

CITY OF MANHATTAN BEACH
MINUTES OF THE PARKS AND RECREATION COMMISSION
Manhattan Beach City Hall
1400 Highland Ave.
Manhattan Beach, CA 90266
April 27, 2015
6:30 PM

CONTENTS

A. CALL TO ORDER

The meeting was called to order at 6:33 PM.

B. PLEDGE TO THE FLAG

C. ROLL CALL

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

Absent: Commissioner Zaun

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

D. APPROVAL OF MINUTES

Commissioner Manna moved to approve the March 23, 2015 minutes as written. The motion was seconded by Commissioner Allard. The motion passed.

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

Nays: None

Abstain: None

Absent: Commissioner Zaun

E. CEREMONIAL

Dial A Ride Roadeo Winners – The Commission recognized Dial A Ride drivers , Sabrina Johnson, Francisco Medina, Ulysses Rivas and Jorge Rosit for their 2nd Place Team win and individual wins at the CalAct/RTAP Spring Roadeo held at the Victor Valley Transit Authority.

F. AUDIENCE PARTICIPATION (3-Minute Limit)

Commissioner Rothans opened the floor to audience participation.

Gary McAulay (resident) – Mr. McAulay was asked to review and fact check the educational panels to be installed as part of the Leadership Manhattan Beach binoculars project. He made some recommendations regarding some historical errors and apologized if there were any hurt feeling. He believes that the information that goes on the pier is for everyone and the information should be correct. He also stated that because additional binoculars were added near the Roundhouse, the Roundhouse staff requested Roundhouse related content.

Commissioner Manna stated that 6 locations went up for Coastal Commission approval for four final locations. If the two additional locations on the pier by the Roundhouse are not approved, they will be placed at the parking lot and comfort station locations.

Commissioner Paralusz thanked Mr. McAulay for his work on the project as it is important that the information on the panels be accurate.

Commissioner Jones thanked Mr. McAulay for standing up and defending his position in

the face of opposition and deadlines.

The floor was closed to public comment.

G. GENERAL BUSINESS

none

H. COMMISSION ITEMS

Commissioner Jones requested clarification on how communication is to be done.

Commissioner Rothans mentioned that the Brown Act prohibits communications but doesn't prevent from asking Director Leyman for updates as long as the Commissioners are not speaking to each other in a majority. Director Leyman agreed to provide updates when received from the subcommittees.

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

Commissioner Rothans addressed sponsorship – No large donors have been secured so Plan A is being abandoned.

Plan B is to ask local merchants for \$250 donations. Commissioner Allard stated that he and Commissioner Manna personally visited about 500 merchants throughout town. Commissioner Manna stated that he had covered Manhattan Village and the downtown area.

Commissioner Rothans presented Commissioners Manna and Allard with thank you gifts.

Commissioner Rothans reported that some donations had already been received. He reported that Chase Bank had indicated that they would like to donate \$250 and asked if they would be able to have a booth to offer free military checking accounts. Director Leyman stated that \$1500 for a booth and other acknowledgement in marketing materials falls in line with the Concerts in the Park. The commission agreed that a sponsor could have a booth at the event for their \$1500 (including in kind) sponsorship and that the deadline would need to be May 15th. Commissioner Rothans announced that David Favorite of Bristol Farms has offered 50 cases of water to be distributed at the event and is contacting the Corporate office to try to get 200 cases.

Commissioner Rothans reported that James Gill has requested a booth for First Command and has offered to donate \$1500 to cover the cost of the 3rd Marine Aircraft Wing Band in exchange for a booth at the event and the company logo on promotional materials. Mr. Gill would like messaging to reflect that the band is sponsored by First Command. Commissioner Jones stated that she is not comfortable with the "First Command sponsors the band" wording. The Commission reached consensus that the specific reference would not be allowed. Director Leyman will contact James Gill.

