

**LODI CITY COUNCIL
SHIRTSLEEVE SESSION
CARNEGIE FORUM, 305 WEST PINE STREET
TUESDAY, JANUARY 6, 2009**

A. Roll call by City Clerk

A Special Informal Informational Meeting ("Shirtsleeve" Session) of the Lodi City Council was held Tuesday, January 6, 2009, at the World of Wonders Science Museum, 2 North Sacramento Street, Lodi, commencing at 7:05 a.m.

Present: Council Member Hitchcock, Council Member Johnson, Mayor Pro Tempore Katakian, and Mayor Hansen

Absent: Council Member Mounce

Also Present: City Manager King, City Attorney Schwabauer, and Assistant City Clerk Perrin

B. Topic(s)

B-1 Tour of the World of Wonders Science Museum

City Manager King briefly introduced the subject matter, providing history on the lease agreement with the World of Wonders (WOW) science museum, the City's lack of ability to market the property previous to WOW, and the tenant improvements made to the facility.

Sally Snyder, President of the WOW Board of Directors, provided a tour of the facility and discussed, in part, the partnership with the Exploratorium, the reason for opening during the holiday season, the \$650,000 raised in the last year, attendance during the holiday season (2,371 over the nine-day period), \$15,688 raised during the holiday opening, and media coverage. Ms. Snyder presented a handout (filed) detailing the projected operating budget and estimated staffing costs and stated that she is continuing to seek funding, donations, and grants. WOW is now promoting birthday parties at the museum and will begin offering field trips in February. At its next meeting, Ms. Snyder will suggest to the Board that the museum open its doors on Saturdays and Sundays and she stated that a representative from the Exploratorium will meet with the Board to offer suggestions and provide feedback. An advisory committee made up of community members will be created to assist the museum, and she will begin to seek donations on a two-year commitment in order to secure funding for a longer period of time.

City Manager King stated that the lease agreement requires a minimum of 33 hours of operation per week with at least 6 of those hours on Sunday and includes a store requirement that would assist the museum and help to increase foot traffic on Sacramento Street. Additionally, if it does not conflict with museum operations, the City has the ability to utilize the facility at cost. He added that there are some issues with the building that still need to be resolved and there is another portion remaining that has not been improved.

In response to Mayor Hansen, Ms. Snyder stated that during the holiday opening there were some inquiries regarding the properties across the street and stated she believed the museum would help to generate more business in the area. The closest hands-on museums that are most comparable to WOW are in San Jose and Berkeley.

Council Member Hitchcock stated that schools can participate in educational programs only if State standards are met and she suggested that the museum market that in order to draw in the schools. Harrison Weese, volunteer member with WOW, stated that the museum will have programs geared for each grade and charts for teachers to use in tying activities and programs to their curriculum. Council Member Hitchcock suggested that the information be put on the

Website. Ms. Snyder added that she will be giving a presentation to the School Board in the near future.

In response to Mayor Hansen, Ms. Snyder stated that the estimated staffing costs and projected attendance levels were preliminary, may change, and were based on data from other museums of similar size. Mr. Weese added that WOW has half a million students within the regional area to draw from, which is much more than most museums.

Ms. Snyder stated that Amtrak is hoping to offer specials to encourage people to travel by train to attend the museum.

In response to Council Member Johnson, Ms. Snyder stated that she is hoping to partner with other organizations on programs that would encourage and promote greater attendance.

C. Comments by public on non-agenda items

None.

D. Adjournment

No action was taken by the City Council. The meeting was adjourned at 8:04 a.m.

ATTEST:

Jennifer M. Perrin
Assistant City Clerk



DECLARATION OF POSTING

On Friday, January 2, 2009, in the City of Lodi, San Joaquin County, California, a copy of the January 6, 2009, Special Shirtsleeve Session agenda (attached and marked as Exhibit A) was posted on the entrance to the World of Wonders Science Museum, located at 2 N. Sacramento Street, Lodi.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on January 2, 2009, at Lodi, California.

