

CITY OF MANHATTAN BEACH
MINUTES OF THE PARKS AND RECREATION COMMISSION
Manhattan Beach City Hall
1400 Highland Ave.
Manhattan Beach, CA 90266
March 23, 2015
6:00 PM

CONTENTS

A. CALL TO ORDER

The meeting was called to order at 6:06 PM.

B. PLEDGE TO THE FLAG

C. ROLL CALL

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

Absent:

Others present: Director, Parks and Recreation Mark Leyman
Recording Secretary Linda Robb

D. APPROVAL OF MINUTES

Commissioner Allard moved to approve the February 23, 2015 minutes with the changes below. The motion was seconded by Commissioner Manna. The motion passed.

P. 3 – paragraph 4 – Commissioner Rothans requested that his reference to the City of Manhattan Beach signage ordinances be added.

P. 3 – paragraph 7 - "...Zamperini family has turned down the invitation to emcee the event" was changed to read "...Zamperini family has turned down the invitation to attend the event as special guests" per Commissioner Jones' request.

P. 5 – paragraph 3 – Commissioner Rothans requested clarification that Dennis McNeil would be singing the National Anthem.

P. 5 – paragraph 8 – Commissioner Rothans requested that "and shared various sample challenge coins with the Commission" be added.

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

Leadership Manhattan Beach Pier Binoculars, Educational Panels – George Apostol introduced Gabriella Miller to make a presentation on the educational panels for the pier telescope project. She presented five panel options to be narrowed to four.

Ms. Miller stated that the group is still working on obtaining licenses for the use of the

photos. Three mock ups were distributed for review and comments.

1. History panel - will give a history of the pier and possibly be placed in one of the upper parking lot
2. Santa Monica Bay panel - possibly will be placed on the north side of the pier
3. Palos Verdes panel - may go on the south side of pier
4. Catalina panel - may go on the south side of the pier or upper south parking lot
5. South Bay panel - could be in one of upper parking lots

Commissioner Paralusz recommended eliminating the South Bay panel as it is not something people can actually look at through the binoculars. Commissioner Paralusz made some suggestions on the naming of the panels and stated that she prefers the panel with the dark background.

Commissioner Manna agreed that the South Bay panel could be eliminated, however if the Palos Verdes and Catalina panels were combined on one panel, the South Bay panel might be kept.

Commissioner Jones recommended that the text be fact checked and suggested that the panels be reviewed by Jan Dennis and/or the historical society. She also suggested that the panels be proofread for grammar and capitalization and that the words "Leadership Manhattan Beach" be included on the panel in addition to the logo.

Commissioner Zaun stated that he likes the panels with the dark background.

Commissioner Allen stated that if the South Bay panel was eliminated, the last paragraph on the panel could be incorporated onto the History panel.

Mr. Apostol stated that the funds had been raised for all four telescopes but there has been a slight change to one location. He explained that there is a piece of artwork at the planned site in the South parking lot so a telescope cannot be installed there. He stated that the new plan is that there will be two telescopes on the pier, one in the north parking lot and one near the comfort station on the north side of the pier. Mr. Apostol stated that the panels have a 30 day lead time and the ribbon cutting will be Saturday, May 9. The goal is to order the panels in the first week of April.

Fire Chief, Robert Espinosa added that the group has applied for an exemption from the Coastal Commission and that approval should be granted on April 17th.

H. COMMISSION ITEMS

Discussion RE Update and status RE "Salute to the Troops Picnic & Concert 2015"

Commissioner Rothans reviewed the proposed budget. The budget for necessities is \$6,700. Optional items add \$15,700-\$19,700.

At Commissioner Rothans' request for clarification on the use of the bags, Commissioner Jones explained that at the USO at LAX, military servicemen and women make their sandwiches and meals to take on flights. The bags are for the meals made at the USO. She stated that the budget for the bags would be around \$2,000. The Commission decided to table the bags and consider them for the next concert.

Commissioner Paralusz asked that a line item be added to the budget for letter writing supplies.

Commissioner Paralusz asked about logistics for the letter writing tables. Director Leyman stated that he would contact the USO regarding the letter writing tables and that the USO may provide the supplies and a small volunteer team.

Commissioner Rothans distributed a proof of the possible challenge coin design and stated that a sponsor for the challenge coins had been secured. Commissioner Rothans presented Lee Barr, in the audience, with a challenge coin.

Commissioner Jones reported that Northrop Grumman will not be able to participate as a sponsor. She also asked about the number of giveaways that are being offered. She stated that she is concerned about the limited number of giveaways and that at participants may not receive a giveaway if they do not arrive early.

Commissioner Allen stated that the giveaways could be given away at the reunion tents.

Commissioner Manna stated that they could be given away at the end of the event.

Commissioner Paralusz suggested whittling down the number of giveaways and having more of one thing. She suggested having a shirt or a hat and doubling the number instead of having half as much of both.

Commissioner Rothans stated his thought is that the challenge coins are for the military.

Commissioner Jones mentioned the flyer. She said that the USO said they would reach out to many organizations but they need a flyer and if it had the USO logo on it, it would legitimize it.

Commissioner Jones gave an update on the programming for the event. She stated that the event will need an emcee and recommended local DJ, KC Campbell from VOX DJs.

