

**PARKS, RECREATION AND COMMUNITY RESOURCES  
ADVISORY COMMISSION  
MINUTES OF THE APRIL 5, 2005 MEETING**

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

**Roll Call:**

Present: Commissioners Bell, Fishman, Francis, Hollander, Sigler.  
Absent: None  
Also Present: Lisa Lynn

**Pledge of Allegiance:** Earl Feys

**Approval of March 1, 2005 Minutes**

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

**Fishman/Bell – All Ayes**

**Public Comment**

**None**

**Correspondence**

Letter of Introduction – New Full-Time Employees, Community Resources: Lisa Lynn introduced the two new additions to the Community Resources Department: Katie Crevda, Administrative Assistant and Akisha Davis, Clerk Typist. The Administrative Assistant will work Monday – Thursday from 7:00 a.m. – 6:00 p.m. The Clerk Typist will work Monday through Friday from 7:00 a.m. – 1:00 p.m. Office operating hours on Friday provide an additional level of customer service to the community.

**Matters for Commission Consideration**

**A) PROJECTtouch Yard Sale**

Jackie LeBouff, Executive Director of PROJECTtouch addressed the Commission to request approval to conduct a yard sale on Saturday, June 11, 2005 from 7:00 a.m. – 12 noon on the Community Center Lawn East. In addition to the yard sale approval, requests were made for 2-3 reserved parking spaces for patrons of the yard sale and access to Room 16 (or its equivalent) to receive donations for the yard sale. Ms. LeBouff also guaranteed that the area would be clean and litter-free after the event. Donated items that can be sold will be accepted. Should you wish to make donations for this event, please call (310) 379-5206. Any items not sold, will be donated to a charity.

**Questions/Discussion from Commission**

Commissioner Fishman – The location of the reserved parking spaces was clarified as the angular spaces near the gas station in the area that is normally used for the Christmas Tree Lot. Commissioner Fishman then directed a question to Staff as to the ability to reserve such spaces. Lisa Lynn stated that the requested parking spaces are near 11<sup>th</sup> Street and easy to accommodate. Reserved signs would be posted as per standard procedure.

Commissioner Bell – Take into consideration that ALANON holds regular Saturday meetings and utilizes that area for parking from 6:45 a.m. to approximately 8:30 p.m. Ms. LeBouff stated that this would not pose a conflict, as most of the early morning time would be devoted to setting up and tagging items. They have many adult and youth volunteers assisting with set-up and tagging. Lisa Lynn also informed Commission that there are other areas that can be reserved for PROJECTtouch, for example, there are 6 parking spaces allocated for City employees and there is an area behind the gymnasium that is normally not used for parking but may be utilized for this event. Commissioner Bell clarified that his concern was parking for patrons of the event as opposed to the requested reserved parking spaces.

Commission Fishman – Asked if the perimeter fencing present an issue for this event. Ms. LeBouff stated that she did not think that the fencing would be required. Lisa Lynn stated that the perimeter fencing was recommended by Staff to designate the area for this event. Ms. LeBouff stated that there is no objection to the perimeter fencing.

Commissioner Francis – Is Room 16 available at this time? Lisa Lynn stated yes, but another room can be utilized during this time.

**MOTION** by Commissioner Francis to approve the event as requested.

Commissioner Sigler seconded the motion.

Ayes: Commissioners Fishman, Francis, Hollander, Bell, Sigler  
Nays: None  
Abstain: None  
Absent: None

Commissioner Fishman asked if there needed to be an additional motion to include the perimeter fencing. Lisa Lynn stated no, this will be negotiated directly with PROJECTtouch.

#### B) Friends of the Park Movie in the Park

Ken Bergeron, Board Member, presented the request for approval for Movie in the Park, at Valley Park, Saturday, August 27, 2005. The movie for viewing, pending approval, is Shark Tales. The event is designed to raise money by suggested donation for the continued improvement of the parks of Hermosa Beach. The community will not be charged an admission fee, but will suggest a donation of \$5.00 per attendee.

#### Questions/Discussion from Commission

Commissioner Fishman – Asked for further details. Mr. Bergeron stated that the movie will start at sunset and end no later than 10:0 p.m. and details as to the location/set-up were still being worked out. Lisa Lynn stated that the first suggestion was the Amphitheater, but it is too small. The screen is inflatable and must be placed on cement so the consideration is the basketball courts which would accommodate the large crowds. Lisa Lynn confirmed approval by DreamWorks for viewing of Shark Tales.

