

DOWNTOWN AND REGIONAL
ENTERPRISE DEPARTMENT

11.2

September 29, 1999

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: Unity Center (Museum of Tolerance)

LOCATION / COUNCIL DISTRICT: Citywide

RECOMMENDATION:

This report recommends City Council approve the attached resolution giving the City Manager the authority to:

- Allocate and expend the funds appropriated for initial planning of the Museum of Tolerance / Understanding based on the funding allocations outlined in this report.
- Accept grant funds from the California Arts Council, acting as intermediary for the State of California.
- Establish an operating grant (xxxx) in Fund 250 for receipt and management of the City's previously approved contribution of \$100,000 from the 1999/00 General Fund Administrative Contingency and the State of California's approved \$500,000 contribution for planning and development purposes.

CONTACT PERSON: Thomas Lee, Deputy City Manager, 264-8109
Jeff Levy, Management Analyst, 264-1932

FOR CITY COUNCIL MEETING OF: October 5, 1999

BACKGROUND AND SUMMARY:

On June 29th, 1999, in response to the recent attacks on three area synagogues and in an effort to inspire unity and understanding, the City Council passed, by a unanimous vote, a resolution appropriating \$100,000 towards initial planning for the creation of a permanent center to promote tolerance and understanding through education and awareness.

Building on Our History - Creating The Place to Be.

CITY OF SACRAMENTO

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APPROVED
BY THE CITY COUNCIL

OCT 5 1999

OFFICE OF THE
CITY CLERK

Building on the momentum generated by the Council's actions, an informal ad hoc committee formed, consisting of a diverse group of representatives from the community and headed up by elected officials Mayor Serna, Councilmember Steve Cohn, and Assemblymember Darrell Steinberg.

Ad Hoc Committee

Over the past several months this Ad Hoc Committee has worked hard to establish a framework and foundation for ongoing efforts towards the implementation of a permanent Unity Center. The Ad Hoc Committee worked to form a formal advisory group that would be committed to the ideals and vision for this Center.

Mission Statement

A Mission Statement was written establishing the Capital Unity Council as a powerful group of community leaders representing all aspects of our diverse community and charged with the task of working towards "... the development of a permanent center dedicated to research, outreach and support, and ongoing educational programs to improve human relations, increase cultural awareness, reduce prejudice, and eradicate acts of hate and intolerance." A copy of the Capital Unity Council Mission Statement is included as Attachment I.

Capital Unity Council

The Capital Unity Council will lead this project forward, working towards formal recommendations regarding programming, educational outreach, fundraising, management and operations, and the size and scope of the Unity Center. A list of individuals who have confirmed their place on the Capital Unity Council is included as Attachment II. The Ad Hoc Committee is currently in the process of selecting and hiring a temporary, interim executive director to guide, manage, and assist the Capital Unity Council over the next six to twelve months as it develops and evolves into a formal 501 (c)3 non-profit organization. The goal is to fill the position with someone who is intimately familiar with the community, possesses strong leadership skills, proven skills in facilitating group discussions, fundraising, financial management, public and community relations, and demonstrated success in working with diverse constituencies. At the conclusion of the interim period of six to twelve months, it is expected that the Capital Unity Council will hire a permanent executive director.

Community Forum

One of the first tasks of the Capital Unity Council will be to organize and facilitate a community forum on diversity, tolerance, and understanding. The goal of the forum will be to initiate a dialogue about these issues and to solicit public input and feedback. The community forum is tentatively scheduled to take place in January, 2000. City staff anticipates several additional forums or workshops will take place throughout the year as

the project evolves and the Capital Unity Council wishes to solicit public input and support.

Education Component

The Ad Hoc Advisory Committee feels that educational outreach is our best defense against a future of hate and intolerance and therefore should be one of the highest priority components of the Unity Center. While it might take several years to have a permanent facility for the Center in place, the Ad Hoc Committee feels that the education component could and should be initiated as soon as possible. Through its support of the Anti-Defamation League's A WORLD OF DIFFERENCE Institute, the Capital Unity Council will effectively counter acts of hate and bigotry in the classroom. The A WORLD OF DIFFERENCE Institute is an anti-bias education training program that provides workshops for the K-12 student, teacher, and parent populations. The goals of the workshops and curriculum are to enable the participants to 1) recognize bias and the harm it inflicts on individuals and society, 2) explore the value of diversity and improve intergroup relations, and 3) to combat racism, anti-Semitism and all forms of prejudice and bigotry. Funding from private sources has already been identified to cover the costs associated with implementing this program.

Jan Mills has been hired as the new Director for Diversity Programs in Sacramento for the Anti-Defamation League (ADL) and her primary responsibilities will be to train local facilitators for the World of Difference Program. Jan will report to the Capital Unity Council Executive Director and to the ADL. Both Jan and the Capital Unity Council Interim Executive Director will work temporarily out of office space at Market Square off of Arden Way, which has been donated by philanthropist Mort Friedman.

