

**PARKS, RECREATION AND COMMUNITY RESOURCES
ADVISORY COMMISSION
MINUTES OF THE MARCH 7, 2006 MEETING**

The meeting was called to order by Commissioner Sigler at 7:02 p.m.

Roll Call:

Present: Commissioners Cannella, Francis, Hollander, Sigler.
Absent: Bell
Also Present: Lisa Lynn, Dante Pagulayan

Pledge of Allegiance: Eric Fonoimoana

Approval of February 7, 2006 Minutes

Motion: "To approve as submitted."

Francis/Hollander – All Ayes

Public Comment

Danielle Spangler, Instructor, Stroller Fitness Classes

Ms. Spangler appeared before the Commission to request reconsideration of the \$10 per student transaction fee. The fee was approved by Council per Commission recommendation.

Commissioner Sigler:

- Understands concern, as he is also an instructor for Hermosa Beach, but understands the economics of the City.

Commissioner Hollander:

- Observed that fees are still lower than other cities.

Commissioner Cannella:

- Questioned contract timeframe. Lynn explained: There is no guarantee for a contract instructor, the needs are assessed each session (three (3) times per year), contracts are only good for one session, if there is low registration or community support for these classes, contract is nullified.

Commissioner Francis:

- Commented: 30% fee on overhead is reasonable. Stated: he was part of the Commission that reviewed the fee structure last year and is aware of the amount of money the City loses every year by subsidizing programs. Even with the fee increase, it is still lower than surrounding cities.

Lynn:

- Transaction fee was approved one (1) year ago by Council per Commission recommendation. It was given time before implementation to allow for instructors to increase fees in classes. In most cases this equates to \$1 more per class. Internally it was implemented with in-house programs and there were no complaints or issues of concern from participants.
- Informed Ms. Spangler that Commission had received a copy (supplemental information) of the letter that was sent to instructors regarding the transaction fee.

MOTION by Commissioner Frances to Receive and File supplemental information.

Commissioner Cannella seconded the motion.

All Ayes

Correspondence

- A. Lynn briefly explained that the Hermosa Arts Foundation has assisted with renovations in the 2nd Story Theater, which is Room 7 at the Community Center. Their efforts are very much appreciated. There was damage to the carpets due to a roof leak and some mold. It has been cleaned, newly painted and chairs donated. More improvements, including equipment installation are anticipated.

Michael DiVirgilio, Secretary, Hermosa Arts Foundation Board

- Thank you for letter of appreciation from Community resources Department.
- Hermosa Arts Foundation was historically the Community Center Foundation, so they observe what is going on at the Community Center and strive to make sure it remains in good condition in order to facilitate the needs of the community
- Some professional help was received for the renovation, but it was driven mostly by members in ideas and by work performed
- Hermosa Arts Foundation meetings are held every the fourth Monday of each month in Room 4 of the Community Center – looking for new members
- A check for \$5,000.00 was presented to the Historical Society to assist with improvement and expansion of the Museum. The check was received by the President. The Historical Society is currently having a membership drive. The cost is \$25.00 to join. Please call (310) 318-942.
- The Historical Society has an upcoming event on Sunday for members only held at a local historical home

- B. Lynn noted newsletter for Commissioners from the California Association of Parks & Recreation.
- C. Lynn reviewed legislative updates from the California Parks & Recreation Society. Of note, is SB-1179, which determines inherently dangerous recreation activities. Skateboarding and scooters were listed and considered hazardous, which means that public entities are not liable to any person who participates in said activity.

MOTION by Commissioner Francis to Receive and File correspondence.

Commissioner Hollander seconded.

All Ayes

Matters for Commission Consideration

A Dig for Kids Foundation Fundraiser

Eric Fonoimoana, 2002 Olympic Gold Medalist, presented his request to the Commission for approval of two (2) one-day volleyball clinics for kids ages 13-14 years. The clinic is to be held on the south side of the Pier for the duration of three hours. Clinic dates: April 15th and April 29th. All proceeds to benefit Dig for Kids Foundation to fund athletic and academic mentoring programs. A fee waiver is requested. There is no conflict with scheduled events. Fonoimoana stated he wanted to block out the time from 9:00 a.m. to 12:00 p.m., although it is likely that the event will end earlier. The event will be open to all kids in the appropriate age range.

Questions/Discussion from Commission

Commissioner Hollander: How long have you been doing this event? Approximately 5 years. Although it takes a lot of time, believes this is well worth the time.

Commissioner Sigler: How are kids able to sign up? They will be able to register via the website and a flyer is being sent out to clubs. The design of the event is to remain small to promote more individualized instruction.

MOTION by Commissioner Hollander to approve the event and permit fee waiver.

Commissioner Cannella seconded the motion.

All Ayes.

