



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

Tuesday, September 26, 2023

4:00 PM

Location: City Council Chambers

A G E N D A

- A. CALL TO ORDER**
- B. PLEDGE TO THE FLAG**
- C. ROLL CALL**
 - Commissioner Allen
 - Commissioner Komatinsky
 - Commissioner Zimbalist
 - Chair Doran
 - Commissioner McCarthy
 - Commissioner Windes
 - Commissioner Greenberg
- D. APPROVAL OF MINUTES – August 28, 2023**
- E. CEREMONIAL – None**
- F. AUDIENCE PARTICIPATION (3-Minute Limit) - The public may address the Commission regarding City business not on the agenda.**
- G. GENERAL BUSINESS**
 - 1. 23/0123.02 Work Plan Items Discussion
 - a. Dog Parks & Community Parkettes
 - b. Explore Repurposing Pay 'n' Play Racquetball Land/Building
 - c. Sand Dune Park Master Plan (Nature Areas & Trails, Building)
 - d. Explore Community Aquatics Facility
 - e. 2024 Juneteenth Celebration
 - 2. 23/0926.01 Consideration of a Fallen Soldier Project in Lieu of the Veterans Recognition Wall
 - 3. 23/0926.02 Parks Non-Profit Discussion
 - 4. 23/0926.03 Enhanced Holiday Events and Checklist
- H. STAFF ITEMS**
 - Public Works project updates
 - City Council Recap and Parks and Recreation Department Updates
- I. COMMISSION ITEMS**
 - Older Adult Program Update
 - School District Update
 - Student Update
- J. ADJOURNMENT**

**THIS MEETING WAS RESCHEDULED FROM MONDAY,
SEPTEMBER 25, 2023 IN OBSERVANCE OF YOM KIPPUR**

If unable to attend in person, the Parks and Recreation Commission encourages the public to participate by submitting comments on agenda items or other subject matter within the jurisdiction of the Parks and Recreation Commission via email to both lrobb@manhattanbeach.gov and mleyman@manhattanbeach.gov, no later than 3:00 PM, September 26, 2023 (the day of the meeting).

Zoom Meeting Instructions: There are multiple ways to join the meeting. Please Note - the Parks and Recreation Commissioners and Staff will be visible via video, members of the public may choose to turn on their video during public comment during their turn.

If you plan to speak during the meeting, join via Zoom at 3:45 p.m. in order to request to be on the speakers list.

1. Join Zoom Meeting via the internet (download app if needed): Direct URL: <https://comb.zoom.us/j/93781041645>, Meeting ID: 937 8104 1645
Please name yourself to include the item(s) you wish to speak on, and your First & Last name. Example: G.1 – Jane Smith.
2. Join Zoom Meeting via Phone Application (download app if needed): Download Mobile Apps: <https://zoom.us/download>, Enter Meeting ID: 937 8104 1645
Please name yourself to include the item(s) you wish to speak on, and your First & Last name. Example: G.1 – Jane Smith.
3. Join Zoom Meeting via Phone Conference (Voice Only): Phone Numbers: +1 669-900-6833 or +1 346-248-7799. Meeting ID: 937 8104 1645.
Find your local number: <https://comb.zoom.us/u/aByWMRmYK>. Upon calling in, you will be “muted” until you are prompted by the Host to state which item you wish to comment on. Your mic will be unmuted when it’s your turn to provide Public Comment.

Please Note - All microphones for non-Commissioners or Staff will be muted during the meeting, except during Public Comment periods for which you have requested to speak.

The City strongly advises you of the following:

1. Download the Zoom app to your respective device well ahead of the meeting time. Visit <https://zoom.us/> for the download link. Please make sure you have downloaded the most recent version available.
2. Familiarize yourself with the Zoom application prior to the meeting.
3. Check the condition of all personal electronic equipment, internet and phone connections, and microphone/speaker functionality. The City is unable to support this equipment.
4. Join the meeting prior to the start time. Due to security or technical limitations, admittance to the meeting may not be possible after the meeting begins.
5. Every effort will be made to “rename” participants on Zoom as quickly as possible, so that phone numbers are hidden, however, phone numbers may be partially visible for a brief time.

