



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

**November 27, 2017
Manhattan Beach City Hall
1400 Highland Ave.
Manhattan Beach, CA 90266
6:00 PM**

A G E N D A

- A. CALL TO ORDER**
- B. PLEDGE TO THE FLAG**
- C. ROLL CALL**
 - Commissioner Karger
 - Commissioner Greenberg
 - Commissioner Weiner
 - Commissioner Allen
 - Commissioner Allard
 - Commissioner Turkmany
 - Commissioner Tuffli
- D. APPROVAL OF MINUTES**
 - October 23, 2017
- E. CEREMONIAL**
- F. AUDIENCE PARTICIPATION (3-Minute Limit)**
- G. GENERAL BUSINESS**
 - Salute to the Troops July 1, 2018 planning discussion
 - Special Event Policy discussion
- H. COMMISSION ITEMS**
- I. STAFF ITEMS**
- J. ADJOURNMENT**

CITY OF MANHATTAN BEACH
MINUTES OF THE PARKS AND RECREATION COMMISSION
Manhattan Beach City Hall
1400 Highland Ave.
Manhattan Beach, CA 90266
October 23, 2017
6:00 PM

CONTENTS

A. CALL TO ORDER

The meeting was called to order at 6:02 PM.

B. PLEDGE TO THE FLAG

C. ROLL CALL

Present: Commissioners Karger, Turkmany, Allen, Allard, Weiner, Greenberg, Tuffli

Absent: None

D. APPROVAL OF MINUTES

Commissioner Allard moved to approve the October 3, 2017 minutes as written. Commissioner Turkmany seconded the motion. The motion passed.

Ayes: Commissioners Karger, Turkmany, Allen, Allard, Weiner, Greenberg, Tuffli

Noes: None

Abstain: None

Absent: None

E. CEREMONIAL

None

F. AUDIENCE PARTICIPATION (3-Minute Limit)

Commissioner Karger opened the floor to audience participation.

Seeing none, the floor was closed to public comment.

G. GENERAL BUSINESS –

Salute to the Troops – Commissioner Karger reviewed a meeting that she and Director Mark Leyman had with resident veteran, Bob Holmes. Mr. Holmes asked the commission to consider the target audience and what would make the event a success.

Commissioner Karger stated that they determined at the meeting that the target audience is active duty military and veterans, military friends and family and the Manhattan Beach community at large.

Commissioner Karger and Director Leyman felt that the following would lead to a more successful event:

1. Increase the size of the audience. There was discussion about whether the size of the audience determines the success and affects the future of the event. Director Leyman stated that the Salute to the Troops is now a part of the Summer Concerts and the size of the crowd alone does not determine its success. He added that the idea to increase is only to get more people out to enjoy the event.
2. Greater community engagement, which would naturally lead to a larger audience

3. Family activities – the kid oriented activities at last season’s concerts were very popular

Commissioner Karger listed some ideas for the commissions consideration:

1. Kid-oriented activities have been highly successful at other community events. The inflatable slide at the Hometown Fair was very popular. An inflatable would cost around \$600.

2. Navy special events community relations – possible interactive displays from the BUDS or SEALs, possible flyover

3. Giveaways – free t-shirts to the first X number (to be determined) of attendees

4. Free food – hot dogs – would need to think about budget and staffing, Commissioner Allard is not sure if it is necessary. She mentioned that having the hot dogs the first year was a lot of work for staff.

5. Elite meet – helps elevated officers who are coming back from being SEALs to integrate into the community. Contact Dan Moschella, through this group, has contact with some elite military members and may be able to facilitate having a group come and say some words, sign autographs, etc.

6. Celebrity

There was discussion about upcoming meeting dates. November 27th is the next scheduled meeting. The December meeting falls on Christmas Day so my need to be rescheduled to December 18th.

Commissioner Weiner will prepare a timeline for the event planning including discussion of the ideas above.

Commissioner Greenberg stated that if the objective is to drive more attendance, the commission should consider whether money that might be spent on hot dogs and inflatables would be better spent on marketing the event itself? Commissioner Weiner added that based on feedback he received, there wasn’t a lot of information being distributed to the local people who are being honored.

Commissioner Weiner suggested that perhaps the concert should be a regular concert with a theme. Commissioner Allen added that it could be a concert with some military music but popular music as well.

