

CITY OF MANHATTAN BEACH
MINUTES OF THE PARKS AND RECREATION COMMISSION
Manhattan Beach City Hall
1400 Highland Ave.
Manhattan Beach, CA 90266
March 27, 2017
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 Allen, Paralusz, Jones, Allard, Karger, Turkmany and Lauson

Absent: None

Others present: Director of Parks and Recreation, Mark Leyman; Cultural Arts Manager, Martin Betz and Linda Robb, Recording Secretary

D. APPROVAL OF MINUTES

Commissioner Paralusz moved to approve the February 27, 2017 minutes as written. The motion was seconded by Commissioner Jones. The motion passed.

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

Nays: None

Abstain: None

Absent: None

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 Allen presented a rough budget and discussed detailed.

Commissioner Paralusz suggested considering advertising in the Easy Reader and Daily Breeze as well to reach.

Need to think about ways that sponsors can be featured if they want to sponsor only the Salute. Director Leyman stated that because it's a part of the series perhaps sponsors can sponsor a specific add on and then we could provide a booth and recognition at the event itself.

Commissioner Jones stated that Caskey and Caskey would like to have some kind of signage and recognition. Director Leyman stated that it would be good to have an agreement stating the deliverables and that it needs to be equitable to the sponsors of the entire series. Commissioner Jones stated that if the Lakers would like to sponsor for a larger amount they would probably expect something in return. Director Leyman stated that we can customize sponsorship packages for specific events.

Fundraising committee suggested that a raffle is not necessary but it would be nice to offer gifts to the enlisted and veterans. At the intermission, a gift could be given and then more can be given to others. Commissioner Paralusz thought that it might be complicated to give multiple small gifts and likes the idea of one larger gift. Commission Allen stated that the winners could be picked ahead of time and people could stop by the booth to see if they had won without taking time away from the concert. Commissioner Jones was concerned with many people coming to the booth to check. Commissioner Turkmany offered that they could be written on a poster board. Commissioner Allen stated that they could even be called or emailed after. Commissioner Paralusz brought up rules about gifts to government employees and isn't sure whether or not they would apply to this situation. Commissioner Karger will request guidelines from the Air Force. Commissioner Lauson asked what the problem was with the raffle last year and how to avoid making the same mistake. Commissioner Allen replied that we just didn't do a good job of drawing attention to the raffle and was the emcee was drowned out. The timing needs to be worked out.

Commissioner Karger is in communication with the Public Affairs Office. Our request has been turned in to the JAG office and the question came up of whether or not the plaque will be presented to the General or the base. Commissioner Paralusz stated that it should be to the base.

Commissioner Jones stated that Uncle Sam and Lady Liberty costumes are available for \$100 each and hiring people to walk around would add about \$200 more to the budget. Commissioner Paralusz stated that it is a great event and we don't need all of the other fanfare. Commissioner Turkmany agreed that maybe that money could be put towards something for the kids.

H. COMMISSION ITEMS –

Commissioner Allen asked Director Leyman is if it possible for a City capital project to be funded by raising private funds. Director Leyman replied that it is possible and the Scout House is a great example of how that can work. Commissioner Allen asked how much control the private group would have over the usage of the facility. Director Leyman replied that the terms would be determined through a collaborative process between the group and the City.

I. STAFF ITEMS – (With the commission's permission, Cultural Arts Manager, Martin Betz presentation occurred after audience participation prior to General Business)

The Air National Guard Band of the West Coast will be the band at the Salute to the Troops. They are based out of Port Hueneme. Within the band, there are smaller bands with different style options. The two options that were chosen to play are the Concert Band that will play more patriotic music and the Patriots in Blue, a 20 member jazz band.

There was discussion about ordering a large flag for the backdrop to the stage setup. Director Leyman stated that the City could cover that expense.

Commissioner Jones asked we would be able to get a play list and if there is any way for the band to mix in something for the younger millennial crowd. Mr. Betz stated that keeping it true to the original theme will make it a success. Commissioner Jones also stated that if Dennis McNeil will be the emcee, we'll need to ask the band if they will be able to back him on songs.

Commissioner Allen expressed the need to know how many members of the band to feed.