CITY OF MANHATTAN BEACH
PARKS AND RECREATION COMMISSION
Monday, August 28, 2023
4:00 PM
Location: City Hall - City Council Chambers
MINUTES

A. CALL TO ORDER – Chair Doran called the meeting to order at 4:02 pm.

B. PLEDGE TO THE FLAG

C. ROLL CALL

Present: Allen, Komatinsky, Zimbalist, Chair Doran, McCarthy, Windes, Greenberg

Absent: None

Others Present: Parks and Recreation Director Mark Leyman, Senior Recreation Manager (SRM) Melissa McCollum, Senior Management Analyst (SMA) Linda Robb, Recording Secretary Rosemary Lackow

D. APPROVAL OF MINUTES – July 24, 2023

It was moved and seconded (Komatinsky/Windes) to approve the minutes as submitted.

Roll Call:

Ayes: Allen, Komatinsky, Zimbalist, Chair Doran, McCarthy, Windes, Greenberg

Noes: None

Absent: None

Abstain: None

E. CEREMONIAL – None

F. AUDIENCE PARTICIPATION (3-Minute Limit) - None

G. GENERAL BUSINESS

1. 23/0123.02 Work Plan Items Discussion

a. Dog Parks & Community Parkettes

Vice Chair Allen noted that there is no change in status.

Commissioner Windes will provide Vice Chair Allen with the contact information for a citizen who is seeking information regarding a city “Pet Day.”

b. Explore Repurposing Pay ‘n’ Play Racquetball Land/Building. (Windes, Greenberg)

Commissioner Windes noted that there is no new information to report. County Library input is forthcoming as to whether this site may be used for an eastside enhanced library facility, and the Beach Cities Health District remains interested in using some space at this site. Director Leyman noted that the evaluation of these options is in a very conceptual stage and more information will be forthcoming.

c. Sand Dune Park Master Plan (Nature Areas & Trails, building)

Commissioner Zimbalist reported on September 5th the City Council will be considering amending the contract for David Volz landscape architect services. After the contract is amended, the design firm will start to develop schematic plans for the park improvement options identified through community input. Meanwhile Commissioner Zimbalist reported that the conditions at the park have much improved, e.g., there are fewer distressed trees and grassy areas are “greening up.”

d. Explore Aquatics Facility

Commissioner McCarthy reported much progress has been made. On August 1st the city council awarded a contract in the amount of approximately \$245,000 to HMC Group for professional architectural and aquatic preliminary design services for the Begg Pool project. On August 16th, HMC made a presentation to the MBUSD board, met with the City team on site on August 24, and on August 25 a kick-off meeting was held with HMC, the City team and school district to bring all parties up to speed on the project. The project timeline covers six to seven months, which will include two public engagement meetings to be scheduled in October and November. SRM McCollum noted that if determined to be needed, additional outreach meetings can be scheduled. Outreach will include user groups as well as residents living near the pool site.

Commissioner Windes suggested that the group Friends of Polliwog Park be included in the outreach. Commissioner McCarthy emphasized that approval that has been given by the City Council is for preliminary planning only – no pool project has been approved.

e. Donation Policy

Commissioner Komatinsky noted that the committee is meeting regularly, working on a draft bylaws document. When complete, the committee will give it to Director Leyman who will advise on when this can be scheduled for council review and action. Next month the committee hopes to assign an official name for the proposed not-for-profit entity. Before any action is taken by the Council, the proposal will be brought before the Parks and Recreation Commission for review and recommendation.

f. 2024 Juneteenth Celebration

Commissioner Windes reported that there is a lot of energy and enthusiasm around this project. A survey has been posted on the city website and per SMA McCollum, widely advertised, including outreach to MBUSD. The survey closes September 15 but input can still be submitted to staff. Commissioner Greenberg is working on posting the survey at Mira Costa, perhaps in homeroom with a QR code. The committee will look at the survey results and start to develop recommendations for additional community input. Commissioner Windes noted that as a lesson learned, it would have been helpful to have recorded the July listening session due to its value.

g. Enhanced Holiday Events and Checklist

Commissioner Windes stated that she has had several conversations with Director Leyman and a preliminary list of city celebrations that have been held in the past, pre-Covid, has been compiled. The committee, comprised of Commissioners Greenberg, Komatinsky and herself, will be meeting soon and begin to put together a checklist and a plan that ultimately will be forwarded to City Council with a recommendation from the Parks and Recreation Commission.

