



**CITY OF MANHATTAN BEACH  
PARKS AND RECREATION COMMISSION**

---

**February 23, 2015  
Joslyn Community Center  
1601 Valley Dr.  
Manhattan Beach, CA 90266  
6:30 PM**

**A G E N D A**

**A. CALL TO ORDER**

**B. PLEDGE TO THE FLAG**

**C. ROLL CALL**

Commissioner Rothans  
Commissioner Allard  
Commissioner Paralusz  
Commissioner Allen

Commissioner Manna  
Commissioner Jones  
Commissioner Zaun

**D. APPROVAL OF MINUTES**

February 2, 2015

**E. CEREMONIAL**

Mayor's Youth Council – Intergenerational Event Report

**F. AUDIENCE PARTICIPATION (3-Minute Limit)**

**G. GENERAL BUSINESS**

Approval of Education Panels – Leadership Manhattan Beach Pier Binoculars

**H. COMMISSION ITEMS**

- Discussion RE Update and Status RE Proposed “Salute to the Troops” Picnic & Concert - 2015

**I. STAFF ITEMS**

- Update on Parks and Recreation Programs and Events

**J. ADJOURNMENT**

**TO:**

The Parks and Recreation Commission

**THROUGH:**

Mark Leyman, Parks and Recreation Director

**FROM:**

Robert D. Espinosa, Fire Chief

**SUBJECT:**

The Addition of Educational Panels to the Leadership Manhattan Beach Pier Telescope Replacement Project (Fire Chief Espinosa)

**APPROVE**

---

**RECOMMENDATION:**

Staff recommends the Parks and Recreation Commission approve the size, design, and location of the education panels for the Leadership Manhattan Beach's project to replace the telescopes on the Manhattan Beach Pier and upper Strand parking lots.

**FISCAL IMPLICATIONS:**

The purchase of the panels will be made with funds raised by the Manhattan Beach Leadership Class of 2015. On-going cost of maintenance and replacement will be done using money collected from the coin operated devices.

**BACKGROUND:**

The Manhattan Beach Leadership is a non-profit organization whose mission is to develop and unite community leaders. Since 1992, each year a class has developed and completed a project for the benefit of the community. Class of 2015's mission statement is to enhance the Manhattan Beach pier as the place where the community and visitors can be inspired by the scenic beauty of the South Bay.

The class selected a project to replace the monocular telescopes on the pier with binocular viewing devices and educational panels for each device. If enough donations are received, two new telescopes (one in each upper Strand parking lot) with educational panels will be installed.

**DISCUSSION:**

Leadership Manhattan Beach projects generally have a phased approach to completion. Phases are based upon fundraising success. The Class of 2015 is no different. We have a \$40,000 fundraising goal. Phase I is to replace one of the telescopes on the pier and provide an educational panel with points of interests for the viewer. Phase II duplicates Phase I for a second telescope. Phase III is to place a monocular telescope with an additional viewing device for special needs access (American with Disabilities Act) and an educational panel with the history of the Manhattan Beach Pier in the

southern upper Strand parking lot. Phase IV would be to place a monocular telescope with an educational panel in the north upper parking lot. To improve users' experience, the Leadership group would like to provide educational panels that would be affixed to the railing near the viewing devices. These panels are approximately 18" x 24" and will be a collage of historic and current pictures, maps, graphics, and explanations of the view.

**CONCLUSION:**

The Leadership Manhattan Beach class of 2015 has invested time and resources to develop a project that the community can enjoy for years to come. The Leadership Manhattan Beach organization has worked in partnership with the City and has provided many quality and useful projects to the residents and visitors for over 20 years. Enhancing the experience of the visitors on the pier will enhance tourists, visitors, and resident's experience on the Manhattan Beach Pier.

Attachment:

1. Pier Telescopes PowerPoint Presentation

**CITY OF MANHATTAN BEACH**  
**MINUTES OF THE PARKS AND RECREATION COMMISSION**  
Manhattan Beach City Hall  
1400 Highland Ave.  
Manhattan Beach, CA 90266  
February 2, 2015  
6:30 PM

CONTENTS

**A. CALL TO ORDER**

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

**B. PLEDGE TO THE FLAG**

**C. ROLL CALL**

Present: Commissioners Rothans, Allard, Manna, Allen, Paralusz, Jones and Zaun  
Absent: None  
Others present: Director, Parks and Recreation Mark Leyman  
Recording Secretary Linda Robb

**D. APPROVAL OF MINUTES**

Commissioner Allard moved to approve the December 22, 2014 minutes as written. The motion was seconded by Commissioner Manna.

