

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 a 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