Financial Assistance

In addition to the \$100,000 in initial funding allocated by the City Council, this project has garnered support from both the state and federal levels of government as well as the private sector.

State Assistance

On September 29, 1999, Governor Gray Davis signed Assembly Bill 1163. Initiated by local Assemblyperson Darrell Steinberg, AB 1163 appropriates up to \$500,000, on a matching basis, to the California Arts Council for local assistance to be allocated to the City of Sacramento for the purposes of assisting the city in the planning and development of a Unity Center in Sacramento. The staff recommends that the City Council authorize the City Manager to accept grant funds from the State of California through the California Arts Council. Upon establishment of a grant fund account to accept the funds from the State of California, through the California Arts Council, \$100,000 should be available immediately to assist the City of Sacramento for initial planning and development for the Unity Center. More funds will be made available by the State of

California and the California Arts Council as additional local funds are raised for the project.

Federal Assistance

At this point in time, the Federal Government through the auspices of the Housing and Urban Development Agency (HUD) has offered technical assistance including staff assistance and in-kind services to help move the project along.

Gifts to Share Account

Several pledges of monetary support have been made by businesses, organizations and individuals; however no contributions towards the Unity Center have been received by Gifts to Share, Inc. to date. We anticipate that once fundraising to rebuild the three synagogues damaged in the June arson attack is complete, contributions to help build the Unity Center will be made. Gifts to Share, Inc., a nonprofit organization supporting the City of Sacramento's cultural and educational endeavors, will take private contributions for this purpose until a separate 501(c)3 organization can be established for the Unity Center. All private donors interested in making contributions to the Unity Center should send their contributions to Gifts to Share, Inc.

Recommendations

It is the recommendation of the staff that the \$100,000 appropriated in June for initial planning for the Center be allocated according to the following funding breakdown:

- \$ 12,000 to \$25,000 Interim Executive Director salary
- \$ 15,000 to \$20,000 Community Forums – to cover logistical costs
- \$ 15,000 to \$20,000 Interim Executive Director consultant or clerical services
- \$ 40,000 to \$45,000 Towards Permanent Executive Director / First year operations

The City Council has already pledged \$100,000 in funding to initiate the planning process for the Unity Center. This money should give the Capital Unity Council the ability to initiate the planning and public input process, establish a formal 501(c)3 non-profit organization, and conduct additional fundraising efforts. The staff recommends that the City give the City Manager the authority to expend the \$100,000 appropriated for the Museum of Tolerance/Understanding based on the funding allocations suggested above. Furthermore, the staff recommends that the City give the City Manager the authority to establish an operating grant (xxxx) in Fund 250 for receipt and management of the City's previously approved contribution of \$100,000 from the 1999/00 General Fund Administrative Contingency and the State of California's approved \$500,000 contribution for planning and development purposes.

COMMITTEE / COMISSION ACTION:

None.

FINANCIAL CONSIDERATIONS:

On June 29, 1999, Council authorized allocation of \$100,000 from the 1999-00 General Fund Administrative Contingency to initiate planning for a Museum of Tolerance / Understanding.

POLICY CONSIDERATIONS:

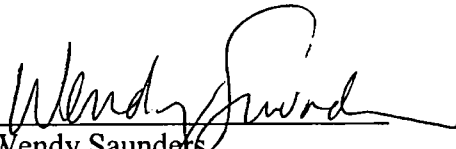
The work started and the actions taken by the ad hoc committee are consistent with the Council's intention to lead the effort to develop an educational center to promote tolerance, understanding, and unity in Sacramento.

ENVIRONMENTAL CONSIDERATIONS: Not applicable.

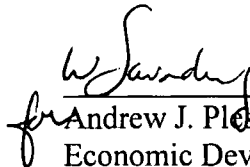
ESBD EFFORTS: Not applicable.

Respectfully submitted,

APPROVED:



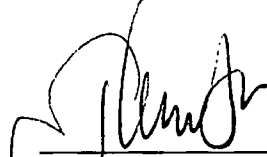
Wendy Saunders
Development Manager



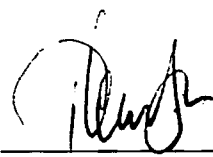
for Andrew J. Plascia, Director
Economic Development Department
Econ. Dev. and Regional Enterprise Agcy.

RECOMMENDATION APPROVED:

APPROVED:



Robert P. Thomas
City Manager



Thomas V. Lee
Deputy City Manager

CAPITAL UNITY COUNCIL MISSION STATEMENT

The **Capital Unity Council**, whose membership reflects the diversity of the Sacramento Region, is committed to the development of a permanent center dedicated to research, outreach and support, and ongoing educational programs to improve human relations, increase cultural awareness, reduce prejudice, and eradicate acts of hate and intolerance.