Ayes: Commissioners Rothans, Allard, Manna, Allen, Paralusz, 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”**

Report from Program committee – Commissioner Jones reviewed the outline of the outcome of the Program subcommittee meeting. A timeline was developed for the day of event. The committee raised the possibility of inviting the Zamperini family who lives in Torrance, as well as the Mira Costa High School chorus. The committee is hoping that the mayor could proclaim a Salute to the Troops week. Commissioner Jones stated that she liked the idea of having the Marine band and that the same band is available out of multiple San Diego locations so securing the band should not be a problem. The subcommittee thinks the event would be better earlier in the season. Commissioner Paralusz stated that making it the kick-off to the summer concert season sends a powerful

statement and the availability of the MCHS choral group is better. The date needs to be decided as soon as possible to coordinate with the school as their groups are in high demand. Director Leyman stated that he believes that the 10 week series of concerts have been booked and asked if the committee was thinking of kicking off the Concerts in the Park season. Commissioner Paralusz stated that her preference would be to have the event lead off the concert series. She stated that June 19<sup>th</sup> is last day of school so some June dates may be a problem because of finals.

Commissioner Jones mentioned guest books so that certificates could later be sent out, bracelets as giveaways and parking, possibly at Northrop Grumman. Commissioner Allen asked if Northrop Grumman would provide parking even if they were not a sponsor. Commissioner Paralusz stated that they could be asked even if they were not a sponsor. She stated that when parking is provided, there is a contract signed between the parties. Director Leyman confirmed that when parking is provided by Northrop Grumman, an agreement is signed and the City provides insurance. Director Leyman stated that in general, shuttles have not been successful. Commissioner Paralusz stated that the first thing that needs to be decided is the date because all other details depend on the date.

Commissioner Zaun stated that the beginning of the season is preferable as it is easier to schedule the MCHS jazz band at the end of the school year instead of the beginning.

Commissioner Jones inquired about the possibility of a Saturday and if all the acts for Concert in the Park are set in stone. Commissioner Allen inquired why the September date is not good. Commissioner Manna stated that the event will have more impact if it is done earlier in the season. Commissioner Allard expressed concern on the timeline of sponsorship. Commissioner Rothans stated that he likes the idea of a kickoff but it is February and solicitation letters have not yet gone out. There are only 4 months left before June. Commissioner Paralusz stated that the commission needs to understand what exactly the money is needed for. She asked if all the extras are really necessary when the tribute is the most important thing. Commissioner Allard stated that the Commission is still looking toward getting the Gary Sinise and the Lt. Dan Band but will not know how much sponsorship they can solicit until late March. Commissioner Paralusz stated that the commission needs to decide the direction because there seem to be different ideas.

Commissioner Manna stated that if the event is going to be big and all day, it doesn't matter on what day it falls. Commissioner Paralusz stated that it would be great to create an event that could be easily carried on in the years moving forward.

Commissioner Rothans stated that the all-day event is not set in stone but an extended event would allow the service members to mingle. The idea came up at the sub-committee meeting to have different tents for each service branch. Commissioner Rothans has spoken to the Air Force and two Boy Scout Troops who are willing to volunteer. Commissioner Rothans stated that his thought is to try to raise as much money as possible and see what can happen. Commissioner Rothans stated that another party had contacted the Gary Sinise and the Lt. Dan Band for possibly another event in Manhattan Beach. Commissioner Paralusz was concerned that the waiting to see how much funds could be raised impairs the Commission's ability to book other bands in the meantime. Commissioner Rothans stated that the Marine Corp and High School bands should be asked to hold the date now. With regards to giveaways, he stated that perhaps they could be offered to the first 500 attendees, for example, to control costs.

Commissioner Manna agreed with Commissioner Paralusz as far as the giveaways if it is a Concert in the Park type of event. However, if it is the Gary Sinise and the Lt. Dan

Band playing, people will come early just to see them and perhaps more giveaways would be necessary. Commissioner Paralusz inquired as to the average attendance for a concert. Director Leyman stated that a medium sized crowd is around 3,000-4,000. Commissioner Paralusz asked Commissioner Paralusz if the Marine band would care if they were opening for the Gary Sinise and Lt. Dan Band. Commissioner Jones stated that Martin Betz is the point of contact and should make that phone call to find out. Commissioner Paralusz asked that the situation be studied legally as far as who is signing the contract with the Gary Sinise and Lt. Dan band. She would like for the City Attorney to review how this is done and would also like to know how other municipalities have handled this in the past. Commissioner Manna stated that if the Gary Sinise and the Lt. Dan Band works out, the September 13<sup>th</sup> date would work fine because the band is a big enough draw. Commissioner Rothans stated that a date needs to be chosen.

Commissioner Rothans distributed a draft of the sponsorship letter. He stated that no sponsorship letters could be sent until a date has been set.

Director Leyman updated that the first show of the Concert in the Park series is Neil Diamond/Barbara Streisand and that all contracts have gone out and changing dates may be a challenge.

