

CITY OF MANHATTAN BEACH
MINUTES OF THE PARKS AND RECREATION COMMISSION
Manhattan Beach City Hall
1400 Highland Ave.
Manhattan Beach, CA 90266
February 27, 2017
6:30 PM

CONTENTS

A. CALL TO ORDER

The meeting was called to order at 6:31 PM.

B. PLEDGE TO THE FLAG

C. ROLL CALL

Present: Commissioners Allen, Paralusz, Jones, Allard and Lauson

Absent: Commissioners Karger and Turkmany

Others present: Director of Parks and Recreation, Mark Leyman; Recreation Services Manager, Eve Kelso and Linda Robb, Recording Secretary

D. APPROVAL OF MINUTES

Commissioner Paralusz moved to approve the January 23, 2017 minutes as written. The motion was seconded by Commissioner Allard. The motion passed.

Ayes: Commissioners Allen, Paralusz, Jones, Allard and Lauson

Nays: None

Abstain: None

Absent: Commissioners Karger and Turkmany

E. CEREMONIAL

None

F. AUDIENCE PARTICIPATION (3-MinuteLimit)

Commissioner Allen opened the floor to audience participation.

Seeing none, the floor was closed to public comment.

G. GENERAL BUSINESS –

15/1027.1 Discussion of Salute to the Troops Event –

Commissioner Jones presented an outline for the concert program. She reported that she has reached out to Dennis McNeil who is willing to emcee the event.

Caskey and Caskey have expressed interest in sponsoring the water bottles for the event and will be advertising the Salute to the Troops event on the flags that they distribute throughout the City.

Commissioner Allen will approach Beckers to see if they can help sponsor the cake.

Commissioner Allen stated that the Lakers will be approached again for sponsorship.

Commissioner Paralusz asked if the Commission can look at costs to see how any sponsorship money could best be spent.

The commission decided to use recorded music before the concert instead of a live band.

The sub-committee recommended hiring actors to dress as Uncle Sam and Lady Liberty.

Commissioner Jones will research costume and actor costs.

Commissioner Jones reported that Commissioner Karger is working on a flyover and all Air Force related activities.

The issue was raised about whether or not the concert could start earlier or end later. Commissioner Paralusz stated that people know that the Concerts start at 5:00 so some may miss part of the concert if it started earlier. Director Leyman stated that he would prefer if the concert stuck to the basic concert timeline of 5:00-7:00 p.m. but if the band were to go a little bit longer, it wouldn't be a problem.

Commissioner Jones asked if Martin could come to the March meeting to go over band details and maybe show a YouTube video of the band.

Publicity – Commissioner Jones mentioned an idea used by Rancho Mirage, which is to have flag gardens strategically positioned around town to publicize events.

Commissioner Paralusz mentioned that if any of the flag gardens were to be on private property, permission would need to be obtained from the property owners. She stated that two possible corners are the corner of Manhattan Beach Boulevard and Sepulveda, and Marine and Sepulveda where South Bay Brokers used to be.

Director Leyman stated that any displays on City property would need to be considered on a case by case basis. Director Leyman stated that it might be helpful show the commission a marketing plan with social media options for this event and the concert series.. The idea should be vetted through Public Works and Code Enforcement to make sure we understand exactly what we're able to do.

Commissioner Allard asked about the medians. Director Leyman will need to check to see if that is possible.

Commissioner Allen asked who would need to give permission for a display at Manhattan Beach Blvd. and Sepulveda

Commissioner Jones stated that it is time to brand the event and come up with something that will signal that the Salute to the Troops is coming up. Commissioner Paralusz asked about the Strand and the private gardens on public land. Director Leyman stated that it would need to be carefully considered because it opens the door for every event to request. Director Leyman will reach out to Community Development to explore the option of the property at MBB and PCH.

Commissioner Jones asked about Public Works installing pole banner flags on Rosecrans around the 4th of July. Director Leyman stated that Public Works installs them throughout Polliwog Park.

Commissioner Jones would like to start some traditions that could carry on with the event. Commissioner Paralusz would like to keep it simple.

Commissioner Jones asked if the mailing lists from previous challenge coin distribution could be used to send out a save the date email blast. Commissioner Paralusz recommended adding an opt out to the email so they can be taken off the list if desired.

Commissioner Jones asked who would be in charge of organizing, if there is a plaque, proclamation or commendation to the Air Force dignitary.

The Fundraising sub-committee has not met yet.

