



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

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**February 22, 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**

January 25, 2016

**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).

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**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  
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**A. CALL TO ORDER**

The meeting was called to order at 6:32 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 and Linda Robb,  
Recording Secretary

**D. APPROVAL OF MINUTES**

Commissioner Rothans moved to approve the December 28, 2015 minutes as written. The motion was seconded by Commissioner Manna. 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 reported that 4 versions of sponsorship letters will be sent out at the beginning of February. (new corporate sponsorship, letter so those who sponsored for \$1,000 or more, veteran's organizations and military branches) Letters to service organizations will come next and then Commissioner Allard and Manna will personally visit businesses as they did last year.

Commissioner Manna reported that Dennis McNeil is very interested in participating on various levels. He is open to being the main form of entertainment if desired. He can try to organize a band to work with. Commissioner Allard reported that the Golden West Air Force band is not available as they will be performing at the Hollywood Bowl. Other band options are being considered. Commissioner Manna stated that Dennis McNeil is willing to be the opening act. Commissioner Jones stated that he could do some pre-publicity by perhaps singing the Star Spangled Banner at a City Council Meeting two weeks before the event. Commissioner Allard mentioned that he might make a good emcee.

Director Leyman stated that bands are being contacted to see how far in advance they can be booked. Commissioner Allard stated that once the availability is known for a few, links can be sent out. Commissioner Rothans reminded the commissioners not to reply all on emails due to the Brown Act.

Commissioner Paralusz and Jones were not comfortable contacting the Commanding Officer at the Air Force Base because of their aerospace affiliation. Commissioner Allard will send a letter.

Commissioner Allard stated that flyers to be distributed in June by the Boy Scouts. Commissioner Jones asked if there was any feedback as to the effectiveness of the flyer/poster distribution by the Boy Scouts. Commissioner Rothans reported that he had received many email from people saying that they had seen posters for the event in business windows.

Commissioner Allard stated that if the budget allows, he would like to have a second full page ad in the local paper. He reported that the banner will hang over Sepulveda for the two weeks before the event and that he would also like a banner to hang over the stage.

#### **15/1027.2 Discussion of Sunscreen Pilot Project –**

Commissioner Jones reported that she, along with Commissioner Manna and Director Leyman walked around town to scout locations for the sunscreen dispensers. There was a short discussion regarding locations.

In her due diligence regarding the dispensers, Commissioner Jones found that dispensers had been installed in Miami and Boston, using different dispensers in each city. She reported that Miami had better success overall and that the benefit of the Miami vendor is that they provide the dispenser and sunscreen and have a proven record. She spoke with representatives from a local vendor, Sun Shield. She stated that Sun Shield has a smaller dispenser but does not provide the sunscreen and they have not done a large project on the Miami scale. Commissioner Paralusz asked why it is important that the dispensers and sunscreen come from the same company and would like to know more about the local company. Commissioner Allard stated that he doesn't feel comfortable providing the City Council with only one option. Commissioner Paralusz stated that cost of the dispensers also needs to be considered and she would like to offer options for discussion. Director Leyman stated that more options need to be prepared for council. He stated that sponsorship options, size of logos, costs once location are identified, logistics. Two or three options with as much detail as possible should be presented for comparison. Commissioner Allard asked what Public Works would need to research dispensers. Director Leyman replied that Public Works would want the specs of the hardware, the locations where they would be used. Commissioner Paralusz asked if Public Works can research companies recommended by the Commission as well as research other companies that the Commission may have missed. Director Leyman stated that the more detail the commission can provide to Public Works, the better. The information may not be available for the next meeting as Public Works is currently short staffed. Commissioner Jones is willing to meet with Public Works to help the process.