B Centennial Celebration Proposal

Laura Raymond, Co-Chair, Centennial Celebration Committee

There are 313 days to Centennial. Raymond gave a brief synopsis of planning items that have taken place since the committee appeared before the Commission 11 months ago seeking approval to form the committee:

- Public planning meetings held and an endeavor to incorporate feedback from these meetings
- Sought participation of community and schools was received with great interest
- Key to success has been a good relationship with City and Staff
- Have looked at other cities to assist in understanding what worked well and what did not
- Leveraging onto current events has been well-received
- Clarified that although only asking approval for three (3) events this evening, there are many events planned or still in the planning stages
- Created opportunity for community to personalize the event by providing historical input and through the 100 Acts of Beautification – all support has been appreciated

Maureen Ferguson, Co-Chair, Centennial Celebration Committee

Has learned a lot over the last 13 months and met many people who are interested in being a part of the Centennial Celebration. Here is a brief summary:

- Feedback from residents has indicated a strong desire for a year-long celebration.
- They looked at other cities who has held Centennial Celebrations: Venice, Newport Beach and Las Vegas and they have all indicated a preference for a year-long celebration
- Year-long celebration is that it will ensure more sponsors who are looking for the most exposure for their sponsorship contributions
- City funding of \$43,000 is allocated for the Centennial and therefore they are looking for additional sponsorships
- A year-long calendar also provides more opportunities for community involvement
- Winter weather is unpredictable to hold during one month
- Marketing plans are targeting the entire Southbay area beginning in September 2006
- Working with local newspapers on a sponsorship agreement to allow publishing of Centennial Celebration calendar
- Website will also be utilized, it is scheduled to go live in approximately two (2) weeks at www.hermosa100.com
- September 2006 kick-off will allow sponsors a full year of exposure
- Partnering with Jane Walker for national public relations for the Centennial
- Michael DiVirgilio is spearheading the 100 Acts of Beautification which will allow all residents, whether physically or financially, to get involved
- Has partnered with a local merchant to produce and sell Centennial merchandise. Merchandise will be available for sell shortly after Labor Day. Merchandise will generate approximately 30% of the net
- The Community Center will have a small assortment of merchandise available after September 1st
- For more information to volunteer, contact Lisa Lynn at (310) 318-0280 for more information
- Meetings are held the first Wednesday at 6:00 p.m. in Room 4 of the Community Center

Jan Britton, Member, Centennial and 100 Acts of Beautification Committee

- Encourage others to volunteer, committee has great leadership
- Categorizing the acts into: incorporating into what the City is already doing, what the community and neighborhoods can do with City assistance and what can be done for the entire city, greenbelt, etc.
- Projects are open with a lot of options for involvement
- Committee is liaison with residents to help facilitate these projects
- Thank you to the great leadership and support from the committee

Pepe Wolfe, Member, Centennial Committee

- Developing the website which is currently in the test phase
- Goal is to go live in one (1) week.
- Thanked the Co-Chairs for a well-run committee and a good plan
- Website will contain information on projects, programs, status, points of contacts for any area and how to open a project for the 100 Acts of Beautification, how to nominate someone for the 100 Hermosans and how to become involved with the Centennial
- Encourage Commission to give approval

Questions/Discussion from Commission

Commissioner Hollander: Has been involved with the Centennial Committee at its onset and commended group on all its efforts. Is a sponsor and encouraged the rest of the Commission to become sponsors as well. Applauded the Centennial artwork.

Commissioner Cannella: Attended a few meetings to date. Continues to look for sponsors for the event. How large is the cake? A ceremonial cake will be provided, but cookies with the Centennial logo will be distributed.

Lynn clarified that these items will go before Council on March 14th. Commission is recommending approval for three (3) new events. A calendar is also attached showing all events by outside groups who will 'centennialize' their events. The proposal is for: Centennial Birthday Celebration on January 14, 2007; Sunset Centennial Concert with fireworks and working to procure the Beach Boys on August 5, 2007; and 'A Taste of Hermosa' still in the planning stages during Fall 2007. Also recommending to Council for approval is distribution of the sponsorship packets and extending the Millennium walkway adjacent to Noble Park with brick sales.

MOTION by Commissioner Hollander to recommend to Council approval for the events.

Commissioner Francis seconded the motion.

All Ayes

Commissioner Francis: Thanked the Centennial Committee volunteers on behalf of the Commission for the work done to date. An exceptional group.

C HB 5000 & City Walk Proposal

Lynn informed the Commission that this is a new event to Hermosa Beach and would kick-off during the Centennial year.

Jeff Atkinson

- This event would emphasize City participation through youth and senior preparation programs
- Will be marketed to bring people outside of Hermosa into the City during its Centennial Celebration
- Working along with Dick McCurdy and Annie Seawright
- The proposed date is April 14, 2007
- The route would encompass Pier Avenue, The Strand and ending at Pier Plaza
- An entirely self-funded event, no cost to City
- All proceeds will go to the Hermosa Education Foundation
- Expected attendance/participation is approximately 1,500 – but expected to be more
- Goal is to provide Hermosa Beach with its own professional caliber road race similar in size, scope and style to other cities: Redondo Beach Super Bowl 10k, Manhattan Beach Hometown 10K and the Carlsbad 5K, which is considered the most well-regarded in the world

Questions/Discussion from Commission

Commissioner Cannella: Important that this event will be held at no cost to the City.

Commissioner Hollander: Has the parking been addressed? Yes. Online registration? Yes.