H. **COMMISSION ITEMS –**

Commissioner Jones attended a Cultural Arts Commission meeting when they recognized

local artists and proposed that the Parks and Recreation Commission also present some kind of commendations to outstanding individuals on a regular basis, perhaps twice a year, quarterly at most. The commission requested that this item be included on the April agenda. Director Leyman informed the Commission that it is at the discretion of the Commission to recognize individuals. If this is more of a formal process to select those to be recognized, then may be an item for the long term work plan. If it is to be informal process of the Commission deciding to recognize for a special achievement, those instances can be discussed as they arise. Commissioner Jones recommended that all of the commissioners start thinking about and looking

I. STAFF ITEMS – (With the commission’s permission, Recreation Manager, Eve Kelso’s presentation occurred after audience participation prior to General Business)

Recreation Services Manager, Eve Kelso gave a presentation introducing Community Programs. **Key points:**

Older Adults Program (OAP) for 55 and over – a wide variety of programs are offered and staff is always open to new ideas.

The OAP collaborates with many different entities to offer different programming.

Recent collaborations include “Hot August Nights” with the Library, a series of intergenerational dance classes; Center for Healthcare Rights - HICAP (Health Insurance Counseling and Advocacy Program) Counselor who comes out twice a month to help people with their Medicare and health insurance questions; intergenerational art show with the Cultural Arts Division and Metro TAP cards

One of the larger collaborations with Beach Cities Health District offering instructors for Tai Chi; Agility, Balance and Coordination classes; Mindfulness: Live Well, Die Well;

Recent programming additions include: Color Your World, jewelry making, Blankets of Love, By Heart singing group, stamp group, all volunteer run.

The collaborative program between the Older Adult Program volunteers, the Senior Advisory Committee and Mira Costa High School students, Connected! won the Helen Putnam Award. Connected! is an intergenerational program with high school students teaching seniors on their own technology.

The Dial-a-Ride program has been operating since 1976. Last year, Dial-a-Ride provided over 22,000 rides and is trending 19% over that for this year. Dial-A-Ride service has increased 38% over the past 3 years. The increase can be attributed to new programs at Joslyn Center and services to the CHOICE program with the Manhattan Beach School District. Dial-A-Ride is funded primarily by Proposition A, with some funding from Measure R. There are 5 vehicles in the Dial-A-Ride Fleet and 65% of riders are 75 years or older. A customer service satisfaction survey is administered every 2 years.

Volunteers - In fiscal year 2015/2016, volunteers worked 23,410 hours saving \$546,233. The volunteer program collaborates with the National Charity League; MCHS Photography club to get photographers out to some City events; many young volunteers came out to clean up the beach for the CMB Breathe Free Program; Citywide special events attract youth volunteers who want or need to volunteer hours for school and service organizations and the older adult newsletter mailing prepared by older adult volunteers.

Commissioner Allen asked if there is a charge for classes and programs. Manager Kelso replied that most of the classes are free and the bus excursions and other classes are very reasonably priced.

Commissioner Jones asked if there is anything that the Commission can do to help.

Manager Kelso stated that the Senior Advisory Committee is very active and that if there is anything that the Commission can do, Commissioner Allard will let them know.

Director Leyman gave the following updates on department programs and events:
The Spring Manhappenings brochure was distributed. This is the first one done in-house by our communications team and they have done a wonderful job.

This weekend is the Little League Parade and Summer Camp Expo at American Martyrs. The Little League Parade will begin at 9:00 a.m. Any commissioners who would like to ride in the parade should be at the Shade hotel by 8:45 a.m.

The Taste of Blue Zones event will be held on Sunday, March 5th. The Taste of Blue Zones is collaboration between the City, the LA County Library and Beach Cities Health District. The Kids Zone will be free and children under 11 are free with a paying adult to enter the tasting area.

Director Leyman recommended that the Commissioners read the most recent issue of California Parks and Recreation Society magazine (distributed) this month, which is focused on play. Two years ago, Pop-Up Play Adventure came and did a workshop for us and it was fascinating to see the children form their own communities when left to play without structure.

Skate Spot update – Kids are already trying it out so the Park Ranger has been patrolling and we're doing our best to secure the area before the opening. Spyder has been a great partner. Duster Skateboards has also been great and will be present as part of the art opening for the California Locos exhibition at the Art Center. The grand opening of the Skate Spot will be March 18th, 1:00-3:00 and will feature a live DJ, and a live artist who will be painting decks to be given away. From 3:00-5:00 pm, there will be live bands and food vendors at the Art Center. The California Locos art opening will be at 6:00 pm. There will be a team of videographers putting together a video of the opening. If available, the video will be shown at the March meeting.

J. **ADJOURNMENT**

Commissioner Paralusz moved to adjourn. Commissioner Lauson seconded the motion. The motion passed. The meeting was adjourned at 7:45 pm to March 27, 2017 in the City Council Chambers.

Ayes: Commissioners Allen, Paralusz, Jones, Allard and Lauson

Nays: None

Abstain: None

Absent: Commissioners Karger and Turkmany