CAPITAL UNITY COUNCIL

Angelo Tsakopoulos, AKT Development Corporation

Anthony Pescetti, California State Assemblymember

Arturo Venegas, Jr., Sacramento Police Chief

Bishop William Wiegand, Archdiocese of Sacramento

Bob Matsui, U.S. Congressman (or representative)

Brice Harris, President, Los Rios Community College District

Carlene Ellis, Vice President, Intel Corporation

Catherine Campisi, Dean of Student Services, Chancellor's Office, California
Community Colleges

Charlie Ramirez, Hispanic Chamber of Commerce

City Youth Commission appointee

Dana Appling, General Counsel for SMUD

Darrell Steinberg, California State Assemblymember

Dave Cox, California State Assemblymember

David Gordon, Superintendent, Elk Grove Unified School District

David Rosenberg, Yolo County Board of Supervisors

Deborah Ortiz, California State Senator

Dennis Mangers, Senior Vice-President, California Cable Television Association

Dexter McNamara, Executive Director, Interfaith Service Bureau

Dino Dinovitz, General Manager, KCRA Channel 3

Don Gerth, President, CSUS

Don Harris, President, Nehemiah Progressive Housing Development

Doug Ose, U. S. Congressman

Dr. Madwali Amir, President, Interfaith Service Bureau

Emily Vasquez, Attorney, Kronick, Moskovitz, Tiedemann, & Girard

Francis Gracechild, Resources for Independent Living

General Davie, Jr., Superintendent of Schools, San Juan Unified School District

Grantland Johnson, State of California Secretary of Health and Welfare Agency

Ida Sydnor, NAACP

James Shelby, President & CEO, Greater Sacramento Urban League; Citrus Heights Council Member

Jan Scully, Sacramento District Attorney

Janis Heaphy, Sacramento Bee

Jay Schenirer, President, SCUSD School Board

Jim Maddock, Special Agent in Charge, Federal Bureau of Investigation

Jimmie Yee, Sacramento City Councilmember

Joe Serna, Jr., Mayor, City of Sacramento

Jorge Delgado, General Manager, Univision KUVS Channel 19

Joyce Raley Teel, Owner, Raley's Supermarkets

Larry Vanderhoef, Chancellor, University of California at Davis (UCD)

Lauren Hammond, Sacramento City Councilmember

Laurie McBride, Legislative Assistant to Speaker of the State Assembly Antonio Villaraigosa

Lori Fujimoto, Vice President, Public Affairs, Japanese American Citizens League

Lou Blanas, Sacramento County Sheriff

Mai Pham, Owner, "World of Good Taste"

Marc Carrel, Chair, Jewish Community Relations Council

Mario Gutierrez, Senior Program Officer, The California Endowment
Member, Sacramento City Unified School Board

Mona Klotz, Administrative Assistant to the Maloof Family, Owners of
Sacramento Kings

Mort and Marci Friedman, philanthropists

Muriel Johnson, Sacramento County Board of Supervisors

Paster Emphraim Williams, St. Paul's Baptist Church

Paul Seave, US Attorney Eastern District of California

Paula Lorenzo, Tribal Chairwoman, Ramsey Indian Rancheria

Phil Angelides, State Treasurer

Rabbi Brad Bloom, Congregation B'nai Israel

Reverend Faith Whitmore, Florin United Methodist Church

Rob Fong, Mackenroth, Ryan, and Fong

Rudolph Loncke, Judge, Superior Court of California, Sacramento County

Rusty Hammer, President, Sacramento Metro Chamber of Commerce

Steve Cohn, Sacramento City Councilmember

Tom Stallard, Yolo County Board of Supervisors

RESOLUTION NO. 99-568

ADOPTED BY THE SACRAMENTO CITY COUNCIL

APPROVED
BY THE CITY COUNCIL

ON DATE OF _____

OCT 5 1999

UNITY CENTER

OFFICE OF THE
CITY CLERK

BE IT RESOLVED BY THE CITY COUNCIL OF SACRAMENTO AS FOLLOWS:

Section 1. The City Manager is hereby authorized to execute agreements and to take other actions necessary to contribute funds in the amount of \$100,000 for use by the Capital Unity Council for the Unity Center project for the following purposes:

1. To hire an interim Executive Director to work with and assist the Capital Unity Council and staff with the development of recommendations for an appropriate program and approach for the Unity Center.
2. For costs associated with the organization and implementation one or more Community Forums.
3. To secure consultant or clerical services for the interim Executive Director.
4. Towards a permanent Executive Director for the Capital Unity Council or First year operations.

Section 2. The City Manager is hereby authorized to accept grant funds from the California Arts Council, acting as intermediary for the State of California.

Section 3. The City Manager is hereby authorized to establish an operating grant (xxxx) in Fund 250 for receipt and management of the City's previously approved contribution of \$100,000 from the 1999/00 General Fund Administrative Contingency and the State of California's approved \$500,000 contribution for planning and development purposes.

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____ 10