ORDERED BY:

**RANDI JOHL
CITY CLERK**

Posted by:


MARIA BECERRA
ADMINISTRATIVE CLERK



**CITY OF LODI
COUNCIL COMMUNICATION**

TM

AGENDA TITLE: Tour of the World of Wonders Science Museum

MEETING DATE: January 6, 2009 (Shirtsleeve Session)

PREPARED BY: City Manager

RECOMMENDED ACTION: None; tour of facility.

BACKGROUND INFORMATION: In 2006, the City entered into series of agreements with the World of Wonders Science Museum (WOW) for the development of a science oriented museum on City-owned property at the Sacramento Street Parking Structure. Prior to this agreement, the City had unsuccessfully marketed the vacant unimproved space. The lack of a floor, electrical system, heating, and air conditioning made the facility cost prohibitive to potential tenants.

When the City entered into the agreement with WOW, the City provided a favorable lease rate (\$1,000 per month) in exchange for WOW improving the space, opening a museum store, and providing a new downtown attraction.

To date, the WOW has invested \$550,000 in improvements and is about to open as Lodi's newest attraction. The purpose of this Shirtsleeve Session is to allow the Council to verify the work completed to date, tour the facility, and hear about the future plans and operations of the museum.

FISCAL IMPACT: The WOW museum is scheduled to pay rent February 1, 2009 (\$1,030 per month). All rent proceeds benefit the Transit Fund pursuant to the City's funding agreement with the Federal Transit Administration. A new museum store will provide new sales tax, and most importantly, the museum is a new downtown destination and draw.


Blair King
City Manger

APPROVED: 
Blair King, City Manager

Operating Revenue and Expenses – Projection

Summary of Projections	Year 1	Year 2	Year 3
Annual Attendance	32,000	30,000	35,000
Operating Revenues			
Admissions	\$120,000	\$112,500	\$131,250
Membership	33,500	32,000	35,000
Programs	2,000	5,000	10,000
Rentals	5,100	5,700	7,800
Retail Revenue	80,000	92,000	108,000
Corporate Sponsors	75,000	80,000	85,000
Fundraising Events	75,000	100,000	100,000
Individual Donations	150,000	175,000	175,000
Grants	75,000	100,000	100,000
Other	2,000	10,000	25,000
Total Revenue Projected	\$612,600	\$712,200	\$777,050
Operating Expenses			
Salaries, Wages, Benefits	\$286,950	\$350,380	\$388,404
WOW-Paid Building Occupancy	56,000	60,000	65,000
Exhibitions	150,000	150,000	150,000
Programs	1,500	4,000	8,000
General Administration Costs	29,000	31,900	36,685
Cost of Goods	41,600	47,840	56,160
Contract Workers	31,500	33,500	35,000

Staffing and Costs

In the first year of operation, five key positions will be filled. **These** positions will be the Executive Director, the **Office** Manager, the Exhibit/Program Manager, the Operations/Floor Manager, and the Visitor Services/Retail Manager.

The dedicated Board of Directors and volunteers will be **assuming** other key roles.

Staffing Costs	FTE	Salary	Year 1	Year 2	Year 3
Administration					
Executive Director	1	\$65,000	\$65,000	\$70,000	\$75,000
Office Manager	.5/1	15,600	15,600	31,200	32,136
Exhibits, Programs & Education					
Exhibit/Program Manager	1	40,000	40,000	41,200	42,436
Operations/Floor Manager	1	40,000	40,000	41,200	42,436
Education/Outreach Coordinator	.5/1	40,000	0	20,000	41,200
Development-Finance					
Visitor Services/Retail Manager	.5	20,000	20,000	20,600	21,218
Bookkeeper/Accountant	.75/1	31,200	31,200	41,600	42,848
Reception/Retail	1	20,280	20,280	21,535	22,846
Reception/Retail	1	20,280	20,280	21,535	22,846
Total Salaries & Wages			\$252,360	\$308,870	\$342,966
Benefits					
Employee Benefits			14,400	16,800	18,000
Taxes/Worker's Comp (avg. 8%)			20,190	24,710	27,438

Contract Work and Costs

WOW will contract with individuals to provide **the** following **services**:

PR and Marketing	\$20,000
Janitorial	\$10,000
Audit	\$1,500