

CITY OF MANHATTAN BEACH
MINUTES OF THE PARKS & RECREATION COMMISSION

February 28, 2011
6:30 P.M.

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ROLL CALL

Present: Commissioners Manna, Schoenfeld, Nicholson, Murray, Rothans, and Gill

Absent: Commissioner Cajka

Others Present: Parks and Recreation Director Richard Gill, Recreation Services Manager Mark Leyman, Recreation Services Manager Idris Al-Oboudi, Recreation Supervisor Brianne Sternad, and Recording Secretary Mary Kirchwehm

AGENDA CHANGES

None

APPROVAL OF MINUTES

Commissioner Rothans reported that the January 5, 2011 minutes should be amended to read that the motion to approve the installation of a commemorative/memorial wall within Marine Park was seconded by Commissioner Cajka.

The minutes of the January 5, 2011 Parks and Recreation Commission Meeting were approved as amended.

CEREMONIAL

Commission Chair Murray presented Certificates of Recognition from Director Richard Gill and the Parks and Recreation Commissioners to Chevron Corporation, John Elway’s Manhattan Beach Toyota, The Beach Reporter, Elusive Arts & Entertainment, Morris Braun Foundation and the Chyette Family, “Look” Optometry, Simms Restaurants, Fresh Brother’s Pizza, and GBS Financial Group for their support and contributions to Concerts in the Park, Movies at the Beach, and the Commission Appreciation Event for Parks and Recreation staff members. Additional certificates of Recognition will be presented at a later date to Shade Hotel, Hawthorn Suites by Wyndam Manhattan Beach, Manhattan Beach Marriot, Rock’N Fish, BREWCO Manhattan Beach, Trance Boutique, Paul Martin’s American Bistro, and Old Venice Restaurant.

AUDIENCE PARTICIPATION

None

GENERAL BUSINESS

11/0228.1 – Marine Avenue Update

Mr. Leyman reported that City Council approved and modified the proposal for the Commemorative Memorial Wall at Marine Avenue Park at the February 1, 2011 City Council meeting. Council requested the names of future honorees be laser inscribed on the rocks within the art piece instead of placed on plaques throughout the park. The cost of the project is \$30,000. Council directed the Public Works Department to perform the site preparation work which should save approximately \$10,000 bringing the cost down to \$20,000. Council requested the Sub-Committee spend up to three months raising funds for this project. If the Sub-Committee is unable to raise the entire \$20,000 after three months, then Council would consider using the Public Arts Trust Fund for the remaining funds. Mr. Tom Tyrer began fundraising and sent an email blast to thousands of members from AYSO, Little League, and Manhattan Beach Youth Basketball. Mr. Leyman also reported that a fund was established enabling donations to go directly to this project. Mr. Leyman reported that the overall donation response is unknown at this time. There will be an update at the next Commission meeting. Director Gill and Mr. Leyman will meet with Public Works/Engineering staff to discuss the construction timeline. Commissioner Gill inquired if there is a date for groundbreaking. Director Gill reported that completion is expected to be August/September of this year.

Commissioner Murray inquired if a 501(c) has been established. Director Gill reported that he believed Mr. Tyrer has already set up the 501(c). Commissioner Gill inquired if the Jon Wilhite Foundation would be receiving the donations or if there is a separate fund. Mr. Leyman reported a new separate fund has been set up and named the Person/Whilhite Commemorative Fund.

Commissioner Nicholson reported that there was some discussion about the Angels possibly making a donation. Commissioner Manna inquired if the Commissioners should be active in the fundraising. Director Gill reported that the Commissioners can have a role in the fundraising and any contacts would be welcome. Commissioner Manna also inquired about the possibility of raising funds similar to that of Leadership Manhattan Beach. Commissioner Murray reported that Leadership Manhattan Beach has been very successful in fundraising events and has raised over \$20,000 with one event. Director Gill indicated that this would take some planning and time, and perhaps if after three months very little has been raised, this would be a consideration.

Commissioner Murray inquired if there was any further discussion. There was none.