Director Leyman likes the idea of visiting the bases and trying to get the word out.

Commissioner Greenberg offered that there may be newsletters on base that might offer paid ads. Commissioner Allen offered that ads in other local papers, like Hawthorne and Torrance may be effective. Commissioner Turkmany stated that we need better information on how the service members are getting their information. Commissioner Weiner will add additional marketing into the timeline.

Commissioner Karger stated that there will be a meeting with her Navy contact Zach Keating. She asked the commission for their input on inviting a returned Navy SEAL to come speak at the event.

Resident Lee Barr stated that he does not think it needs to be built bigger. It is an event for the community and we need to be careful that it does not turn into a circus. He wonders why the commission is still involved since it is now part of the Concerts in the Park. Director Leyman stated that the event is driven by the commission, on the direction of City Council.

Commissioner Weiner stated that the commission is here to add value to the event.

Commissioner Turkmany stated that the concert and any additional activities associated are a give back to the community. Mr. Barr stated that it should be an occasion to honor the troops.

Commissioner Karger stated that there are local resident veterans and the commission wants to make sure that they have an invitation to come. Commissioner Tuffli stated that the more people we can get to the concert, the more significant the celebration becomes.

Commissioner Allen offered that if the concert is geared toward the Navy, maybe we could look at some Navy specific activities. Commissioner Weiner stated that we are having a Navy band because we have had bands from the other branches, but not yet Navy and the concert is not necessarily to honor the Navy specifically.

Special Event Policy discussion – Director Leyman asked the commissioners for specific feedback.

Commissioner Greenberg – likes the classification table and list of definitions and would like to see some additions and clarifications:

- a) Define city services, special events committee and how it's composed
- b) Event limits – is it necessary to
- c) Define “substantial effect on traffic”
- d) Define “substantial number of people”
- e) Clarify the objective of the policy
- f) Incorporate events that are out of scope? (block parties, reservations, etc.)
- g) Consider adding duration of events (hours) in addition to number of consecutive days to the impact characteristics table
- h) Make “additional requests column” number different for the three columns
- i) Reference that there is an fee that can be found on the City’s website with a link to the application and additional information
- j) Application deadline section - soften up language to make more flexible and make more clear
- k) Make sure that the definition of resident organization is consistent across policies

Commissioner Greenberg asked if is an option for event organizers to pay overtime rates in order to have the event? Director Leyman stated that the current limit is driven by public safety and public works staffing constraints. Public Safety is often mandated to work the events and would rather not, given the choice. There may be room for more events outside of the downtown area and outside of the Summer window. In general though, the feedback we’re getting from Public Safety is that we are at capacity. Private security is currently being used to make up for the staffing shortfall as the events continue to grow. Commissioner Greenberg then asked if the limit could be raised utilizing private security. Director Leyman replied that it could surely be considered by the City Council. We can think of some kind of compromise such as no more events in the downtown area during summer months, for example.

Commissioner Greenberg stated that if it is the residents that don’t want any more events, then we shouldn’t have them but if it is staff driven, there are ways around it. He added that it would be a shame to deny a great event just because of the limit. Director Leyman stated that the downtown businesses have made it clear that they do not want any additional events in the downtown area but there may be opportunities for events in other areas.

H. **COMMISSION ITEMS** –

Pumpkin Race - Commissioners Greenberg, Allard and Karger will build the pumpkin on October 28th for the race on the 29th.

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

The Art Center is currently exhibiting artist Cossimo Cavalleri, curated by Time4Art.

The Art Center is hosts a live open mic series on the last Thursday of every month and Costume Figure Drawing on the first Thursday of every month.

Older Adult Halloween Party – October 27

TedX – November 4th

Pier Lighting, November 15th

Veterans Day, November 11th

Sponsorship deliverables – The department marketing team has done a great job of putting together a summary of the sponsorship activities for the Summer Concerts. It was a great collaboration with the sponsors to make the event more community oriented.

Olympics Beach Volleyball – discussions are still a couple months down the road, will keep the commission posted.

Park Master Plan – will have a timeline for next meeting. This timeline will be incorporated into a larger timeline that will include all department projects.

Internal reorg – The department is losing a supervisor and is down one manager position. Everyone has stepped up and we are hoping to have the team assembled by February.

Commissioner Greenberg reiterated that he would like the special events policy to be clear and easy to use and that we should be open to more special events, within a realistic set of constraints, as opposed to having a closed policy.