H. STAFF ITEMS

City Council Recap and Parks and Recreation Department Updates

Director Leyman made announcements covering past and upcoming events and activities:

Events/Project Milestones

- 8/7 and 8/21: Fall recreation class registration opens for residents (8/7) and non-residents (8/21)
- 8/4 – 8/6: International Surf Festival, 6-Man Volleyball Tournament and Jr. 6-Man Volleyball Tournament (Lyon Stahl Men's and SoHo Yoga Women's Open)
- 8/11; StoryWalk ribbon cutting ceremony (Library Commission) in Polliwog Park, with author Seth Fishman
- 8/18 – 8/20: Manhattan Beach Open by AVP; Pier Ceremony on 8/17. The event was very successful despite weather challenges. Commissioner Greenberg reported that debris had been found in the sand near the volleyball area after the event.
- 8/24: Catalina Classic statue unveiling
- 9/12: Strand Parcourse ribbon cutting
- 9/3: Concerts in the Park, last concert – Blue Breeze Band
- September (date TBD) ribbon cutting for Polliwog Playground
- Pickleball MB Middle School acoustic barriers – now installed, monitoring
- 8/23: Planning Commission approved 4-1 the use permit, coastal permit for the Scout House; full report to go to City Council 9/5
- MB Art Center John Van Hamersveld frieze: now restored (by RLA, art assessment contractor) with Public Works Department assistance

Public Works Updates:

- Polliwog Park tree replacement schedule: to be presented to Parks and Recreation Commission at September meeting.
- David Voltz Design agreement will be acted on by City Council on 9/5

Parks and Recreation Team Updates

- Staffing: interviews for Marketing Specialist position will be held in September.

City Council Update (9/19 meeting)

- Prop 68 Grant fund acceptance (\$199,000) – applies to Polliwog Playground project
- RLA Art Assessment Agreement (condition, repair clean/maintain, decommission)

- From Cultural Arts Commission: recommendations for Sculpture Garden
- From Cultural Arts Commission: finalists for city-wide murals (over 100 submittals)

I. COMMISSION ITEMS

Older Adult Program Update. (McCarthy) - no new information

School District Update (Komatinsky) **Commissioner Komatinsky** reported progress milestones for the district. In June it held a ribbon cutting commemorating the completion of the Grandview Elementary School campus remodel and renovation has started on the area at Mira Costa known as Stadium Way.

Student Update (Greenberg) **Commissioner Greenberg** reported that the first Manhattan Beach Parks Photo Contest wrapped up; winners will be announced at the October 3rd City Council meeting. Almost 50 photos were submitted with a wide range of parks featured.

Commissioner Komatinsky asked about the park tour that she had been unable to attend. Director Leyman explained the tour was an orientation and he can send the itinerary to anyone who missed it and meet one-on-one to provide an overview of the parks and facilities. He will also be happy to meet with any commissioners to discuss possible work plan projects and noted that a new format will be used by City commissions in presenting its recommendations to City Council for the 2024 plan - more info is forthcoming.

Commissioner Windes reported that she had gone to the Velzy plaque unveiling in Hermosa Beach with two other former City commissioners; it was well attended.

J. ADJOURNMENT

At 5:21 p.m. it was moved and seconded (Windes/Komatinski) to adjourn to Monday, September 25, at 4:00 p.m. The motion passed 7-0 with a voice vote

DATE: September 26, 2023

TO:

Members of the Parks and Recreation Commission

FROM:

Mark Leyman, Parks and Recreation Director

SUBJECT:

Parks and Recreation Commission Work Plan for 2023-2024

RECOMMENDATION:

Discuss Parks and Recreation Work Plan items approved by the City Council at the joint City Council meeting on January 9, 2023.

