



MOUNTAINS RECREATION & CONSERVATION AUTHORITY

Los Angeles River Center & Gardens
570 West Avenue Twenty-six, Suite 100
Los Angeles, California 90065
Phone (323) 221-8900

MEMORANDUM

TO: The Governing Board

FROM:  Joseph T. Edmiston, FAICP, Hon. ASLA, Executive Officer

DATE: May 1, 2013

SUBJECT: **Agenda Item VI(k): Consideration of a resolution authorizing a sole source contract with Jenny Price for contributions to Project 51's Eat, Play, Dance the Los Angeles River project.**

Staff Recommendation: That the Governing Board adopt a resolution authorizing a sole source contract with Jenny Price for contributions to Project 51's Eat, Play, Dance the Los Angeles River project.

Background: The MRCA Interpretive Division has received funding from the Santa Monica Mountains Conservancy from Proposition 84 for interpretation of natural, historical, and cultural resources of the Los Angeles River Watershed. Ms. Jenny Price has worked closely with the MRCA on a variety of projects focusing on public access to the Coast and education and access to the Los Angeles River and is uniquely qualified to serve as a liaison between the MRCA and Project 51 on the Eat, Play, Dance the Los Angeles River Project. Eat, Play, Dance the Los Angeles River is a unique series of non personal interpretation and interpretive events designed to shine the light on the Los Angeles River and bring new audiences to its banks. The project will launch in the Fall of 2013 and run for 51 weeks.

Deliverables include:

*Booklet of 51 sites, in the form of a large card deck (51 riverside sites plus the River Center), organized upstream to downstream into the 4 "suits" of the River (Valley, Glendale Narrows, Downtown, South). Each card includes: directions to the site; eat/play/dance prompts; spaces to add photos; etc.

*Website/social media for interpretive information including activities, photos, discoveries, and videos.

*Events along the river that encourage people to eat, play and dance at public access points, including MRCA parks, all along the river.

Consideration: This sole source contract will not exceed \$5,000.