Commissioner Francis – Due to daylight savings time, it may be better to set up the screen on the west side of the field facing east. Lisa Lynn and Mr. Bergeron were both in favor of the suggestion and it would be taken under consideration.

Commission Hollander – Vendors in the area promoting their wares? Mr. Bergeron stated that they were looking at vendors that sold popcorn, peanuts, etc. and would be charged a fee. Lisa Lynn clarified that as this event is held in a park, admission is free and the vendors would be a sponsor to this event, similar to the movies on the beach and a suggested donation for attendees similar to the Friends of the Park barbecues.

Commissioner Fishman – Asked for contact information for potential sponsors to this event. Lisa Lynn stated that the Department of Community Resources should be contacted at (310) 318-0280.

**MOTION** by Commissioner Fishman to recommend approval for Movie in the Park at Valley Park, August 27, 2005.

Commissioner Francis seconded the motion.

Ayes: Commissioners Fishman, Francis, Hollander, Bell, Sigler

Nays: None

Abstain: None

Absent: None

### C) Centennial Celebration

Laura Raymond and Maureen Ferguson residents of Hermosa Beach and co-chairs of the un-official Centennial Celebration Committee presented the request for approval for the formation of an officially recognized Centennial Celebration Committee. On January 14, 2007, Hermosa Beach will be 100 years old. In order to properly plan for an event of this magnitude, obtain sponsors and get the community and City's involvement, now is the appropriate time to begin officially organizing committees by forming an official committee and getting the Commissions approval and guidance. Maureen Ferguson gave a brief overview of the proposal submitted to Commission outlining the various suggested ideas for the celebration, specifically the idea to have a year-long celebration by adding a centennial spin on already scheduled Hermosa Beach events.

#### Questions/Discussion from Commission

Lisa Lynn clarified that the purpose of this meeting is to approve the formation of the committee. The committee will then come back with a formal plan of events and related activities.

Commissioner Hollander – Is there Staff available to liaison with the committee? Lisa Lynn has been designated. Commissioner Hollander stated concern over the amount of time required by Lisa Lynn. Lisa Lynn stated that this will depend on Commission and the direction they want to take for the Centennial Celebration. Commissioner Hollander reviewed the chart and likes the idea of expanding the current events and thinks this is the best direction to take.

Commissioner Sigler – Concerned about the amount of time required for an event of this magnitude. Commissioner Sigler asked about funding - provided by sponsors, City, a budget? Ms. Ferguson understands that there is some money earmarked by the City for the Centennial Celebration, money from Don Knabbe and Councilman Tucker and Ms. Ferguson have spoke to businesses that are either interested in sponsoring an event or donating money to this cause. Ms. Ferguson clarified that before proceeding with seeking sponsorships or raising additional money, they need official approval/sanction as a Centennial Committee. Is there a set donation level set for each event or the entire celebration? Ms. Raymond answered that this is something that will need to be mapped out for each level of donation. They are looking to following the model used for the Sunset Concerts.

Lisa Lynn stated that the “tie-in” would be a theme, which the committee is currently working on. For example, the brochure would have the centennial theme, etc. There may be some money earmarked by the City for this event, but the is amount is not yet known.

Commissioner Francis – Appreciates the work put into the application. Likes the idea of expanding current events with the centennial theme. Feels that all events should lead up to the crowning event where most of the money should be used. There is not a lot of money for this event. Would like to see the Commission get involved in honoring homeowners for beautification of homes.

Commissioner Fishman – Have attended meetings already and applauds the efforts by the committee. Concerned about the amount of money needed for events and obtaining funding. Is in support of officially sanctioning this committee and moving it on to Council for approval. The Historical Society, along with other groups will partner with the Centennial Committee for this event. Suggests that a part-time Centennial Coordinator be hired through the City for approximately \$15,000 per year subsidy from the Historical Society and the Chamber of Commerce to help alleviate the potential strain and burn-out of resources on the larger scaled events. The position would be temporary and no benefits. This position can assist Staff, the Historical Society and the Chamber of Commerce in preparing for this event by assisting with fundraising, grants, etc. This position would need to be approved by Council considering the required budgeting issues. Commissioner Fishman wants a consensus from Commission on this idea.

Commissioner Sigler agreed with this idea.

Lisa Lynn stated that it is common practice to hire contract workers to assist with events of this magnitude.