FISCAL IMPLICATIONS:

Fiscal implications, if any, will be developed on a project-by-project basis and presented to the City Council as necessary.

DISCUSSION:

The City Council met with the Parks and Recreation Commission in a joint meeting on January 9, 2023 to provide direction and approve the following topics for the 2023 Parks and Recreation Commission Work Plan.

- Dog Parks & Community Parkettes – City Council directed the Commission to research the possibility of smaller dog runs in areas of Veteran’s Parkway occupied by ice plant, once the main project is complete; and to notice the neighbors in the area surrounding the Polliwog Park proposed dog run expansion.
- Explore repurposing Pay’n’Play Racquetball Land/Building – City Council directed staff to determine programming costs, revenue projections and long term options (i.e. demolition of building), returning to Council for direction.
- Sand Dune Park Master Plan (Nature Areas & Trails, building) – City Council directed the Commission to research more appealing fencing options surrounding Sand Dune Park, and continue community input to develop an RFP for design and Master Plan.
- Explore Community Aquatics Facility - City Council directed the Commission to focus on Begg Pool as the site location and to return with a report on all costs in order to enhance and maintain the space.
- 2024 Juneteenth Celebration – City Council directed staff to include this work plan item at the June 6, 2023 City Council meeting.

The Polliwog Park band shell was not added to the 2023 work plan and City Council directed the Commission to return with the band shell item for consideration in 2024.

TO:

Parks and Recreation Commission

FROM:

Mark Leyman, Parks and Recreation Director
Linda Robb, Sr. Management Analyst

SUBJECT:

Consideration of a Fallen Soldier Project in Lieu of the Veterans Recognition Wall
(Parks and Recreation Director Leyman).

APPROVE

RECOMMENDATION:

Staff recommends that the Parks and Recreation Commission provide direction on the Fallen Soldier project in lieu of the Veterans Recognition Wall.

FISCAL IMPLICATIONS:

Fiscal implications are not known at this time. Based on Commission direction, project costs estimates will be developed.

BACKGROUND:

At the September 3, 2019, City Council meeting, staff proposed an umbrella donation policy and donation program options. The umbrella policy establishes a uniform process for donation in public parks, facilities, and open space on City property or public easements. The objective of the policy is to ensure uniformity and a timeline for requests, facilitate and encourage donations, and provide opportunities for residents to create a vested connection to place and community. The policy defines types of donations, the process for application or proposal, implementation guidelines, and includes language limiting the City's responsibility for maintenance to the useful life of the donation. City Council directed staff to make changes to the donation policy, programs, retuning to Council for further direction and approval.

The Military wall item was removed from the donation policy, and is being presented as a separate item for City Council consideration. The Military wall idea was presented by the Parks and Recreation Commission, to honor Veterans and Active Military personnel. The initial concept was to recognize veterans on pole banners throughout major corridors, which led to the idea of a military wall, at the site of Veteran's Memorial.

The Parks and Recreation Commission Ad-Hoc Committee developed the following recommendations for the Military Wall Program:

Military Wall

This program is intended to honor our military veterans and active duty service members, and would be located at Veterans Memorial at 15th Street and Valley Drive.

Upon inspection of the site, a low wall was suggested, that would mirror the slight curve of the landscaping surrounding the memorial. After the initial installation, plaques could be purchased and added to the wall periodically as an ongoing program.

Purpose: To honor military veterans and active duty service members

Location: 15th Street and Valley Drive

Process: Community members would submit a request for a plaque to be reviewed and approved by the City Council annually, with the unveiling at the Veterans Day event.

Cost: \$400 per bronze plaque

With each donation program, donors will sign an application that will address lifespan, vandalism and maintenance, recognition, and confirm that the donor has read and understands the donation policy. All donations falling outside of the catalog and established programs will require a written proposal to be reviewed by the Parks and Recreation Department with recommendations to the City Council for approval, and donation agreement.

After further discussion, there were a number of concerns that the Ad-Hoc Committee and Staff discussed. The most significant concern was establishing guidelines for applicants. Many questions were presented, such as: Did the Veteran or current service member need to live in the City? If so, how many years? Could a resident submit an applicant for a family member out of the City/State/Country?