Resident Lee Barr recommended that the commissioners review Municipal code chapter 12 as it pertains to the current discussion.

J. **ADJOURNMENT**

Commissioner Greenberg moved to adjourn. Commissioner Weiner seconded the motion. The motion passed. The meeting was adjourned at 7:24 pm to November 27, 2017 in the City Council Chambers.

Ayes: Commissioners Karger, Turkmany, Allen, Allard, Weiner, Greenberg, Tuffli

Noes: None

Abstain: None

Absent: None

TO:
Parks and Recreation Commission Members

FROM:
Mark Leyman, Parks and Recreation Director

SUBJECT:
Salute to the Troops Event (Parks and Recreation Director Leyman).

RECOMMENDATION:
Staff recommends that the Parks and Recreation Commission discuss and plan the July 1, 2018 Salute to the Troops event.

FISCAL IMPLICATIONS:
There is no fiscal implication associated with this request.

BACKGROUND:
At the July 5, 2017 City Council meeting, the City Council approved the discussion and planning of the annual Salute to the Troops event as part of the Parks and Recreation Commission annual work plan.

DISCUSSION:
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 2018 event. The Salute to the Troops concert is part of the Summer Concerts series produced by the Parks and Recreation Department. The Commission will continue to provide outreach for sponsorships to cover expenses associated with activities specific to the Salute to the Troops event. The Commission will also plan and execute activities to enhance the event for active duty military, veterans and their families.

CONCLUSION:
Staff recommends that the Parks and Recreation Commission discuss the Salute to the Troops event.

TO:

Parks and Recreation Commission

FROM:

Mark Leyman, Director of Parks and Recreation
Linda Robb, Management Analyst

SUBJECT:

Updated Special Event Policy

RECOMMENDATION:

Staff recommends that the Parks and Recreation Commission discuss and offer input for the City of Manhattan Beach Policy for Special Events.

FISCAL IMPLICATIONS:

None

BACKGROUND:

The City Council adopted the City of Manhattan Beach Policy for special events on March 15, 1989. The policy has not been updated since its adoption in 1989 and does not accurately reflect the current review and submittal process.

Since the initial adoption of the policy, the number, size and scope of events have changed. Special events in the City of Manhattan Beach have grown and have a much larger impact on the community.

Staff receives many special event requests throughout the year. The requests vary from small groups to thousands of people. Due to the variety of special event requests and current impact from existing special events, an updated policy is needed to provide clear guidelines and an improved process for applicants and staff.

DISCUSSION:

Staff is proposing a number of updates to the special event policy to provide a clear process and establish guidelines for applicants wanting to hold a special event in the City of Manhattan Beach. Proposed changes include:

Proposed Approval Process

Staff recommends a tiered approval process based on projected attendance and event characteristics.

Applicants will complete an impact characteristics matrix to determine the impact level of the event.

The Special Events Committee may approve Impact Level 1 events. Level II will require review and approval from the Parks and Recreation Commission and Level III events

will require review by the Parks and Recreation Commission and approval from the City Council.

Reviews for events will be initiated by City Staff. For impact Level II and III events, a summary of all department comments and costs along with the event application will be presented to the Parks and Recreation Commission. For events requiring City Council approval, the Commission will provide a recommendation to the City Council for their consideration. Once an event is approved by the City Council, future applications for the same event may be approved by the Director of Parks and Recreation provided that there are no significant changes to the location, format or other aspects or problems associated with the event. Any such changes will require the event to go before the City Council again for approval.

Applications for events needing City Council approval will be presented on an annual basis. Applications needing Parks and Recreation Commission approval will be considered on a half-yearly basis and small events may be considered by the Special Events committee as they come. All special event applications must be submitted at least 90 in advance of the event. Exceptions may be made for unforeseeable circumstances (memorial service, team victory celebration, etc.) and pass-through events.

Fees and Charges

Language has been added to address third party costs. - Estimates are given prior to each event, and final billing is based upon actual resources used during the event. Any approved fee waivers for Legacy Events will apply to City services only. All third-party costs associated with Legacy Events will be the responsibility of the organizer.

Parking and Transportation **County-permitted events on the beach**

Language added for parking plans to show adequate satellite parking and shuttle transportation.

