the Fullerton Museum Center and re-opening plans. On February 2, 2021, City Council heard an update on the Fullerton Museum (attached) which provided the general public brief information on the Fullerton Museum and included issues surrounding the intent to create a museum master plan to help the Fullerton Museum Center Association and the City enhance operations in the future. Additional matters discussed included potential community partnerships for enhanced operations, property ownership and when the Museum would reopen. The City Council's directed Staff to assist the Fullerton Museum Center Association (FMCA) Board with re-opening

the Fullerton Museum Center for Thursday, Friday and Saturday operations by April 15, 2021.

Staff, through the Parks and Recreation Department, has been in communication and working with the FMCA board on a re-opening plan. The FMCA is assessing their ability in order to determine how and when the Museum re-opens. According to the FMCA, April 15<sup>th</sup> is not feasible for them to re-open the museum. The reasons include:

- Conducting a complete inventory of the Association's property. This includes existing stock in the FMC gift shop.
- Restoring the Museum to full, complete working condition given the almost full year of inoperability.
- Allowing the Program Planning Committee to work towards the first exhibit. The committee has not yet established a date but is hopeful it will arrange an opening date soon.
- Allowing a Beer Garden Task Force to evaluate the need and operations of the beer garden, which is the largest profit center for the Association. The operations of the beer garden are also contingent upon the City's operation of the Thursday Fullerton Market.

The FMCA anticipates the exhibit and gift shop would open in June. With the current COVID-19 trends, the Beer Garden will open in June or July. Attached is an email from the FMCA outlining their re-opening plan and recognizing that an April 15<sup>th</sup> date is not feasible.

Staff will continue to support the FMCA in their planning efforts. The new COVID-19 relief package includes grant to support museums and galleries that had to close during quarantine. Staff will partner with the FMCA to apply for any applicable grant to help with the re-opening effort and future operations. Additionally, once the requirements of the American Rescue Plan Act are fully known, Staff intends to identify lost revenues due to the pandemic and work with the FMCA to recover those revenues. Accordingly, it is known that the FMCA paid \$51,770 in non-refundable exhibit deposits and guitar shipping fees. Due to the pandemic, the FMCA paid these fees that would not have otherwise been expended. With the signing of the American Rescue Plan Act, Staff recommends that City Council authorize Staff to work with the FMCA to identify eligible loss revenues.

Attachments:

- Attachment 1 – Email from Janet Buzan, VP of FMCA regarding re-opening plans
- Attachment 2 – February 2, 2021 Update Agenda Report

**From:** w\*\*\*\*\*@aol.com

**Date:** March 9, 2021 at 6:57:12 PM PST

**To:** Alice Loya <alice.loya@cityoffullerton.com>

**Subject:** [EXTERNAL MAIL]Fullerton Museum Center Re Opening

**Reply-To:** w\*\*\*\*\*@aol.com

Hello Alice,

We (the FMC Board of Trustees) do not think the date of April 15th is feasible for a reopening of the FMC. As we discussed on March 4 at the museum, there are multiple items that led us to this determination.

A complete inventory of the Association's property needs to be performed. This includes existing stock in the FMC gift shop. The inventory of our property, and determining how to best use these assets is our first priority.

A brief overlook of the condition of the museum, informed us that it will require some clean up work. We need to have the FMC restored to full, complete working condition, as it was prior to when we were locked out.

The Program Planning committee is working diligently toward opening the Lasorda exhibit. At this time, they are in communication with both the Lasorda family and the exhibit curator. We are working to establish the opening date. We are being respectful of the family, especially Mrs. Lasorda at this time during their grieving process. We are hopeful that the date can be set by next week.

We launched a Beer Garden Task Force and will be evaluating the total amount of support required to fund a profitable operation. However, our preliminary evaluation has concluded that the Beer Garden will not be profitable under current COVID restrictions and a reduced minimal market. In addition, as the City is aware, the Beer Garden involves licensing and insurance and significant liability. We most importantly want to know the City's plan to operate the Fullerton Market as a full production, as this impacts our decision to operate the Beer Garden.

We are calculating the risk and reward and ask the City to respect our rights to operate the Beer Garden. I would like to reiterate that the FMC board is not interested in contracting this operation with an outside restaurant. As we developed and created the Beer Garden, we retain the right to operate as we have in the past.

At this time, we anticipate the exhibit and gift shop would open in June. With the current Covid-19 trends, we anticipate the Beer Garden will open in June or July.

Each of these items is a movable part in our desire to reopen the FMC. These tasks are all being accomplished by volunteer board members, many of which hold full time jobs. As the exhibit becomes finalized we will update both the City and the Council on these dates, along with projected needs to accomplish these goals.

In terms of manpower and potential funding, these numbers are being proposed by the committees that are working on these issues. We are actively working on establishing a concise and realistic plan that we will put forward once the committees have completed their full evaluation. We hope to work toward a successful reopening in collaboration with City Council.

Thank you Alice, for your thoughtful assistance with our reopening process.

Regards,

Janet Buzan

Vice President, Fullerton Museum Center Board of Trustees