



Adjourned Meeting
09-29-20

**Item
7.A.**

Council Agenda Report

To: Mayor Pierson and the Honorable Members of the City Council

Prepared by: Jesse Bobbett, Community Services Director

Approved by: Reva Feldman, City Manager

Date prepared: September 15, 2020 Meeting date: September 29, 2020

Subject: Malibu Film Society Drive-In Movie Event Fee Waiver (Mayor Pierson)

RECOMMENDED ACTION: At the request of Mayor Pierson, consider whether to approve the request from the Malibu Film Society to waive facility use fees, staffing costs, permit fees, and dust control mitigation requirements for a two-night drive-in movie event at the Ioki Property.

FISCAL IMPACT: Waiving the reservation fees will result in a loss of revenue of \$2,528 for Fiscal Year 2020-2021 in Account Numbers 100-0000-3461 (Municipal Facility Use Fees) and 101-0000-3421 (Planning Review Fees).

It is estimated that there is approximately 22 hours of staff time associated with processing the TUP and providing on-site oversight during the two-day event. The City has also been asked to cover the cost of dust mitigation in the amount of \$900 which is typically completed by the applicant.

WORK PLAN: This item was not included in the Adopted Work Plan for Fiscal Year 2020-2021.

DISCUSSION: On August 28, 2020, the Malibu Film Society (MFS) coordinated a drive-in movie event for approximately 500 guests at the Ioki Property. The event featured a large movie screen, sound delivered via FM radio to cars, and boxed food from local restaurants. Covid-19 safety guidelines were also utilized to ensure the safety of guests, with proceeds from the ticket sales benefitting MFS and the Malibu Foundation's Woolsey Fire recovery efforts.

On September 15, 2020, MFS submitted a Temporary Use Permit (TUP) application seeking approval to hold a second drive-in movie event at the Ioki Property. The event

would take place over two nights, Friday, October 30 and Saturday, October 31, 2020, with proceeds benefitting MFS and the Malibu Foundation, pending their approval.

The Malibu Municipal Code allows up to six TUPs per calendar year per parcel. Due to the Covid-19 Pandemic, the City has only issued two TUPs for the Ioki Property in 2020, making this the third TUP that would be issued this year. The City fees associated with the event total of \$2,528, including:

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|----------------------------|---------|
| • Facility Use Fee | \$1,640 |
| • Staffing Fee | \$588 |
| • Temporary Use Permit Fee | \$300 |

Shortly after submitting the TUP application for a second event, staff provided several recommendations regarding updated safety protocols and logistics for MFS to consider. The recommendations were based on staff feedback from the first event, and Covid-19 safety guidelines from the Los Angeles County Department of Public Health, including:

- Securing additional volunteers for better traffic control, parking, and ensuring that cars are parked at least six feet apart
- Prohibiting guests from bringing in alcohol and drinking it in their car during the event
- Prohibiting guests from sitting in the bed of their truck during the event
- Placing additional trash cans or a dumpster for guests

MFS agreed to incorporate the recommendations into the event to help ensure that the event would continue to be successful.

MFS has requested a 100% fee waiver of the \$2,528 in City fees for the event and for the City to cover the \$900 for dust mitigation.

ATTACHMENTS: None.