There are many events throughout the year that are permitted by the County, take place completely on the beach and do not require a special event permit from the City of Manhattan Beach under the current definition of special event. Some of these event organizers have requested to prepay and/or reserve parking in the beach parking lots. To accommodate these requests, a Special Event Parking permit has been created. In order for parking permits to be issued, the organizer will fill out a modified Special Event application attaching a copy of their County issued permit. These permits will allow the organizer to park for longer than the posted time and to prepay for unreserved parking eliminating the need to pay the meter throughout the day. A maximum of 20 parking permits will be issued in non-peak season (September 16 – June 14) and 10 in peak season (June 15-September 15) The parking spaces will be available on a first-come-first-served basis and will not be reserved. Organizers wishing to reserve parking

spaces will need to apply for Temporary Reserved parking through Community Development.

The following changes were made after the October 23rd Parks and Recreation Commission meeting:

A. Definitions

- **section a – changed “police resources” to City services or resources**
- **section c – clarified definition of legacy event**
- **section e – added definition of City services**
- **section f – added definition of City resources**
- **section g – clarified definition of Fee Waiver**
- **section h – added definition of Special Events Committee**

B. Use Classifications and Impact Characteristics

- **Changed Impact level III Additional requests to 3 or more additional requests**

C. Special Events Approval Guidelines and Process

- **Added tentative application due dates**

F. Fees and Charges

- **Added wording for application fee**

CONCLUSION:

Staff seeks input from the Parks and Recreation Commission regarding proposed updates to the Special Events Policy.

CITY OF MANHATTAN BEACH
SPECIAL EVENTS POLICY

Upon the recommendation of the Manhattan Beach Parks and Recreation Commission and approval of the City Council, the provisions, procedures and regulations stated hereafter shall constitute the Special Events Policy of the City.

General Provisions

A. Definitions

- a. ~~A~~ **Special event** - ~~is defined as~~ any activity that requires more than the normal amount of ~~police~~ ~~City resources services or resources~~ for a successful completion and which includes any of the following:
- i. City streets or public rights-of-way more than one block long
 - ii. Utilizes public area or facility
 - iii. Requires reserved parking in or on a City parking lot, structure or street
 - ~~iv.~~ A substantial effect on traffic
 - ~~v.~~ Attracts a substantial number of people
 - ~~vi.~~ Potential City exposure to liability
 - ~~vii.~~ Amplified sound or performances
- b. **Pass-through event** - event participants pass through the City of Manhattan Beach and the event does not begin or end in Manhattan Beach. -
- c. **Legacy event** - longstanding annual special events that ~~have~~ occurred ~~since at least in~~ fiscal year 1987/1988 and continue to the present.
- d. **County permitted event** - event takes place completely on the sand requiring a permit from Los Angeles County department of Beaches and Harbors
- e. **City Services** – services provided by City staff
- f. **City Resources** – City owned equipment and/or supplies
- g. **Fee Waiver** - Organizations may request fee waivers from City Council for City Services and City Resources from the City Council. Fee waivers are granted solely on the discretion of the City Council. Fee waivers ~~are for City services only and~~ do not apply to any cover any third party costs incurred to support the event.
- e-h. **Special Events Committee** – a committee of representatives from each City department meeting monthly to discuss staffing needs, departmental concerns and logistics for new and upcoming special events.

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B. Use Classifications and Impact Characteristics

Special events are evaluated based on a number of factors and will be classified under one of three categories using the impact characteristics matrix.

Special events will be categorized as a Level I, II, or III event based on information provided in the impact characteristics matrix and special event application. If an event is requesting a multi-year contract with the City of Manhattan Beach, it is automatically classified as a Level III and subject to approval by the City Council. Events that are new to Manhattan Beach will also be subject to approval by City Council. The Impact Level of the event will be used to determine:

- Timing of application submittal
- Requirements for pre-event meeting and post-event walk through