**Sponsorship** – Commissioners Jones and Manna prefer to go with one sponsor.

Commissioner Manna is concerned with City Council's position on placement of the sponsor's name. Commissioner Allard stated that it might be useful to see what City Council recommends. Commissioner Paralusz is concerned with one sponsor advertising

and is that other doctors be calling to say they were never approached. Commissioner Manna stated that year one is fine but what will happen in year two with the graphics on the dispensers? Commissioner Jones stated that it will cost \$250 to change the artwork on 10 dispensers. Commissioner Jones asked if the perception would be different if the sponsor is a medical facility. Commissioners Rothans and Paralusz agreed that the perception is different for a medical facility than for an individual dermatologist. Commissioner Allen mentioned health insurance companies as an option. Commissioner Rothans recommended reaching out to Manhattan Beach dermatologists and local medical facilities. Director Leyman asked if the vision for the project is scalable. He recommended prioritizing locations in case there are not enough sponsors for 10 dispensers. Director Leyman reminded that commission that the City Council is looking at this as a pilot program and the City Council can evaluate it for long term.

Commissioner Jones will send out letters to Manhattan Beach dermatologists and medical facilities to gauge interest.

Commissioner Paralusz recommends removing “outreach public education” on the summary. She commented that the outreach should be broader and not just limited to the school district. She feels the Commission should concentrate on the City Council and leave the school district out of it for now.

Commissioner Enomoto asked where a sunscreen dispenser would be mounted at Manhattan Beach Boulevard and Manhattan Avenue. Commissioner Jones replied that there are two poles there that are possibilities.

#### **H. COMMISSION ITEMS**

Commissioner Manna stated that Mayor Burton suggested that the PPIC and Planning Commission see the Walking Streets and Living streets presentation first so Commissioner Manna will be presenting this week to the Planning and PPIC Commissions and following up at a later date with the Parks and Recreation and Cultural Arts Commissions.

Commissioner Manna thanked the City Council for their 5-0 vote in support of the skateboard park. He also thanked staff for finding the grant and for all of their hard work.

Commissioner Paralusz stated that the school board has many questions related to the skateboard park. There are questions related to signage leading people to the park, the traffic light at Marine Avenue and Redondo Ave and parking.

Commissioner Manna reported that two applications (Steve Rothans and Salute to the Troops) were submitted for CAPRCBM but unfortunately neither of them won.

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

Director Leyman commended the commission on their hard work and congratulated them on laying the groundwork for future skate park locations. He reported that notification from the County should arrive in late February/early March. Once received, the design process will move forward. There will be community input for design and to address concerns such as those raised by Commissioner Paralusz. The design will then go back to the City Council for approval to move forward with going to bid for construction. Director Leyman stressed that the project must be completed by the end of 2016 to receive the grant funds. Commissioner Manna asked about walking traffic in the area. Director Leyman says it is lightly used on a consistent basis. He stated that the biggest challenge will be finding a designer with good expertise and that staff will need to work closely with the studios and Northrop Grumman. Director Leyman stated that the project will be fast tracked, while still

getting as much community input as possible to make sure the design is done properly. The Commission will be updated with timelines and dates as they are developed.

**SAVE THE DATES:**

Little League Parade, March 5<sup>th</sup> - will include Parks and Recreation Summer Camp expo

JOINT MEETING WITH CITY COUNCIL: Will send date when established

CPRS CONFERENCE: March 8-11, more details to come

JULY 24<sup>TH</sup>, 75<sup>TH</sup> ANNIVERSARY EVENT: Polliwog Park – celebrating the 75<sup>th</sup> anniversary the Manhattan Beach Parks and Recreation Department

Director Leyman announced that Commissioner Allard has been awarded the CPRS Service Award of Excellence - Champion of the Community Award and Idris Al-Oboudi won the CPRS Service Award – Fellowship/Hall of Fame award.

J. **ADJOURNMENT**

Commissioner Paralusz moved to adjourn. Commissioner Jones seconded the motion. The motion passed. The meeting was adjourned at 7:33 p.m.

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

Nayes: None

Abstain: None

Absent: None

DRAFT