

CITY OF MANHATTAN BEACH
MINUTES OF THE PARKS AND RECREATION COMMISSION
Manhattan Beach City Hall
1400 Highland Ave.
Manhattan Beach, CA 90266
November 24, 2014
6:30 PM

CONTENTS

A. CALL TO ORDER

The meeting was called to order at 6:30 PM.

B. PLEDGE TO THE FLAG

C. ROLL CALL

Present: Commissioners Rothans, Paralusz, Allard, Allen, Manna,
Jones and Zaun

Absent: None

Others present: Recreation Services Manager Idris Al-Oboudi,
Recording Secretary Linda Robb

D. APPROVAL OF MINUTES

Commissioner Paralusz moved to approve the October 27, 2014 minutes with the correction of all typos. The motion was seconded by Commissioner Allard.

Ayes: Commissioners Rothans, Paralusz, Allard, Allen, Manna,
Jones and Zaun

Nays: None

Abstain: None

Absent: None

E. CEREMONIAL

none

F. AUDIENCE PARTICIPATION (3-Minute Limit)

Commissioner Rothans opened the floor to audience participation.

Seeing none, the floor was closed.

G. GENERAL BUSINESS

none

H. COMMISSION ITEMS

- Discussion RE Update and status RE Proposal of “Salute to the Troops Picnic & Concert 2015” - Commissioner Rothans gave an update. He had contacted the Gary Sinise Foundation and the Lt. Dan Band. In principal the concept was approved but there were many questions from the Foundation such as: Where is the venue? How many people? Would admission be charged? Is there a sound system available? The terms would be \$17,000 cost for band and roadies and \$58,000 as a contribution to

Gary Sinise Foundation that helps fund the Wounded Warrior project. Commissioner Paralusz questioned whether \$75,000 could be raised and if \$75,000 could be raised, we would want to be able to direct where the money goes. Commissioner Rothans stated that Recreation Services Manager, Jessica Vincent and Director of Parks and Recreation, Mark Leyman had contacted some service organizations and user groups to gauge their interest in sponsorship. The response was that the interest was there but no commitments for sponsorship had been made. Commissioner Rothans suggested reaching out to stakeholders to see what kind of donations might be made before eliminating the idea completely. Commissioner Allen suggested having a plan B to discuss at the December meeting if funds could not be raised. Commissioner Jones thinks that hiring the Gary Sinise Band might be too ambitious for the commission and Commissioner Paralusz stated that there may be a community backlash about spending so much money on the event. Commissioner Rothans stated that one of his contacts had mentioned that Boeing would only be likely to donate if it was to a 501(c)(3) entity. Commissioner Jones confirmed that is also the case for Northrop Grumman. Alternatively, the Commission could vote to eliminate the Lt. Dan Band altogether and move on to other options. Commissioner Rothans stated that no money would be requested from City Council. Commissioner Paralusz stated that ultimately, the City will be signing all contracts (not the sponsors) and that the final cost could near \$100K if \$75K is going straight to the Gary Sinise Foundation. Commissioner Jones asked to wait until December to find out a little more about what Northrop Grumman might contribute before approaching other major sponsors.

- Commissioner Allard mentioned that Veterans Groups that participate might want to solicit donations during the event. The amount of money going to the Foundation will be public knowledge, we do not want to alienate other groups. Commissioner Paralusz asked staff to provide the City Attorney's opinion regarding direct solicitation for donations on City/School District Public property.
- Commissioner Jones reported on her teleconference with Northrop Grumman. Northrop Grumman will only give to a 501(c)(3), and were intrigued by the school collaborative programs. She stated that she got the impression that not many funds would be available. Commissioner Manna inquired if Northrop was aware of the Gary Sinise option. Commissioner Jones stated that they were not yet aware of that option. Commissioner Manna thought that maybe name recognition coupled with the 501(c)(3) might create an interest for Northrop Grumman.
- Commissioner Allard inquired about the Armed Forces bands and whether availability had been checked. He requested that the information be available for the December meeting.
- Commissioner Zaun agrees that the idea of the Gary Sinise band should not be thrown out. Commissioner Allen would like to have a Plan B. Commissioner Manna asked if the ultimate goal for the event is to be an annual or a one-off event. He stated that once the bar is set, you have to top it or downgrade it. Commissioner Paralusz suggested that if the event goes well, perhaps City Council might want it to continue. Commissioner Paralusz stated that it is possible that another commission may not want to continue the event so it should be the current commission's priority to make this event as great as possible.
- Discussion of Plan B - Commissioner Zaun stated that he would follow up with the Mira Costa marching band about possibly performing. Commissioner Allard stated that he felt that it should be all patriotic music. Commissioner Paralusz suggested a mix of music to appeal to different audiences. Commissioner Allan suggested music from the different war periods. Commissioner Paralusz suggested approaching the Dietz Brothers band. Commissioner Jones mentioned that having many acts involves