Commissioner Rothans stated that he has been making in-roads with Jay Leno and Vince Vaughn. Vince Vaughn looks promising but has not committed. Commissioner Jones stated that sometimes celebrities will commit and then bow out so there is a risk with celebrities. Commissioner Paralusz would like to wait and see if Vince Vaughn is available and have KC available in the event that Vince Vaughn is not. Commissioner Rothans added that a request has been made for Jay Leno by the owner of the Comedy Magic Club, Mike Lacy, through the Hermosa Beach Chamber of Commerce.

Commissioner Allard questioned if a DJ is necessary for this event. Commissioners Jones and Paralusz emphasized that KC Campbell would be acting in an emcee role for this event and that the fact that his is a DJ is incidental.

Commissioner Manna stated that the event could be done without an emcee. He stated that an emcee without name recognition could be anybody. Commissioner Paralusz stated that Steve Napolitano had been discussed but may not be appropriate now that he is running for County Supervisor. Commissioner Rothans stated that he had received a phone call from Assemblyman Hadley's office offering involvement. Commissioner Manna mentioned that Mia Hamm and Nomar Garciaparra were talked about as possibilities.

Commissioner Jones reported that Dennis McNeil had been secured to sing the National Anthem and possibly a couple of other songs.

Commissioner Allard stated that the Boy Scouts are listed as participants and volunteers and that the Girl Scouts should also be included.

Commissioner Jones mentioned that the Boy Scouts will be collecting the water bottles for the USO. Director Leyman stated that a collection could be coordinated at City Hall, similar to the Christmas time toy drive. Commissioner Paralusz emphasized that City staff should not be responsible for handling the Costco cards. Commissioner Jones stated that the USO will have representatives available for that.

Commissioner Rothans stated that a member of Boy Scout Troop 713 has a film background and has started the process of producing a video. He suggested that the final video be viewed before the concert. Commissioner Paralusz stated that a cut-off date needs to be decided for the final video. The Commission agreed that the end of May would be a good deadline for viewing. Director Leyman stated that having the video contracted out would be cost prohibitive. He reported that having the local cable company come out to film the event is not possible as it is not included in the charter agreement.

Director Leyman stated that the Northrop Grumman parking lot is no longer available for use and added that, historically, shuttles have not been successful.

Commissioner Allard reviewed the tent and banner costs. The cost for tents and banners will be roughly \$1,300.

Commissioner Jones inquired about a street banner over Sepulveda Blvd. and the digital message boards to announce the event. Director Leyman stated that staff can work with the Police Department to check availability of the digital message boards. He also mentioned that programs could be printed in-house and that could be a nice thing to have at the event. Commissioner Allard asked about the cost to print a street banner. Director Leyman replied that it would be approximately \$800 and the Commission agreed that a line item should be added to the budget as a necessity.

Commissioner Rothans asked that staff publicize the event and volunteer opportunities through social media. Director Leyman requested specific job descriptions for the various volunteer opportunities.

Commissioner Rothans asked Commissioner Zaun to follow up with the MCHS Jazz Band to secure a commitment. He also asked Linda Robb to follow up with the Marine Corps band to check on the application.

Commissioner Rothans asked staff to put together a draft of a promotional poster for the next meeting.

Commissioner Rothans reported that letters will be sent to local service organizations, military organizations and veterans groups, soliciting support and informing them of the event. He also reported that Commissioners Allard and Manna will also be personally visiting local businesses.

Commissioners Manna, Allard and Allen were appointed to the Promotion/Marketing Sub-committee.

I. STAFF ITEMS –

Director Leyman gave the following updates:

- The volunteer recognition event was a great success. Michelle Ami-Cortez and Sabrina Johnson were thanked for their efforts in securing raffle prizes.
- Family Fun Golf Day at The Lakes was very well attended. The event was a collaboration with the Lakes and Good Swings Happen.
- The Dial a Ride team competed in a Rodeo driving competition in Roseville,

CA. The City team came in second overall and one of our drivers was 4th place overall.

The Commission would like to invite the drivers to the next meeting for recognition.

- A Parks and Recreation Expo was held after the Little League parade. It was a great event and partnership with the Little League and a great opportunity to publicize our summer camps and activities.

Commissioner Paralusz asked for an update on the Skateboard park issue. Director Leyman reported that he had been in contact with the consultant and that now that the resident survey is done, things are moving forward. A timeline is being created with an outreach plan and community meeting dates.

Commissioner Rothans inquired about changing the start time for the meetings. Director Leyman stated that the City Council, Planning Commission and Cultural Arts Commission meetings begin at 6:00 pm so it makes sense that the other commission meeting should begin at the same time, however, at this point, direction has not been given direction by City Council to change the meeting time.

Commissioner Allard reported that the Senior Advisory Council will be presenting their program to the seniors at the April Dine and Discover.

J. **ADJOURNMENT**

Commissioner Jones moved to adjourn. Commissioner Allard seconded the motion. The motion passed. The meeting was adjourned at 7:38 p.m.

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

Nays: none

Abstain: none

Absent: Manna* (Commissioner Manna left the meeting at 7:30 p.m.)