



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

**January 25, 2016
Manhattan Beach City Hall
1400 Highland Ave.
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 Enomoto

D. APPROVAL OF MINUTES

December 28, 2015

E. CEREMONIAL

F. AUDIENCE PARTICIPATION (3-Minute Limit)

G. GENERAL BUSINESS

15/1027.1 Discussion of Salute to the Troops 2016 Event
15/1027.2 Discussion of Sunscreen Pilot Project

H. COMMISSION ITEMS

I. STAFF ITEMS

Update on Parks and Recreation Programs and Events

J. ADJOURNMENT

TO:
Parks and Recreation Commission Members

FROM:
Mark Leyman, Parks and Recreation Director

SUBJECT:
Salute to the Troops Event and Community Sunscreen Lotion Dispensers (Parks and Recreation Director Leyman).

RECOMMENDATION:

Staff recommends that the Parks and Recreation Commission discuss the Salute to the Troops event and community sunscreen lotion dispensers to gather information and provide recommendations to the City Council.

FISCAL IMPLICATIONS:

There is no fiscal implication associated with this request.

BACKGROUND:

At the October 20, 2015 City Council meeting, the City Council approved two discussion items for the Commission to discuss: the Salute to the Troops Event and community sunscreen lotion dispensers.

DISCUSSION:

The Parks and Recreation Commission requested permission to discuss the Salute to the Troops Event so they may begin planning for the 2016 event, and the sunscreen lotion dispensers to evaluate a possible pilot program within the community.

Salute to the Troops

The Commission would like to continue in their planning and support of the Salute to the Troops event, and therefore would like to begin discussions now for the 2016 event. The Commission will continue to provide outreach for sponsorships and has proposed a 2016 event date of Sunday, July 3, 2016. For the 2015 event, the Commission raised over \$20,000 in sponsorships, which covered all of the event expenditures.

Sunscreen Lotion Dispensers

The Commission would like discuss and explore options for City Council consideration of a sunscreen lotion dispenser pilot program in the community. The Commission will research the possibility of installing the dispensers at elementary school and various locations in the City. Research will include costs, number of dispensers and sponsorship to pay for ongoing expenses.

CONCLUSION:

Staff recommends that the Parks and Recreation Commission discuss the Salute to the Troops event and community sunscreen lotion dispensers to gather information and provide recommendations to the City Council.

CITY OF MANHATTAN BEACH
MINUTES OF THE PARKS AND RECREATION COMMISSION
Manhattan Beach City Hall
1400 Highland Ave.
Manhattan Beach, CA 90266
December 28, 2015
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 Allard, Rothans, Manna, Paralusz, Allen, Jones, and Enomoto

Absent: None

Others present: Director of Parks and Recreation, Mark Leyman

D. APPROVAL OF MINUTES

Commissioner Rothans moved to approve the November 23, 2015 minutes as written. The motion was seconded by Commissioner Jones. The motion passed.

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

Nays: None

Abstain: None

Absent: None

E. CEREMONIAL

none

F. AUDIENCE PARTICIPATION (3-Minute Limit)

Commissioner Allard opened the floor to audience participation.

Seeing none, the floor was closed.

G. GENERAL BUSINESS –

15/1027.1 Discussion of Salute to the Troops 2016 Event –

Commissioner Allard distributed a preliminary budget. (Attachment 1) Some changes include adding a sound system and removing the Jumbotron.

Commissioner Manna asked if the challenge coins will be a different design and if people collect them, because they will probably be handed out to many of the same people.

Commissioner Allard stated that the year will be changed but the coins would remain essentially the same.

Martin Betz, Cultural Arts Manager will be providing information for possible bands.

Commissioner Allard reported that sponsorship request letters will be mailing out in February.

Commissioner Manna will contact Dennis McNeil to see if he is available to perform.

15/1027.2 Discussion of Sunscreen Pilot Project – Commissioner Jones stated that a sponsor has verbally agreed to provide \$25,000 and she will be meeting with the sponsor to solidify the agreement. She is seeking input for sponsorship deliverables from the Commission and Director Leyman.

Commissioner Paralusz is concerned about the appearance of one sponsor being able to advertise their commercial business on public property. Commissioner Allard stated that the City Council direction was to find sponsorship for the project so that there is no cost to the City. He stated that when this is presented to the City Council, this sponsor should be presented as one of several options. Both Commissioners Manna and Paralusz thought it might be wise to ask City Council what would be acceptable to offer in exchange for sponsorship. Commissioner Jones stated that, per City Council direction, the sponsor needs to be from the Health industry. Director Leyman recommended developing options for the City Council and then presenting those options with the Commission's recommendation.

Commissioner Allen stated that having an option for each dispenser to be sponsored by a different entity should also be presented.