11/0228.2 – Start Up Plans for Movies on the Beach/Film Festival

Commissioner Nicholson reported that he, Recreation Services Manager Idris Al-Oboudi, and Recreation Supervisor Brienne Sternad met with Seaside, a potential cinema operator, and toured Polliwog Park. Mr. Al-Oboudi indicated that they would also request a proposal from CommCinema, a company that was previously used.

Ms. Sternad presented four potential dates for the movies and the sunset times for those dates, July 5, July 23, August 13 and August 20.

Commissioner Gill inquired if the location of the movies could be at the beach and the park. Commissioner Nicholson reported that his preference would be to do both venues at Polliwog Park due to parking accessibility, date flexibility, and cost.

Commissioner Gill inquired if the downtown businesses like or dislike this event and if moving the location will jeopardize sponsorship. Commissioner Murray reported that one of the major sponsors, Elusive Arts Entertainment, has indicated that they would be open to have one at the beach and one at Polliwog, but if both were at Polliwog they would not be interested. Commissioner Gill reported that perhaps it can be split this year and if Polliwog is a huge success, then both of them can be moved in 2012. Commissioner Gill inquired if this is a logistic problem since Concerts in the Park are on Sundays. Mr. Al-Oboudi reported that since the events are planned for Saturday, there should be no conflicts with concerts. Commissioner Nicholson inquired if police would be required if the event is held at Polliwog Park. Mr. Al-Oboudi reported that he and Director Gill discussed that there would be no need for CSOs, and Parks & Recreation can provide staff along with our Park Services Enforcement Officer. Commissioner Gill inquired if there have been any complaints in the past regarding the Shakespeare events and the sound effects on the neighborhood. Mr. Al-Oboudi reported that he has not been made aware of any complaints. Commissioner Manna inquired as to start date for the Concerts in the Park series. Mr. Al-Oboudi reported that it begins June 19 until Labor Day.

Commissioner Nicholson reported the negative aspect to having the event dates too far apart and his concern regarding promotion since it has been a challenge in the past. With the events spaced too far apart, it would be promoting two events that would create challenges. Mr. Al-Oboudi stated that advertising two events would increase in cost.

MOTION: Commissioner Rothans moved to approve the first event be on July 23 at Polliwog Park and based on the County's approval, the second event be on either August 13 or August 20 at the beach. Commissioner Gill seconded the motion.

Ayes: Rothans, Gill, Nicholson, Schoenfeld, Murray, Manna.
Noes: None.
Abstain: None.
Absent: Cajka.

Commissioner Rothans requested staff to prepare a letter for the Commission Chair or Vice Chair to sign for sponsorship requests and then suggested forming a Sub-Committee. Commissioner Rothans offered to serve on the Sub-Committee. Commissioner Nicholson reported that last year no more than \$1,000 was raised per donor and recommended changing the level to \$1,500. Commissioner Murray reported the need for everyone on the Commission to be actively involved in helping with the raising of funds.

Commissioner Manna inquired about movie selection process. Mr. Al-Oboudi reported that movies are selected based on popularity and what is showing in nearby areas. Commissioner Nicholson reported the movies chosen last year were Up and E.T. and the cost was the same.

11/0228.3 – Little League Banners at Live Oak Field

Commissioner Gill reported the over abundance of banners displayed along Valley Drive. Commissioner Gill reported that he counted 21 banners and inquired if there is a policy. Mr. Leyman reported that Little League and Mira Costa Pony Baseball have been allowed to place their sponsorship banners on the inside of their homerun fences. The City has received numerous complaints regarding the placement of the banners. Mr. Leyman reported that the Little League representative has been contacted and asked to relocate the banners to the outfield fences.

COMMISSION ITEMS

None

OTHER

Director Gill reported the City's 100th year celebration, the Centennial, is ten months away. Director Gill expressed his concern regarding a lack of community awareness and inquired if the Commissioners would help get the word out. Commissioner Murray reported they would be happy to help heighten awareness.

ADJOURNMENT

The Commission adjourned at 7:59 p.m.