Commissioner Paralusz is in favor of the concert being in June but is opposed to the Gary Sinise and the Lt. Dan Band because of the cost. She is concerned about the availability of the students and is not in favor of the September 13<sup>th</sup> date. She would consider a Saturday date of June 20<sup>th</sup>, 2015. Commissioner Zaun agrees with the June 20<sup>th</sup> date but says that the September 13<sup>th</sup> date is doable. Commissioner Manna also likes June 20<sup>th</sup> but is open to September 13<sup>th</sup> as the Gary Sinise and the Lt. Dan Band was his idea. Commissioner Jones prefers the June 20<sup>th</sup> date but has issues with the Gary Sinise and the Lt. Dan Band because she thinks that the citizens of Manhattan Beach might have a problem with spending that much money on the entertainment. Commissioner Allen is OK with either date. Commissioner Allen stated that he thought that if the public was informed that \$50K was a donation directly to the Foundation, he thinks that it would show more support for the troops as opposed to an event that celebrates but doesn't do anything to help. He stated he thinks that the big name band makes it a better event. Commissioner Allard stated that the Commission needs to decide whether or not they are going to try to get the big band. If they're going for Gary Sinise, then it has to be September. Director Leyman stated that both dates work. Director Leyman confirmed that the Concert series will begin July 5<sup>th</sup> so the June 28<sup>th</sup> date would be available for Salute to the Troops.

Commissioner Rothans opened the floor to public comment.

Member of the audience – Lee Barr addressed the Commission. He stated that when he first heard of the idea, he thought it was a great. But since, the event has gotten bigger and now he sides with the members of the commission that think it should be smaller. He stated that the idea has gotten too big. It should be a small event featuring Manhattan Beach talent. He likes the idea of having areas where veterans can mingle. His opinion is that Veteran's would not be interested in a certificate but would be happy to know that someone cares.

Commissioner Paralusz is not in favor of bringing the Gary Sinise and the Lt. Dan Band and is not in favor of the masses of the South Bay coming to Polliwog Park for this concert. She stated that it should be primarily a Manhattan Beach event and less is more. She reiterated that she would like to keep it simple and honor the military. Commissioner

Manna agreed with Mr. Barr and that in the beginning this was going to be an event recognizing local service people. Commissioner Manna mentioned that money donated to the Gary Sinise Foundation would not necessarily benefit our local service people. Commissioner Paralusz spoke of her experience with fundraising and that sponsors (Northrop Grumman) want to know what kind of local benefit there is. She stated that unless the donated funds can be earmarked for the local and regional community, sponsors may not view it favorably.

Commissioner Rothans stated that the original memo sent to Council said that the event would celebrate the active duty service members and veterans of the South Bay, not just Manhattan Beach.

Commissioner Manna made a motion to drop Gary Sinise and Lt. Dan band and opt for the June 28<sup>th</sup> date. Paralusz seconded. The motion passed.

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

Commissioner Jones added that if there was a proclamation for Salute to the Troops week the outgoing Mayor and incoming Mayors could both participate.

Commissioner Allard stated that the application for the Marine Corp Band date needs to be changed.

Commissioner Manna mentioned that the Dietz Brothers band may be available if the Marine Corp Band is not.

Commissioner Jones asked if Martin could get a tape or somehow show the Marine Corp band at the next meeting.

Commissioner Allen recommended designated seating areas and assistance from the Boy Scouts for the attendees that need assistance.

Commissioner Jones will reach out to the Zamperini Family.

Commissioner Manna recommended that the Mira Costa Jazz Band play during the mingling/social period before the concert.

Commissioner Rothans asked the subcommittee members if the sponsorship levels should be lowered based on the new plan. Commissioner Allard stated that the top level could be lowered to \$5K or \$7.5K. Commissioner Jones stated that sponsors like to have itemized lists with amounts so that they can sponsor specific items. Director Leyman suggested a using a vendor for the canopies. He estimated a starting point of \$2, 000 for tents. Director Leyman stated that there are a few vendors that the City has used previously and that staff plans to meet with those vendors in the near future to discuss cost efficiencies.

Commissioner Allard stated that he would be more likely to mingle by war rather than military branch.

The Sponsorship Sub Committee will present final sponsorship levels at the next meeting.

Commissioner Allard requested possible sponsors contact information to add to his working list.

Commissioner Jones mentioned that if Mira Costa produces a video for the event. There

would be no charge but a donation would be much appreciated and should be factored in. Commissioner Allard stated that the City is not allowed to give cash gifts but perhaps some equipment for their program could be donated.

Commissioner Allard stated that the Mayors Youth Council will present their Intergenerational Event report at the City Council meeting. They will present to the Commission at the next meeting.

Commissioner Allard stated that the Commission had been invited to the Little League opening on Saturday, March 7<sup>th</sup> and that it would be nice to attend as a group.

The Older Adult Program will have a candidate forum on Thursday, February 12<sup>th</sup> at Joslyn Center.

Commissioner Rothans inquired as to the status of Brown Act training. Director Leyman stated that a date has not yet been set.

**I. STAFF ITEMS**

Commissioner Manna inquired about the Skateboard Park Consultant RFP. Director Leyman stated that we are waiting for final contract to be sent to the vendor so that work can begin.

**J. ADJOURNMENT**

Commissioner Paralusz moved to adjourn. The motion was seconded by Commissioner Allard. The motion passed. The meeting was adjourned at 08:03 pm.

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