Mr. Betz stated that the City has secured professional sound services for the whole Summer Concert Series and the band has agreed to work with them.

Commissioner Allen reviewed the Concerts in the Park budget with the Commission. Commissioner Paralusz suggested advertising in the Easy Reader instead of the Beach Reporter to reduce costs. Director Leyman stated that the City usually advertises in the Beach Reporter over the Easy Reader based on the Citywide Survey results showed that the public referred to the Beach Reporter primarily for their local information.

Commissioner Jones asked if a sponsor wanted to pay for the Beach Reporter ad, could their logo be included in the ad. Director Leyman stated that as a sponsor of the Concert Series, their logo would be included in the ad but it probably wouldn't happen as a sponsor solely of the Salute to the Troops concert because of the expectations of the series sponsors. Commissioner Allen stated that might be a little tricky with the sponsors who only want to sponsor the Salute to the Troops event. Director Leyman stated that he would not want to diminish any of the series sponsors. Commissioner Paralusz stated that there is a challenge here to recognize Salute sponsors now that the event has been folded into the Summer Concert Series. She stated that they can be specifically called out and thanked at the event itself. Director Leyman stated that if they sponsor a specific item that is unique to the event, perhaps they could have a booth and recognition at the event. Director Leyman stated that dialogue with the sponsors is important to make sure that the expectations are known up front. Director Leyman would like to speak with the sponsorship team to lay out expectations. Commissioner Allen would like for the sponsorship levels to be clear so the commissioners know what they can offer.

Commissioner Allen, as a result of a meeting the fundraising subcommittee, raised the subject of a raffle and whether or not it is necessary. He suggested soliciting donations of merchandise, tickets, etc. and giving them away based on the numbered challenge coins. He mentioned giving the most valuable gift away during the intermission and then asking everyone else with a challenge coin to check in with the challenge coin booth to see if they had won anything. The additional prizes could be items such as movie tickets, gift cards to restaurants, etc.

Commissioners Allard and Paralusz stated that they liked the idea of one great gift along the line of Rams tickets. Commissioner Allen stated that the idea is for the giveaway not to get lost and not to take up a lot of time. Commissioner Jones suggested using the contact information to award the additional winners instead of asking them to visit the challenge coin booth. Commissioner Turkmany suggested a winner board that attendees could check.

Commissioner Paralusz cautioned that there may be rules governing gifts to government employees and should be investigated. Commissioner Karger will look into it.

Director Leyman shared an email from Lee Barr who congratulated the Commission on the Skate Park and suggested that having the Mira Costa music department be a part of the Salute to the Troops event would be a good thing.

Director Leyman stated that the skate spot opening was a success. He added that the Tom Allard memorial bench was a popular photo spot and that it was a great community event that brought together many people who had contributed and donated their time to the project. He reported that there have been a lot of kids out there using the park and engineering is working on a few finishing touches and will be adding a drinking fountain near Tom's bench and signs at each entrance. He stated that there were many partnerships that helped to make the event a success. Commissioner Paralusz loved the article about the girl skaters who had been in the park. Commissioner Turkmany stated that the park has more features than he expected. Commissioner Jones thanked Director Leyman for pulling it all together and added that she keeps getting asked if there is a charge for the park. Commissioner Turkmany mentioned that there is an area where there is no lip to stop errant skateboards in one certain area. Director Leyman thanked him for the feedback and stated that it will be evaluated. Commissioner Allard reported that she had received some excellent feedback from both adults and children.

Director Leyman thanked the Commission for their work. Commissioner Lauson said she's heard people talking about the park at school.

Director Leyman reported that the department held the summer camp expo at the end of the Little League Parade and that there were 900 registrations on the first day which is an increase of \$60,000 in revenue over the first day of registration last year. Commissioner Allard mentioned that the marketing has been really great lately.

J. **ADJOURNMENT**

Commissioner Paralusz moved to adjourn. Commissioner Jones seconded the motion. The motion passed. The meeting was adjourned at 7:31 pm to April 17, 2017 in the City Council Chambers.

Ayes: Commissioners Allen, Paralusz, Jones, Allard, Karger, Turkmany and Lauson
Nays: None
Abstain: None
Absent: None