

**PARKS, RECREATION AND COMMUNITY RESOURCES  
ADVISORY COMMISSION  
MINUTES OF THE MARCH 1, 2005 MEETING**

The meeting was called to order by Commissioner Hollander at 7:00 p.m.

**Roll Call:**

Present: Commissioners Bell, Fishman, Hollander, Sigler.  
Absent: Commissioner Francis  
Also Present: Lisa Lynn

**Pledge of Allegiance:** Cub Scouts of Hermosa Beach, Pack 360

**Approval of February 1, 2005 Minutes**

**Motion:** "To approve as submitted."

**Sigler/Bell – All Ayes**

**Public Comment**

None

**Correspondence**

Letter of Recognition: This annual award goes to part-time, municipal employees who exhibit outstanding service in the field of Recreation. The following employees of Hermosa Beach Parks & Recreation Department were nominated and selected by California Parks & Recreation Society, a statewide organization, for the Distinguished Service Award 2005. The recipients are: Jamie Makarczyk, a 20-year veteran who serves in a wide variety of positions with expertise as a Theatre Technician. Sherril Colcord, a Recreation Major at Long Beach State has done an outstanding job for the department. Commissioner Hollander stated that she has received nothing but praise for Jamie from the CLO who praises his technical ability. She also hopes that Hermosa Beach will not lose Sherril once she graduates.

**Matters for Commission Consideration**

A Jazz Memorial Program Proposal

Ozzie Cadena: Jazz has always been an integral part of his life and for the past 20 years has been involved in bringing jazz to Hermosa Beach. The most notable location is the Lighthouse. The Lighthouse All Stars are known worldwide. Although jazz is not as popular as other music these days, it still has a huge following. Ozzie first presented this

proposal to City Council four (4) years ago. As he has allowed other people to take leadership, the project did not move along as he had hoped. Along with the efforts of the Jazz Alumni and Commissioners he will start the project up again. His proposal is to place plaques on Pier Plaza, which he believes will be a tourist attraction for Hermosa Beach. He feels the Lighthouse and its history are not fully utilized for the benefit of Hermosa Beach. Ozzie feels the combination of jazz performances and the plaques will increase interest and be a Hermosa Beach attraction.

#### Questions/Discussion from Commission

Commissioner Bell – a member of the committee: Ozzie has done a great job in moving this project along. Ozzie has been successful in raising the necessary funds to move ahead with the memorial program. Four draft plaques are being presented to the Commission for approval. One (1) of the four (4) is an introductory plaque and the other three (3) highlight certain bands and their era. The money is in place to start with the placement of these four (4) plaques with more added as the money is raised and placement is allocated. The nomination forms were presented so that people can nominate bands they feel worthy of this recognition. It is suggested that these plaques be placed on the blocks on Pier Plaza.

Question from Commissioner Hollander – where is placement suggested? Commissioner Bell showed a picture depicting the placement of plaques and explained that they are not looking to fill every block with plaques, although this could eventually happen, they are starting with Phase 1 – the first four (4) plaques. The organization will work with Mike Flaherty of Public Works to make sure that the plaques are aesthetically placed. Also, Ozzie and his group have committed to keeping the plaques clean.

Question fro Commissioner Sigler – As the plaques are already paid for, will the City pay for installation? Ozzie has raised approximately \$4,300 to date. Lisa Lynn stated that this program is similar to the Surfers Walk of Fame where the private donations will cover the cost of the plaques and the City will absorb the cost of installation.

Commissioner Bell asked Ozzie if he could place 5 plaques with the money that is currently raised at \$700 per plaque. Ozzie stated that he spoke with a gentleman today who makes the plaques for the Hollywood Walk of Fame and for Manhattan Beach and he was told that the cost for a plaque with names and a small blurb would cost \$400. Lisa Lynn state that a written price quote is necessary. Ozzie is waiting for a return fax to confirm this information.

Commissioner Fishman commented on the durability of Ozzie's design for these plaques, which will last approximately 40 years. Lisa Lynn stated that they could potentially last longer, as they will not be 'walked on'.

For donations, questions/suggestions or for a nomination application, contact the Community Resources Department at (310) 318-0280 and mention the Jazz Memorial Walk.

Commissioner Fishman encouraged Ozzie to talk with Whitney of the Beach Reporter regarding advertising.