Commissioner Francis would support this idea only if the funds available. Does not want to see any money raised for this event go towards hiring the contract worker. Wants to see all donated money for this event to go to this event. If the funds cannot be raised, the event should not be held. Also, concerned that this person does not deter from the goal of the event.

**MOTION** by Commissioner Francis to recognize the formation of the Centennial Committee and support it with the Commission's activities and efforts.

Commissioner Francis seconded the motion.

Ayes: Commissioners Fishman, Francis, Hollander, Bell, Sigler

Nays: None

Abstain: None

Absent: None

#### Staff Report(s)

Lisa Lynn gave the following reports:

1. February 2005 Activity Report: After a quiet January, spring sessions have now started. At February 2005, the budget is \$98,000 ahead from February 2004.
2. Jazz Memorial Staff Report/Council Action: Approved by Council and the minutes are attached for Commission's perusal.
3. Upcoming April Events:
  - Spring Break Day Camp April 11 – 14<sup>th</sup>, 2005 from 8:30 a.m. – 5:30 p.m.

#### Commissioner's Reports:

1. Surfers Walk of Fame – Commissioner Fishman: Still accepting applications, this is the last month. The deadline to turn in application is April 30<sup>th</sup> – this is for new nominations only. Additional information is available at [www.hermosabch.org](http://www.hermosabch.org) or by calling the Community Resources Department at (310) 318-0280. For those that turned in nomination/applications last year, those same applications will be considered along with any new applications this year. So far, there are 22 applications to review and still receiving nominations. Roger Bacon stated that

the plaques and banners have been funded and there is enough money for the next two (2) years. Thank you to Roger. The first night of Induction will be July 31, 2005, coinciding with the first Sunset Concert between 5:00 – 5:30 p.m.

2. Hermosa Arts Foundation - Commissioner Hollander: This organization has been very busy and recently sponsored the Kings and Clowns in Training presentation of "Boyfriends". Also, participating in the Beer Gardens on Memorial Day to raise additional funds. They are currently reviewing a proposal to do another Hermosa Shorts which was very successful last year. They are sponsoring another Art Walk on May 19, 2005. They are also working with the Women's Club fundraiser on April 23, 2005 at the large theater putting on a Lighthouse production of "Divas by the Sea", a jazz concert featuring Denise Perrier and Lady Memphis. The tickets for this event are \$35.00. For further information/reservations, call (310) 372-4477. Meetings are held the 4<sup>th</sup> Monday of each month at 6:30 p.m. in Room 4, Community Resources Center.
3. Jazz Memorial Report – Commissioner Bell: A series of plaques on the Plaza to recognize the great jazz clubs and groups that have contributed to the jazz heritage of Hermosa Beach. They are currently in the fundraising stages. Ozzie Kadina is fundraising for this event. Currently taking applications for nominations of honorees until June 30, 2005. Clarified that nominations should be for the earlier jazz greats performing in Hermosa Beach up through the 1980s. For further information, applications or to donate funds please call the Community Resources Department at (310) 318-0280.
4. Museum Subcommittee Report – Commission Fishman: The Historical Society had their general membership meeting two weeks ago at the Mermaid. There were approximately 100 people in attendance. Michael Flaherty presented John Hales, City Historian, member of the Historical Society and designer of the new manhole covers was presented with a replica of the new manhole cover. Believes there is a manhole cover installed at 8<sup>th</sup> and Ardmore to view. The Historical Society Dave Garrett as the contractor for the renovation of the museum and contracted two (2) local architects to help with the design. Can use additional members and money. The next meeting will be Wednesday, April 20<sup>th</sup> at 6:30 p.m. Room 4 of the Community Center.
5. Friends of the Park Foundation – Commissioner Hollander: Reminded everyone of the presentation tonight for the Movie in the Park. Also, on April 12<sup>th</sup> the Friends of the Park will go before City Council to discuss design of Fort Lots-O-Fun. Encouraged all who are interested to attend. Also working in the Beer Garden on Memorial Day. New members are needed. Meetings are held the 2<sup>nd</sup> Wednesday of each month in Room 4 Community Center at 6:00 p.m.

<b>Items Requested by Commissioners</b>
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None

<b>Other Matters</b>
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None

<b>Public Comment</b>
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N/A

**Motion:** "To Adjourn at 7:51 p.m."  
Francis/Fishman – All Ayes