DISCUSSION:

A new proposal was received from a Manhattan Beach resident who is a Veteran. The proposal was to construct a "Fallen Soldier" Memorial vs. a Military Wall.

The Fallen Soldier Memorial would honor Manhattan Beach residents that made the ultimate sacrifice in service to our nation. This will always say that we will "Never Forget" the sacrifice made by members of the armed forces who die in wartime service to our nation. In an effort to remember them, this local Veteran resident compiled a list of 23 soldiers, sailors, marines, and airmen, who "gave all." The list is not considered complete, may contain errors, and will likely be revised as time goes by. The list comes from three sources: a list compiled by John L. Proudfoot, of American Legion Post 184, Redondo Beach, following World War II; from the Vietnam Veterans Memorial Wall, online; and from the historic Manhattan Beach newspaper collection. The best criteria used was from the website at HonorStates.org. which uses this criteria: "those who were born, raised, or lived in, enlisted from, or were in some other way significantly associated with the state..."

This Memorial could be used for a Memorial Day event each year.

Statue in the Civic Center, possibly by the seating area in the upper southwest corner.

PUBLIC OUTREACH:

The ad-hoc committee met nine times to draft the policy and investigate program options. The donation policy was also discussed at the September 17, 2018, October 22, 2018, January 28, 2019, February 25, 2019, and March 25, 2019, Parks and Recreation Commission meetings and the September 3, 2019, City Council meeting.

LEGAL REVIEW:

The City Attorney has reviewed the donation program application and agreements from other cities.

ATTACHMENTS:

1. List of Fallen Heroes
4. PowerPoint Presentation

TO:

Parks and Recreation Commission

FROM:

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

SUBJECT:

501(c)3 Proposal Discussion (Parks and Recreation Director Leyman).

RECOMMENDATION:

Staff recommends that the Parks and Recreation Commission discuss and input on the preliminary proposal for a 501(c)3 non-profit to accept donations related to parks projects.

FISCAL IMPLICATIONS:

There are no fiscal implications associated with the recommended program. Administration costs for establishment of the non-profit, staffing, website development and hosting will be explored.

BACKGROUND:

At the September 3, 2019, City Council meeting, staff proposed an umbrella donation policy and donation program options. The umbrella policy establishes a uniform process for donation in public parks, facilities, and open space on City property or public easements. The objective of the policy is to ensure uniformity and a timeline for requests, facilitate and encourage donations, and provide opportunities for residents to create a vested connection to place and community. The policy defines types of donations, the process for application or proposal, implementation guidelines, and includes language limiting the City's responsibility for maintenance to the useful life of the donation.

At the January 4, 2021 Joint Commission meeting, the Commission was instructed to explore a legacy donation program.

At the January 11, 2022 Joint Commission meeting, Council discussed concerns with the current donation programs and directed the Commission to explore establishing a park non-profit to potentially replace the existing donation programs. The ad-hoc committee met with City administration, MBX administrators, local and national organizations that specialize in procuring funds for municipal improvements, and professionals who have been involved with private/public fundraising for civic improvements to gain a better understanding of non-profit operations and structure.

DISCUSSION:

The ad-hoc Committee has developed a working document (attached) outlining the

history, purpose and structure of the proposed 501(c)3 organization.

PUBLIC OUTREACH:

The Parks and Recreation Commission discusses and provides updates on the 501(c)3 project topic at every regular commission meeting.

ATTACHMENT:

1. LIVEMB Outline

LIVEMB

A 501C3 Organization to Support the City of Manhattan Beach

Overview and History

Manhattan Beach has had a donation program and policy that has provided generated funds to support capital improvements and various enhancements. These funds have supported a variety of projects ranging from the planting of new trees and addition of park benches, to support and build the new Scout House and other larger capital projects. While there has historically been a formalized and uniform process, Manhattan Beach City Council has directed and authorized these donations which range in project size and scope. The donation program maintains the integrity of City property and communicates a connection and interest within the community by providing opportunities to support the City through public parks, facilities and open spaces.

