

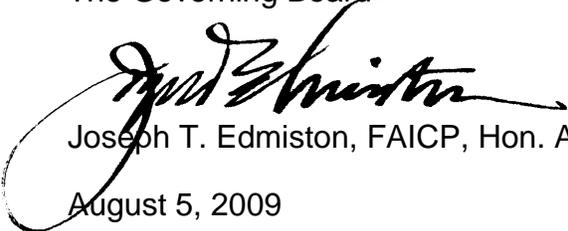


MOUNTAINS RECREATION & CONSERVATION AUTHORITY

Los Angeles River Center & Gardens
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Phone (323) 221-8900

MEMORANDUM

TO: The Governing Board

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

DATE: August 5, 2009

SUBJECT: **Agenda Item V(c): Consideration of resolution authorizing a contract with the Mary Pickford Institute for Film Education for development of interpretive films on Vista Hermosa Park**

Staff Recommendation: That the Governing Board adopt the attached resolution authorizing a contract with the Mary Pickford Institute for Film Education for development of interpretive films on Vista Hermosa Park. This contract will be funded using Proposition 84 funds.

Background: The opening and first year of operation of Vista Hermosa Natural Park created great excitement and change in the community surrounding the park. Families attended summer campfires together, visited mountain parks, spent weekends with naturalists and experienced the joy of having a safe, beautiful natural area in which they could relax and recreate. Working with the Mary Pickford Film Institute's Mobile Film Classroom (MFP), the MRCA would like to document on film what having this park has meant to the community this first year. These short films will be created by community members with the assistance of the MFP staff. MFP will provide all equipment, from filming to editing. All participants will retain a copy of their own film production. By interpreting the natural and cultural resources of Vista Hermosa, community members will tell their story, and the story of the park, in a way that will then be shared with others contemplating development of urban natural areas.

The Mary Pickford Institute is a non-profit organization . Founded in 2003 by the Mary Pickford Foundation, MPI actively serves the community through it's public research library as well as educational initiatives using film, video and digital media to empower students by helping them realize they have a voice that is worthy of being heard. The Institute's resources and services provide a bridge from early cinema to modern film making for scholars, students, film buffs and the general public. The Institute's projects are designed to ignite an excitement for learning while building participants' sense of accomplishment and self-esteem.

The Mobile Film Classroom (MFC) represents a revolutionary way of teaching in the digital age. Conceptualized, designed and built by the Mary Pickford Institute for Film Education, MFC is a unique educational opportunity on wheels. The vehicle is a complete mobile digital production unit equipped with iMac workstations, digital video cameras, portable lighting and microphone kits, professional video and audio editing software, sound recording booth and DVD production equipment. Instructors guide students through the digital media creation process as they take part in every aspect of production, whether writing, filming, narrating or film and music editing.

Since its inception in early 2006 the Mobile Film Classroom has served over 5000 Los Angeles area elementary, middle and high school students and developmentally disabled adults. All schools and students, no matter their socio-economic status or available resources, now have access to the same state-of-the-art digital media equipment and professional media instruction.