

CITY OF MANHATTAN BEACH
MINUTES OF THE PARKS AND RECREATION COMMISSION
Manhattan Beach City Hall
1400 Highland Ave.
Manhattan Beach, CA 90266
December 22, 2014
6:30 PM

CONTENTS

A. CALL TO ORDER

The meeting was called to order at 6:35PM.

B. PLEDGE TO THE FLAG

C. ROLL CALL

Present: Commissioners Rothans, Allard, Manna and Jones
Absent: Commissioners Allen, Paralusz and Zaun
Others present: Director, Parks and Recreation Mark Leyman
Recording Secretary Linda Robb

D. APPROVAL OF MINUTES

Commissioner Jones moved to approve the November 24, 2014 minutes as written. The motion was seconded by Commissioner Allard.

Ayes: Commissioners Rothans, Allard, Manna and Jones
Nays: None
Abstain: None
Absent: Commissioner Allen, Paralusz and Zaun

E. CEREMONIAL

The Commission recognized and thanked Linda Robb for her assistance with the Commission.

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 Jones stated that she was very excited to have approached a CNN award winning band of veterans from Walter Reed Hospital. They have received a lot of attention since their performance on CNN's Salute to the Troops but unfortunately that band will be out of the price range.

Commissioner Rothans gave an update on sponsorship. He stated that he sent out seventeen letters to groups identified in the memo to City Council and heard back from five. He stated that the main issue is that the sponsors want to know what they get for their money. Commissioner Rothans made a suggestion to form a Sponsorship Sub-committee and a Program Sub-committee. The Sponsorship Sub-committee will decide on giving levels and deliverables for sponsorship. Commissioners Rothans, Allard and Allen will serve on the Sponsorship Sub-committee. Commissioner Jones suggested requesting guidance from those with sponsorship experience. Commissioner Rothans stated that Councilmember Burton had reached out to him and was supportive of the project but wanted information on sponsorship levels and deliverables before making any sponsorship recommendations to the civic organization with which he is involved. Commissioners Rothans requested that Director Leyman forward some existing sponsorship materials to the Commission.

Commissioner Rothans suggested that Commissioner Jones lead the Program Sub-committee drawing from her experience in the entertainment industry. Commissioners Jones, Manna and Paralusz will serve on the Program Sub-committee.

Commissioner Rothans would also like to have a Food and Drink Sub-committee and an Event Promotion and Marketing Sub-committee but those would come later after sponsorship information is formalized and programming is decided. Commissioner Rothans asked the Sub-committees to meet and come up with some ideas to discuss at the next meeting.

Commissioner Rothans distributed his notes on the subjects the Sub-committees should address. He mentioned that it might be a good opportunity to get the Scouts involved and that there was some interest in making the event a part of an Eagle Scout project.

Commissioner Jones would like to have a student competition, the winner to sing the National Anthem at the event. Commissioner Rothans mentioned singer, Dennis McNeil as a possible option for the National Anthem. Commissioner Manna asked if anyone had seen the Journey of Faith Christmas Pageant performance at the Redondo Performing Arts Center. He thought that the high level of professionalism and talent of the performance group might be worth considering as a resource.

Mark had some thoughts on the National Anthem, the Mayor has brought in some professionals and students to sing the National Anthem to open the City Council meetings recently, so there should be some existing contact information available. He reported that Cultural Arts Manager, Martin Betz had reached out to the 1st Marine Division Band who are currently open for the proposed date. Director Leyman stated that there is a good possibility that we will be able to secure them if we fill out the application. He stated that there is a hospitality fee associated with their appearance but the Band does not charge a fee to perform for this type of community event and they provide their own transportation. Director Leyman stated that there would be costs for the sound system of approximately \$5,000. He stated that \$6500 would be the top of the budget for the band. Commissioner Jones asked if they only played patriotic music. Director Leyman stated that he

thought the band is fairly progressive and that they are entertainers. Commissioner Jones suggested checking for video on a web. Commissioner Allard would like to develop a budget and Commissioner Jones also requested a timeline. Commissioner Rothans stated that for now the tentative date is September 13, 2015 and the Gary Sinise and the Lt. Dan Band has been tentatively held for that date. Director Leyman announced that the Arts Festival will be held September 12, 2015 at the Manhattan Beach Art Center.

Commissioner Rothans asked that the most knowledgeable staff member work with the Sponsorship Sub-committee. Mark stated that Recreation Services Manager, Gina Allen would be the most appropriate person to work with.

Commissioner Jones inquired about the logo for the event and thought that this could be an opportunity for another student contest.

Commissioner Jones mentioned the Intergenerational event held on December 6th. She stated that many great ideas came about from the intergenerational event. She asked what the Commission can do to help foster some of the ideas and make them become reality. Commissioner Allard stated that the outcome of the event would be prioritized after the new year based on feedback from the Older Adult Program and Mayor's Youth Council input and would be presented to City Council. He stated that he could share the results with Commissioner Jones when they are available. He stated that there will, hopefully, be another event in the Spring.

Commissioner Allard announced that MB FIT is organizing another ping pong challenge with the senior program on January 28th from 12:00-1:00.

Commissioner Jones asked for an employee roster with names and job titles to aid with employee recognition.

I. STAFF ITEMS

Director Leyman distributed the Manhappenings brochure with the new glossy cover. He also announced a soft launch of social media and that the department currently has over 200 followers on Instagram and Twitter.

Director Leyman that the Skatepark consultant RFP had closed and three great proposals were received. A unanimous recommendation was made by the Skatepark RFP approval committee and that Commissioner Allard participated as a member of the committee. The contract will go to City Council on either the 6th or 20th of January for approval. After City Council approval of the contract, staff will work with company to facilitate public outreach and all other steps.

Commissioner Rothans repeated his request for new commissioner orientation and Brown Act training in the month of January for Commissioners Jones, Paralusz and Zaun.

Director Leyman thanked the Commissioners for taking the time to bring raffle prizes and attend the Staff Holiday party. Their presence was very much appreciated and means a lot to staff. This year's event had the best attendance of any off-site event to date. It was a new venue and there were a variety of things to

do. Director Leyman thanked the Commission for their continued support. Commissioner Manna said that whenever he encounters staff and stops to speak with them, they are always willing to talk about what they do and encouraged other Commissioners to tell staff how much they are appreciated.

J. ADJOURNMENT

Commissioner Allard moved to adjourn. The motion was seconded by Commissioner Manna. The motion passed. The meeting was adjourned at 7:20 pm.

Ayes: Commissioners Rothans, Allard, Manna and Jones

Nays: None

Abstain: None

Absent: Commissioner Allen, Paralusz and Zaun