

City of Garden Grove

INTER-DEPARTMENT MEMORANDUM

To: Scott C. Stiles
From: VWMAF City Council Sub-Committee
Dept.: City Manager
Dept.: City Council
Subject: CITY COUNCIL SUB-COMMITTEE RECOMMENDATION REGARDING THE VIETNAM WAR MUSEUM OF AMERICA FOUNDATION
Date: September 8, 2015

OBJECTIVE

The purpose of this report is to submit a recommendation from the City Council appointed Sub-Committee regarding the City's continued financial and staff support of the Vietnam War Museum of America Foundation (VWMAF).

BACKGROUND

At the City Council meeting of June 23, 2015, the City Council established a Sub-Committee to meet with the Executive Board of the VWMAF, to make a recommendation regarding the Council's continued support of the War Museum.

DISCUSSION

During the months of July and August, the Sub-Committee met with the Board of the VWMAF three times. During those meetings, the VWMAF presented the history of the War Museum concept, the present status of the Foundation and a Strategic/Business Plan stating the Foundation's goals for the next five years.

The Strategic/Business Plan identified the following:

- Expand the membership of the Board by as many as ten (10) influential board members per year, each with reach and prominence in philanthropy, to bring awareness and credibility to the Museum.
- Establish a Board Member Contract guaranteeing a pledge of at least \$5,000 per member/per year, to ensure that at least 1/3 to 1/2 of all fundraising comes from board members. (Year 1)
- Expand the ethnic make-up of the Board to include a substantial number of Vietnamese representatives to gain support by the Vietnamese community. (Year 1)

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- Raise sufficient capital in years 1 and 2 to hire an Executive Director and Administration to maintain responsibility for the development and implementation of a comprehensive fundraising program to provide the financial resources necessary to support the Foundation's Mission. (Years 1&2)
- Commence a capital campaign to raise money for the establishment of a Museum Preview Center and ultimately a War Museum. (Years 1&2)

RECOMMENDATION

After interviewing the board members regarding the potential of the VWMAF to meet the goals of its Strategic/Business Plan, the Sub-Committee is recommending the following:

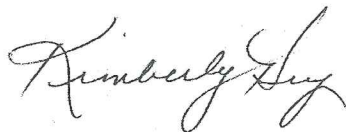
- The City no longer financially support the VWMAF and that the City return its FY 2015-16 \$25,000 financial commitment to the General Fund.
- The City no longer provide staff support to the VWMAF and that staff turn over all documentation, associated materials, and financial documents to the Foundation.
- Direct the City Manager to begin exploring the sale of the property located at 13650 Harbor Boulevard to eliminate the \$1.6 million balloon payment due December 2016.
- Entertain a request for financial assistance from the VWMAF during the FY 2016-17 budget session, dependent upon the Foundation meeting its Year 1 goals.



KRIS BEARD
Council Member



CHRIS PHAN
Council Member



By: Kimberly Huy
Community Services Director

Approved for Agenda listing



Scott C. Stiles
City Manager