- a lot of logistics with set up /break down, etc. Commissioner Rothans mentioned John Brown who used to perform for the Fireworks.
- Commissioner Jones distributed a summary of the sub-committee meeting regarding ideas for student involvement in the event. All events done would be filmed.
 - Manhattan Beach Students can produce 1-3 short (under three minute) “Thank you” videos in which students thank South Bay veterans and their families.
 - Manhattan Beach Middle School and/or Mira Costa High School choirs could sing a patriotic song at the beginning or end of the concert. A student could sing the National Anthem at the start of the concert. Boys Scouts could serve as color guard for the flag.
 - There could be various student contests as salutes to the troops: poetry, songwriting, dance, visual arts, etc.
 - Have students plant a tree at Polliwog Park.
 - Symbolic “Boat Float” ceremony to honor veterans. Small boats could be launched on Polliwog pond by MMS students. (all boats would be removed so as not to cause any damage to the environment)

Commissioner Paralusz mentioned that her husband is a videographer but there are many videographers locally to choose from and she would not want there to be a conflict of interest. Commissioners Allard and Paralusz agree that the videography should be done by a paid professional as the project may become burdensome, in terms of time and responsibility to the students, if done by the school film program. Commissioner Jones thought it might be a good idea to approach the school film program anyway just to solicit the opinion of the director of the program.

Commissioner Manna clarified that he had envisioned a program for active duty military and not solely veterans. He stated that it would be good to focus on people who are currently serving as well as veterans. Commissioner Rothans stated that he envisioned the event as saluting troops who are currently serving as well as those who have previously served. Commissioner Paralusz stated that she does not think it should be either/or and thinks the event should give attention to active duty military because they probably don’t get enough recognition and she wouldn’t want to alienate veterans by not recognizing them as well. The general consensus of the commission is that the event should honor both those on active duty as well as veterans.

Commissioner Allan suggested including the MCHS ROTC program. He also suggested a rotating video display of photos with name and dates served.

Commissioner Jones would like to project photos of people arriving and enjoying the event as well.

The sub-committee was tasked to approach the School District officers regarding the ideas listed above.

Commissioner Allan inquired about what had been decided regarding the food. Commissioner Rothans suggested waiting until there is a good idea of the budget but that entertainment should be decided first.

Commissioner Rothans mentioned that the movie Unbroken is opening on December 25th and recommended that the commissioners see the movie as it might give them some good ideas or inspiration for the SALUTE TO THE TROOPS PICNIC & CONCERT.

The next meeting will be December 22nd, 2014.

Commissioner Allard reminded everyone that the Intergenerational Event will be held on December 6, 2014.

I. STAFF ITEMS

Recreation Services Manager Idris Al-Oboudi invited the commissioners to the Holiday Party/Staff Appreciation December 18, 2014 – 5:00-8:00.

J. ADJOURNMENT

Commissioner Allard moved to adjourn. The motion was seconded by Commissioner Manna. The motion passed. The meeting was adjourned at 7:21 pm.

Ayes: Commissioners Rothans, Paralusz, Allard, Allan Manna, Jones and Zaun

Nays: None

Abstain: None

Absent: None