Commissioner Hollander made a donation and commented on being very impressed with Ozzie's drive and dedication to this project. Ozzie was given a donation to have his name placed on the plaque. He will give this some consideration.

**MOTION** by Commissioner Fishman to approve the Jazz Memorial Program pending adequate funding.

Commissioner Bell seconded the motion.

Ayes: Commissioners Fishman, Hollander, Bell, Sigler

Nays: None

Abstain: None

Absent: Francis

### Staff Report(s)

Lisa Lynn gave the following reports:

1. The revenue figures are slightly misleading. Last year there was a film permit, which generated \$18,000. Comparing registration revenue to registration revenue, this year we are actually ahead by \$7,000 in January 2005. The year to date figures is \$61,000 above revenue from last year.
2. Upcoming Events:
  - St. Patrick's Day Parade March 12<sup>th</sup> at 11:00 a.m. For those interested in continuing the St. Patrick's Day Parade in the upcoming years, a meeting will be held this coming weekend at 12N. You can get more information at [www.stpatricksday.org](http://www.stpatricksday.org) or you can contact the Community Resources Department at (310) 318-0280 for more details.
  - Teen Flashlight Egg Hunt Competition March 18<sup>th</sup> at South Park for ages 10 and over. This project will coincide with the regular teen drop-in program from 3:00 p.m. – 8:00 p.m. and egg hunt will follow.
  - Traditional Egg Hunt March 26<sup>th</sup> at Clark Building for ages 10 and under. This year it will be Lunch with the Bunny, so parents will need to reregister in order to participate. This event is very similar to Breakfast with Santa, which was very successful last year.
  - Excursion to the Getty Museum March 19<sup>th</sup>.

### A Commissioner's Reports:

1. Jazz Memorial Report – Commissioner Bell: Believes everything was covered tonight. Lisa Lynn agreed with the suggestion that Ozzie’s name be placed on the plaque as well. Commissioner Bell stated that everyone was in agreement and this will be pursued further. Thank you to Ozzie.
  
2. Friends of the Park Foundation – Commissioner Hollander: Has been very busy with the Fort Lots-O-Fun renovation and will be going before Council to discuss: allocation of funds, park design and on-going developments. Lisa Lynn stated that the allocation of funds has already been approved; however, the design proposal will go before City Council on April 12. Commissioner Hollander extended an invitation to get involved. Commissioner Fishman: The next meeting will be Wednesday, March 9<sup>th</sup> at 6:00 p.m., Room 4 Community Center.
  
3. Hermosa Arts Foundation - Commissioner Hollander: This organization has been very busy and has received lots of sponsorships for this year’s Art Walk. Planning for fundraising and events are being planned. New subcommittees are being planned to work with CLO for involvement in the community theater.
  
4. Museum Subcommittee Report – Commission Fishman: The Historical Society met two weeks ago for the donation that was given last year for the old lifeguard tower to be the entrance to the new expansion of the museum. This week the lifeguard tower has been deconstructed and moved into the new expansion and will be reconstructed. The next Board Meeting will be Wednesday, March 16<sup>th</sup> at 6:30 p.m. Room 4 of the Community Center. There will also be a general membership meeting on Sunday, March 20<sup>th</sup> from 6:00 – 8:00 p.m. at the Mermaid. Attendance can be as high as 100 people.
  
5. Surfers Walk of Fame – Commissioner Fishman: Sunday, July 31<sup>st</sup> Installation Meeting preceding the first Sunset Concert at the beach. So far, 22 applications for nominees have been collected. The deadline to turn in application is April 30<sup>th</sup> – this is for new nominations only. For those that turned in nomination applications last year, those same applications will be considered along with any new applications this year. Additional information is available at [www.hermosabch.org](http://www.hermosabch.org) or by calling the Community Resources Department at (310) 318-0280.

<b>Items Requested by Commissioners</b>
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Commissioner Fishman requested Staff investigate a Safety Awareness Program using the model in Manhattan Beach which allows a municipal employee to enroll in any fitness class free of charge. Commissioner Fishman gave the information on this program to Lisa Lynn.

<b>Other Matters</b>
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None

**Public Comment**

**N/A**

**Motion:**           **“To Adjourn at 7:38 p.m.”**

**Sigler/Fishman – All Ayes**