a. Mission Statement

Liv MB is a 501(c)3 non-profit corporation established to promote, enhance and preserve parks, recreation programs along with open spaces in Manhattan Beach for the enjoyment, appreciation and improved quality of life for present and future residents. Specific objectives will be:

1. Financial Support to the City of Manhattan Beach Parks and Recreation Department parks, programs, facilities and services from the Foundation's fundraising efforts and individual donations.
2. The education and promotion of the value and benefits of the City of Manhattan Beach parks, recreation programs and open space to the community and its residents.
3. To develop partnerships with organizations and co-collaborate to help serve and promote community the foundation to serve the community effectively

b. Donation Opportunities

1. Community project enhancements, campaigns or services like that of The Scout House and other youth program project
2. Tribute items in the form of park benches, trees, park amenities, pavers and tiles. This could also expand to include other possible projects that are less than \$25,000.
3. Capital improvement projects that are over \$25,000.

C. Governance and Board of Directors

As the fiscal sponsor for MB Parks and Recreation Department, *LIVEMB*-will establish a Board of Directors to manage and direct the affairs of the Foundation.

1. The Board will consist of four (4) Officers, a President, Vice-President, Secretary and Treasurer.

2. The authorized number of Board members could be as many as fifteen (15), but at no time less than nine (9) and will have representation from the following areas:
 - a. City Administrative team to represent City Council (2)
 - b. Administration to represent MBUSD (2)
 - c. Parks and Rec Commission Director
 - d. Parks and Rec Commission member
 - e. Senior member in the community
 - f. Arts Commission representative
 - g. Public Works
3. The Director of MB Parks and Recreation Department and a Staff liaison will also be attending all meetings.
4. A member will serve a three (3) year term and not more than two (2) consecutive terms. Specific Board responsibilities will include:
 - Conduct and manage all affairs and business of the **Foundation**, and to make such rules and regulations therefore not inconsistent with law, or with the articles of incorporation or the bylaws, as they may deem appropriate
 - Accept and receive monetary funds of any kind on behalf of LIV MB and its sponsored organizations
 - Acquire and/or hold funds as an endowment or trust when the same is given for the purposes of *LIV MB*
 - Represent all activities necessary or incidental in support of the primary purposes of *LIV MB*

d. Administration and Finance

***LIV MB* its own accounts and budget for operating funds in support of park and recreational programs and projects.**

1. The organization will hire an independent bookkeeper to keep track of all funding sources and operating activities.
2. The organization will keep adequate and correct books and records of accounts, along with written records of meeting minutes for all Board members and will make them accessible for public viewing.
3. Any member of the Board of Directors, or the Manhattan Beach City Council, or the City of Manhattan Beach employees and agents, shall have the absolute right at any reasonable time to inspect all books, records and documents of every kind and the physical properties of the corporation
4. Funding will include donations, both direct and general donations, grant awards and other possible revenue streams, such as possible memberships.
5. **LIVEMB** may also serve as fiscal sponsor for community organizations and programs of the Parks and Recreation Department that are aligned with the mission of the **MB Parks and Recreation Foundation**. Following board approval of an application for fiscal sponsorship, an account shall be established and maintained in the name of the group to hold funds raised for the proposed project through grants and donations

6. The organization will provide an annual report for the Parks and Recreation Commission and Manhattan Beach City Council. This will include:
 - The status of funds, activities, programming and staffing of the corporation
 - The assets and liabilities, including any trust, grant or endowment funds, of the corporation as of the end of the fiscal year
 - The revenue or receipts of the Corporation, both unrestricted and restricted to purposes, for the fiscal year
 - The expenses or disbursements of the corporation, for both general and restricted purposes, during the fiscal year
 - The report required shall be accompanied by an audit report thereon of independent certified public accountants, if required by the City Finance Director

e. Communication Plans

The domain name of **LIVEMB** has been verified and secured in order to begin the building of a website.