Commissioner Paralusz stated that there is also concern about the sponsor being able to use the relationship with the City in their marketing materials. Director Leyman encouraged coming up with a comprehensive recommendation covering all aspects of the project with different options.

Commissioner Allard wondered if Public Works should be involved in some of the research. He stated that the project has revolved around one supplier but he has found additional options. Director Leyman stated that the City probably has existing vendors who could supply dispensers and we could get quotes from them.

Locations – Commissioner Allard thought that staff would be the best resource for deciding the possible locations. Director Leyman stated that the specific locations need to be identified, especially on the Strand because surrounding residents will need to be notified for the public hearing.

Commissioner Paralusz made her recommendations for additional locations at Polliwog Park. Commissioner Enomoto stated that this is a scalable project so perhaps they should look at the minimum number of stations to start and add more if there is support for more. Commissioner Manna offered his suggestions for locations. Director Leyman offered to scout locations with a subcommittee to present at the next meeting.

It was decided that Commissioners Jones and Manna would form the subcommittee to review locations, sponsorship options and dispenser options.

Commissioner Jones stated that she would like the pilot program to roll out no later than Memorial Day, preferably April 2nd.

Director Leyman stated that if the dispensers are being donated, they do not need to go through the RFP process. If there is a standard recommended by the Commission and it is paid for and donated by a private party, it would not have to go through the RFP process.

Commissioner Manna mentioned the concept of donation along the lines of the bench donations. If a family would like to donate a dispenser, it could have the family's name on it. Commissioner Jones stated that the City Council specified that the sponsor had to be from the Health industry. Commissioner Paralusz stated that this option was not presented previously so they should be given the opportunity to think about it. Commissioner Jones stated that the precedence for the program in Miami and Boston is for sponsors from the

health industry.

H. **COMMISSION ITEMS**

none

I. **STAFF ITEMS** – Director Leyman gave the following updates:

Social media – the Parks and Recreation social media presence is growing and we are now able to track metrics showing click through rates and resulting registrations which will help to plan future marketing campaigns. The department is active on Facebook, Twitter and Instagram. He would like to bring the Social Media Team in to a future meeting to give an overview.

The Family Holiday Crafts Night and Older Adult Holiday luncheon events were very well attended and successful.

Eilen Stewart, the new Ceramics Supervisor, has been working hard to evaluate the ceramics program and has brought back the ceramics Pottery Sale and Open House. They sold five times more this year than in any past year. Commissioner Jones commented that she thought it was a great event and that the participants were very friendly but there should have been a wider price point range. She thought the prices prohibited the event from being even more successful.

The Fireworks went off despite the rain but there was a much smaller crowd than usual.

Director Leyman thanked the Commission for their support for the employee holiday party. Their attendance and donations of door prizes helped to make the event a great success. Management is looking at other options for time and place to ensure that the most employees are able to attend.

Elvis Blue Suede Christmas was a nice event but there will be some changes if offered next year.

2016 will be the 75th Anniversary for the Parks and Recreation Department. There will be a large community event in July 2016. A logo has been developed that will appear on promotional material throughout 2016.

None

J. **ADJOURNMENT**

Commissioner Paralusz moved to adjourn. Commissioner Jones seconded the motion. The motion passed. The meeting was adjourned at 7:17 p.m.

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

Nayes: None

Abstain: None

Absent: None

ATTACHMENT 1

BUDGET SALUTE TO THE TROOPS 2015 AND 2016

ITEM	FINAL COST	BUDGET	NOTES
	2015	2016	
BAND	0	\$2,000	
SOUND SYSTEM	0	3000	
POSTAGE	155	200	
CHALLENGE COINS	3650	3650	
PAPER FOR POSTERS	215.75	225	
JUMBOTRON	4500	0	
LA COUNTY HEALTH DEPT.	50	50	permit
4 REC STAFF (\$11/HR X 10)	440	440	
1 REC SPECIALIST (\$16/HR X 10)	160	160	
PORTABLE STAGE	600	600	
STREET BANNER	931.95	932	Signvertise
vinyl banners	609.64	400	Signvertise
feather flags	501.4	0	Signvertise
Food	2060.3	2100	COSTCO
US FLAGS	450	450	FLAGS
US FLAGS	40.5	41	use tax
RECEIPT BOOKS	8.24	0	Office Depot
Bunting	62.65	0	US FLAG
Bunting	32.67	0	Party City
Bunting	43.52	0	Party City
Balloon Towers	207.22	210	Hermosa Celebrations
US FLAGS	5.67	0	use tax
Print Ad	1292	1300	Beach Reporter
ebanner	25	25	Beach Reporter
tents etc	2599.65	2600	Choura
Porta Potties	625.2	630	S&S
TOTALS	\$19,266.36	\$19,013	