Commissioner Francis: Directed his question to staff – Any concerns about this event? Lynn stated that the following departments have been working along with both Atkinson and McCurdy on this event: Community Resources, Police, and Public Works. They've worked together to produce a course to minimize impact on the City, but still make it exciting. A lot of collaborative has gone into the planning of this event. As they are anticipating more than 1,500 participants and the proceeds will benefit a non-profit foundation, it is considered a commercial event which has permit fees. This is not a concern for the group as they are seeking sponsors that will pay for their permit fees. Overall, operationally, this is a sound event.

Commissioner Sigler: What if there are more participants than expected? Yes. The number of participants will be known well in advance as they have to pre-register.

Commissioner Sigler: What is the rationale behind the date? Atkinson responded: it is in the middle of the RB Super Bowl and MB Hometown race events. Also, near enough the Carlsbad event to allow people to prepare for it by participation in the HB 5000. Hoping to get cross-promotion with the Carlsbad event.

Lynn added: there is a running and walking component to this event. Organizers are working with several community groups to encourage participation for varying degrees of physical ability. Also, the 7:30 a.m. start time is a compromise between the City and event organizers. An early start means that streets will open up ore quickly.

Commissioner Hollander asked that organizers explain the health component. Atkinson responded: the race becomes a target for the school children of Hermosa. They are provided with a program to be administrated through the physical education staff with some outside help from organizations. They will be inspired to learn about endurance sports, running triathlons, provided with mini-races, etc. in preparation for the upcoming event. Hoping for 100% participation and if possible, bring along parents. They will receive t-shirts, medals, etc for finishing. The same component is being implemented for senior participation.

MOTION by Commissioner Cannella to accept.

Commissioner Hollander seconded the motion.

All Ayes

Staff Report(s)

Lynn and Pagulyan gave the following reports:

1. January 2006 Activity Report: Year-to-date revenue is \$40,000.00 ahead of last year.
2. Upcoming Events:
 - Co-Ed Flag Football, March 11th. Registration at the Community Center. Tournament will be held at 10th and Strand. Registration at www.hermosabch.org
 - St. Patrick's Day Parade and Festival, March 18th and 19th, start time is 11:00 a.m. For more information, please call (310) 374-1365 or visit the website at www.stpatricksdays.org.
 - Flashlight Egg Hunt for teens only – ages 10 - 15, March 31st from 6:30 p.m. to 8:00 p.m. to be held at the South Park Teen Room
 - Lunch with the Bunny, April 1st from 11:00 a.m. to 1:00 p.m., register at the Community Center. Cost is \$15.00 for children and \$10.00 for adults
 - For more information or any questions, call (310) 318-0280

Commissioner's Reports:

1. Centennial Celebration – Commissioner Hollander/Francis: All updates have already been covered. Invitation extended to get involved and/or become a sponsor. The meetings are held the first Wednesday, Room 4 in the Community Center.
2. Friends of the Parks - Commissioner Hollander: Getting prepared for the May 7th dog parade. Anyone that has a dog is welcome to participate. The route will be along the greenbelt, ending at Valley Park. Lots of new sponsors and participants. The Friends of the Parks are always looking for new members. Meetings are the second Wednesday, 6:00 p.m., Room 4 at the Community Center.
3. Hermosa Arts Foundation – Commissioner Hollander (in Commissioner Bell's absence): Thanked the Hermosa Arts Foundation for the renovations at the Community Center. CLO production of "It Had to Be You" starts this week. Invitation for all to come out.
4. Historical Society/Museum – Commissioners Francis/Cannella: Construction is on-going – donations are still needed. The museum remains open during this time from 2:00 p.m. – 4:00 p.m. Saturday/Sunday, except holidays. 'Images of Hermosa Beach' books is available at a cost of \$20.00 - \$10.00 goes back to the Historical Society. Also ways looking for new members. For more information call (310) 318-9421 or visit the website: www.hermosabeachhistoricalsociety.org.
5. Jazz Memorial – Commissioner Sigler (in Commissioner Bell's absence): Plaques are down at the Pier near High 5 Boutique and Patrick Malloys. The next dedication will be in October. Lisa Lynn stated the Jazz Alumni group is looking forward to assisting with and participating in the Centennial Celebration.
6. Surfers Walk of Fame – Commissioner Sigler: Still accepting applications for nominations. The deadline is May 31st.

Items Requested by Commissioners

None

Other Matters

Commissioner Francis: Extended an invitation for all to come out to the St. Patrick's Day Parade and cheer on the Commission's float. Lynn indicated that this float will be decorated by the teen group which meets at South Park the Friday before the parade.

Public Comment

Dick McCurdy: At 3:00 p.m. on Saturday, March 11th at the Chamber, there will be an ambulance dedication by the Hermosa Beach Sister City Association. The Presidente of Loreto, and other dignitaries will be in attendance. Has been involved in a 20 bed clinic in town. There are now fully-trained paramedics in Loreto, thanks to the Hermosa Beach Fire Department. There will be a reception at Mermaids following

Motion: **"To Adjourn at 8:10 p.m."**

Hollander/Francis – All Ayes