1. The website will serve as a communication vehicle for the community at large and will provide an ongoing project list as supported by City Council
2. The website will also provide access and be linked to the City current website
3. The Board of Directors will provide project updates and future plans to City Council

f. Bylaws and MOU Documentation and Development

g. Website links for review

Attached is a developed and reviewed list of other, external 501C3 organizations that were used to research and develop to support the launch of **LIVEMB**.

h. Next Steps

1. Following the initial presentation to the Commission, if there are any changes or necessary updates, final document review will be made available for the October Commission meeting.
2. Following the October Commission meeting, Staff will be preparing a staff report for presentation and review for a future City Council meeting.
3. The Committee will begin the review and development of a 'naming rights' document and these findings will be shared with

the Commission for approval and continue on through Staff and then onto the agenda for a future City Council meeting

4. Additionally, Staff has been directed to begin the review and update the current City's donation policy to reflect the proposed new model with **LIVEMB**. This report and its findings will be developed into a staff report and then be reviewed by City Council.

PARKS AND RECREATION FOUNDATION WEBSITE EXAMPLES

- 1) **San Diego:** sandiegoparksfoundation.org est. end 2018
20 member BOD, 4 executive positions plus Dev. And Programs
Philanthropy and Exploration Committee, Marketing committee
3 staff, no Council members, a few retired City staffers

Look at: landing page and Donations (drop down menu with 5 choices—very typical)

- 2) **Parks and Recreation Foundation of San Carlos, CA:**
prfsancarlos.org est. 2007
13 member Board of Citizens; 7 Board/Exec Positions
Raised more than \$650 K plus by 2014
Allows donations to Concerts in the Park and to field and park maintenance

Look at: Vision/Mission statement and excellent Donations page. Under Donations go to “Ways to Give” and click on “naming opportunities”. (note that not all the items that pop up are actually naming opportunities). Click on various items like trees, benches, play equipment. Each is a little different. You can pick what you want to do by price, fill out who the tribute is to, put in a the “cart” and pay. Very easy.

- 3) **Albany, Oregon:** albanyparks.org est 2016 not a great website but.....
7 directors, no Councilmembers
Has a link to Amazon that allows for “smile” donations
Donation page is easy but very general other than trees and benches

Look at: “Who We Are” is really well-written

- 4) **Foundation for Mesa (AZ) Parks and Recreation:**
foundationformesaparks.org
4 member Executive Committee
Drop down Donation menu has 7 choices

Look at: Tree donation guidelines are very well written; good description of “what we do”; donation choices on dropdown include support of kids’ programs for those who could use it.

5) **Milwaukee, MN** mkeparksfoundation.org

Fairly standard website

14 BOD members including Exec. Director of Parks

Donation page takes general donations only despite candid discussion of general need.

3 staff

Look at: seems to be a newer website; graphics are good, video tour good, but doesn’t show projects specifically or allow for project specific donations.

6) **Oakland, CA** oaklandparks.org est. 1981

Stewarded \$5MM in 2020-21 from corps, grants, community

Has a formal MOU with the City

Donation page is general

Look at: “Ways to Give” which details, cash, CRTs, insurance trusts, etc. Would be way better if it linked directly to the donations page. Note that phone numbers to reach the correct person for things like a CRT were given.

7) **Minnesota Rec and Park Foundation** mnrpf.org est. 1974 only one for all MN

11 member Board of Trustees

5 member Executive Board; 3 year terms

Look at: has a membership fee structure as opposed to donations outright and has the Amazon smile/charity link. It gives grants to other orgs and assoc in MN that do park work

8) **Lincoln, NE** lincolnparks.org est. 1992

13 Board members including rep from Parks and Rec dept.

Board of Trustees---more of an honorarium—cannot be a current Board member

7 staff members

Look at: “Current Project Campaigns” which gives details depending on the project. All the projects have detailed descriptions with the ability to donate at the bottom of the relevant project page, but click on the “Bear Slough Disc Golf” and “Holmes Lake Boat Dock” to see really good example of details with maps, charts showing progress towards goal, photos, schematics, and donation ability at the bottom—right there. Separately, look at their Trustee page to understand how they describe them; note that annual audits are on the site; donation page has 16 drop down choices relating to projects and other programs

- 9) **Bend Parks and Recreation, OR:** bendparksandrec.org
Is NOT a 501c3---is a “district”