Commissioner Rothans attended a Boy Scout Troop 713 meeting last week and stated that there is a lot of excitement. The Scouts have met with veterans and are gathering video and having great experiences as a result. They wanted to know how to help promote the event. Commissioner Rothans told them that they could distribute the posters in Manhattan Beach and the surrounding areas. He stated that the Scoutmaster has made the Salute to the Troops event mandatory. Commissioner Rothans asked that a post card be produced to help the Scouts market the event. He stated that Troop 849 would like to bring flags to follow the color guard. The Girl Scouts, Julie Justus McGinity, service unit manager for MB neighborhood Girl Scouts, also offered the help of the Girl Scouts. He reported that James Gill is making arrangements for a Color Guard from the local Air Force base.

Commissioner Jones stated that it would be great to hand out small flags instead of the other giveaways. Commissioner Allard will look into the cost of the small flags.

Commissioner Manna asked if private donations would be accepted. The Commission agreed that there is no reason not to.

Commissioner Rothans distributed a draft of the proclamation and asked that all changes or suggestions be sent to Mark. Commissioner Manna stated that we should consider a Salute to the Troops day instead of week, and that the final draft go through City Clerk, Liza Tamura first. The Commission agreed to change it to a day.

The Commission discussed the design of the promotional poster and which sponsor logos could appear. Director Leyman stated that the size of the logos could be based on the size of the donation.

The Commission decided that the promotional materials should be distributed 30 days before the event.

Commissioner Jones asked if the USO logo could be included on the promotional materials. The Commission agreed that is acceptable.

Commissioner Jones asked if it would be possible to get Journey of Faith and American Martyrs to advertise the event on their message boards. Commissioner Allard mentioned the Mira Costa message board. Commissioner Allen stated that if they could not advertise the event itself, perhaps they could advertise the Jazz Band performance.

Commissioner Manna mentioned that Rick Dickert from Good Day LA might be interested in emceeding the event and that he would reach out to him. Commissioner Jones brought up the Vox DJ option. Commissioner Rothans stated that they could make a decision at the next meeting.

Commissioner Manna mentioned getting ahold of the Tiger Spies for a possible fly over. Commissioner Paralusz stated that it is a nice idea but it would be very complicated with all of the approvals that would be needed. It was decided to table the issue until next year.

Commissioner Manna spoke with Ricky Arakaki from Pelican signs regarding signage. Mr. Arakaki could produce some sponsor appreciation signs for about \$175 per sign. Commissioner Paralusz stated that if there is enough money for it, it sounds great. Commissioner Manna will keep in touch with Mr. Arakaki.

Commissioner Jones asked if there would be a video screen. She stated that if a video screen was available, there could be slides for sponsors.

Commissioner Rothans stated that letters had been sent out to service organizations, veterans organizations and military entities to promote the event.

Commissioner Paralusz asked if anyone had contacted the Beach Reporter to reserve a space in the May 25th issue, preferably the full page opposite the Manhattan Beach news page. Commissioner Jones stated that there are many potential feature story possibilities, such as the Scout involvement, etc. Director Leyman stated that free marketing will be pursued and internally, the word will be out 30 days prior. Commissioner Jones stated that going to a Chamber meeting to promote the event would be a good thing.

The Commissioners will work to find a local veteran or service member who might be able to accompany a Commissioner to a Chamber meeting.

Commissioner Manna will contact Kelly Strohmman of the Downtown Business Association to talk about the event.

The next meeting will be scheduled for May 18th due to the Memorial Day Holiday.

Commissioner Jones asked if the band has signed a contract and are firm. Commissioner Rothans stated that the band is firm but have not done the paper work.

Commissioner Allard stated that Tony Olmos would be speaking at the Dine and Discover regarding water issues.

I. STAFF ITEMS –

Director Leyman gave the following updates:

- Art opening for Jim Murray – Titled, *Been There, Done That, Doing This*, opening reception 7:00-9:00 pm Thursday, April 30th
- Library Grand Opening Friday, May 1st, 4:00 pm
- Feelgood Festival – 1st Annual Festival featuring yoga, music, etc. May 9th

Commissioner Paralusz inquired about the Skatepark and consultant. Director Leyman will be meeting with the Consultant to talk about scheduling community meetings and other deliverables.

J. ADJOURNMENT

Commissioner Allard moved to adjourn. Commissioner Manna seconded the motion. The motion passed. The meeting was adjourned at 08:15 p.m.

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

Nays: none

Abstain: none

Absent: Zaun