Characteristic	Impact Level I	Impact Level II	Impact Level III
Event is expected to include:	100-300 participants	300-1000 participants	1000 or more participants
Event has previously occurred in Manhattan beach	3 or more years	1 or more years	New event
Event will be located at:	A park or City Facility	A park or City Facility	The pier or strand
Event will occur on the following days of the week:	Monday - Thursday	Friday, Saturday or Sunday	Friday, Saturday or Sunday
Event will occur during the following season:	Winter	Spring or Fall	Summer
Event will occur for consecutive days:	1 day	1 2 days	3 or more days
Additional requests such as (filming, reserved parking, fencing, stage, road closures, amplified sound) are needed.	No additional requests	1-2 additional requests	2 -3 or more additional requests
Alcohol will be served at the event	Not permitted	No	Yes
Event is held entirely in Manhattan Beach	No	Yes	Yes
Total Category selected	5 or more applicable=	2 or more applicable=	2 or more applicable=
Impact Level	Impact Level 1	Impact Level II	Impact Level III

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C. Special Events Approval Guidelines and Process

- a. Event limits - a maximum of 15 annual Level II and III events per calendar year will be allowed (official City events excepted). If 15 annual events are scheduled, a waiting list will be established from which new special events will be selected when the number of special events drops below 15. Level I low impact events will be evaluated and approved on a case-by-case basis-. **Do we want an annual maximum for all events?**
- b. Application submittal deadlines - Special Events applications must be submitted as follows:
 - i. **Level III events: must be submitted no later than ~~XXXX~~ July 31 for the following calendar year. Upon approval by the Parks and Recreation Commission and City Council, permits will be processed and issued by the Parks and Recreation Director. Legacy**

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events may be approved by the Special Events Commission as long as there are no significant changes to the event.

- ii. Level II events: must be submitted at least ~~180-90~~ days prior to desired event date but no earlier than ~~XXXX~~ October 1 of the prior calendar year. The Parks and Recreation Commission will not review or approve application requests until after Level III events have been approved for the following calendar year. Upon Parks and Recreation Commission recommendation, the Parks and Recreation Director may process and issue permits. Should the Parks and Recreation Commission recommend denial of a Special Event, that decision may be appealed to the City Council.
- iii. Level I events: must be submitted at least ~~6-90~~ days, but no earlier than ~~XXXX~~ November 1 of the prior calendar year. Level I events will be reviewed and permits will be issued by the Director of Parks and Recreation on the recommendation of the Special Events Committee. Should the Special Events Committee recommend denial of a Special Event, that decision may be appealed to the Parks and Recreation Commission.
- iv. Pass-through Events: must be submitted at least 60 days, but no earlier than ~~XXXX~~ November 1 of the prior calendar year.
- v. Priority will be given to Manhattan Beach resident organizations and businesses (a resident organization is one composed of 75% Manhattan Beach residents).
- vi. Established events shall have priority over first-time events.
- vii. Events submitted earliest will be given priority for their preferred dates.

At the discretion of the Director of Parks and Recreation, applications may be submitted and approved after the application submittal deadline has passed, provided:

- There are unforeseeable circumstances (memorial service, team victory celebration, etc.)
- The event is one that requires minimal City staff support and is not deemed to negatively impact City businesses or residents.

c. Annual events

Legacy and annual events will be required to apply for their continuing special events on an annual basis. Applications for legacy events will be requested at the beginning of the calendar year and will be reviewed by the Special Events committee for approval. If any significant changes are requested for annual and Legacy events, City Council or Parks and Recreation Commission approval may be required.

D. Parking and transportation

- a. A parking plan may be required to show that adequate provision has been made for satellite parking, shuttle transportation and traffic control.
- b. Reserved parking for special events may be requested through the special event process but is not guaranteed.
- c. County Permitted Events: Special Event Parking permits may be requested with a Special Event application for events taking place in the sand under the jurisdiction of Los Angeles County Beaches and Harbors. A copy of the County issued permit will be required before parking permits are issued.

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E. Fees and Charges

- a. An application fee will apply. Current fees are available on the City website www.citymb.info or by phone.

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~~a-b.~~ Fees and charges for City personnel, material and services shall be charged as deemed necessary by the City Council or Special Events Committee. A deposit may be required by the City if deemed necessary by the City Council or Special Events Committee.

~~b-c.~~ If an event is cancelled, fees may be charged for costs incurred by the City for personnel, materials and services.

~~c-d.~~ All third party costs incurred by the City to support the event will be billed to the event organizer. If third party services are deemed necessary, an estimate of costs will be provided prior to the event.

F. Insurance

- a. The City may require insurance and/or indemnification as protection from liability in amounts commensurate with the risks involved in the event. Applicants must provide adequate certificate of insurance and an executed endorsement form in compliance with City insurance requirements.

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