Look at: excellent project descriptions including detailed progress and charts

- 10) **PARC Santa Barbara:** parcsb.org est. 1985
7 Board members

Look at: landing page for “projects” is great, descriptions of projects are good but no estimates or sense of progress, can donate by project and choices include Concerts in the Park and program scholarships for needy kids

- 11) **Boulder, CO** playboulder.org est. 1976
9 Board members including 2 Parks and Rec reps

Look at: projects page is great. “Boulder Reservoir Campaign” has detailed costs, map, description, playgrounds, walkways, etc. However, donations page does not provide project-specific giving

- 12) **Johnson County, KS** jcprdfoundation.org est. 1977

Look at: project descriptions which are very well done, however, donations menu does not allow for project-specific donations

TO:

Parks and Recreation Commission

FROM:

Mark Leyman, Parks and Recreation Director
Linda Robb, Sr. Management Analyst

SUBJECT:

Consideration of a Special Event Enhancements (Parks and Recreation Director Leyman).

APPROVE

RECOMMENDATION:

Staff recommends that the Parks and Recreation Commission provide direction on the Special Event Enhancements.

FISCAL IMPLICATIONS:

Fiscal implications are not known at this time. Based on Commission direction, project costs estimates will be developed and presented to the City Council.

BACKGROUND:

At the July 5th, City Council meeting, City Council directed the Parks and Recreation Commission to develop a list of possible enhancements for event deliverables to the community each year. Council asked the Commission to look at major holidays on the calendar and create a checklist that will live on.

In particular, staff was asked to evaluate the use of American flags throughout the City and gather cost estimates on installations that were cut during the pandemic. Further, the Commission should make recommendations on installation locations for American flags, the length of display, size and total number to be installed.

DISCUSSION:

The Parks and Recreation Commission established at Ad-Hoc Committee at their July 24, 2023 meeting, and met on two separate occasions to discuss options for existing and possible new special event enhancements.

Memorial Day

Current or previous event deliverables:

- None.

Enhancements:

- Flags – cost, timeline and locations to be determined
- Wreath by Veterans Memorial

July 4th – Independence Day

Current or previous event deliverables:

- Place flags on MBB, Rosecrans (not been done since contract cut)
- Begg Pool Party

Enhancements:

- Parade, community based, make it fun, golf carts, come out and show “Red, White, Blue,” decorate car, ebikes, bikes, scooter, block parties, 8-10 a.m. (possible street closure, DT or east side)

Veterans Day

Current or previous event deliverables:

- Keynote, color guard, scouts (boy/girl), hyperion, letter writing to service men/women, MBMS band/MCHS band, advertisements/communications team, Mayor, IT/sound, street closure, Fire engine/flag, national anthem, handed out flags, bands at Joslyn, food and beverages at Joslyn

Enhancements:

- Street closure
- Banners, thank you Veterans downtown
- Intergenerational Event

Labor Day

Current or previous event deliverables:

- None.

Enhancements:

- Nothing

9/11 Memorial

Current or previous event deliverables:

- Staff to gather input from the Police and Fire Departments

Enhancements:

- Staff to gather input from the Police and Fire Departments

Flag Day (June 14)

Current or previous event deliverables:

- None.

Enhancements:

- None. Possible flag installation option for consideration

Salute to the Troops

Currently doing, have done:

- Staff and Commission purchase supplies for and barbecue hot dogs, hamburgers at the event, including distribution of ice cream to the crowd.
- Recognize each branch of the service for active military and veterans.
- Flags distributed to the crowd by the Commission and Scouts
- Color guard presented the flags during the National Anthem.

Enhancements:

- TBD

Holiday Season

Current or previous event deliverables:

- Pier Light Schedule – gather list of Pier events/light schedule

Enhancements:

- Season's Greetings, Happy Holidays, snowflake lighting

PUBLIC OUTREACH:

The ad-hoc committee will present their findings at the September 26, 2023 Parks and Recreation Commission meeting.

LEGAL REVIEW:

The City Attorney will review prior to City Council consideration.

ATTACHMENTS:

None.