

**PARKS, RECREATION AND COMMUNITY RESOURCES
ADVISORY COMMISSION
MINUTES OF THE September 5, 2006 MEETING**

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

Pledge of Allegiance: Mike Flaherty

Roll Call:

Present: Commissioners Francis, Hollander, Bell
Absent: Sigler, Cannella
Also Present: Lisa Lynn, Akisha Davis

Approval of July 10, 2006 Minutes

Motion: "To approve as submitted."

All Ayes

Public Comment

Laura Raymond, Friends of Parks, updated the Commission on the Show of Hands for Hermosa handprint wall. Laura thanked the city for their support and Mike Flaherty, Public Works, and his staff for cleaning and painting the wall. Laura reported that the Movie in the Park at Valley Park, Wallace and Grommit, on Aug. 26 was a wonderful night attended by approximately 300 Hermosa residents. She commented that it is great to see all of the families and community groups working together to put on the event. Laura thanked city staff, especially Lisa Lynn's Community Resources staff for helping with the raffle prizes. Two of the bigger raffle prizes were a bicycle won by Mike Flaherty, Public Works, and a Tour of Raleigh Studios. Laura encouraged people to attend future Movies in the Park and thanked everyone for their support.

Matters for Commission Consideration

A. Coca-Cola Bottling Company Sponsorship Agreement

Lisa Lynn approached the Commission to request approval of a Sponsorship Agreement between the City and Coca-Cola Bottling Company to accept a donation of \$25,000 to the Centennial account and installation of vending machines at select city locations for the period of one year. She called attention to Coca-Cola products displayed on the dias including Dasani Water and Power Ade. Coca-Cola also produces Rock Star energy drinks, Minute-Maid and green tea beverages. Revenues from product sales will be split 70/30 between Coca-Cola and the City. The City will receive 30% with projected 50,000 bottles sold and estimated \$20,500 revenue in the first year.

Lisa introduced Jarrod Harrison, Coca-Cola Territory Account Manager to the Commission.

Jarrold Harrison approached the Commission and introduced Geoff Slajer, Coke Drink Manager. Jarrod stated that he and Geoff are from the Coca-Cola Carson Sales Center. He stated that they are excited about the partnership between Coca-Cola and the City of Hermosa Beach and that, along with the initial \$25,000 are expecting productive sales. Jarrod commented that the vending machines will not be the "big red ones" but will appear "more like the Dasani Bottle, like the ocean", and will carry the Centennial logo in the window.

Geoff Slajer: Each machine also has a "POS" Point of Sale window that can be customized to whatever the City would like.

Commissioner Hollander: Are the machines designed to withstand vandalism?

Jarrold Harrison: Yes they are. Also, we have worked with Lisa Lynn on the placement of the machines so there won't be an issue out there. Coca-Cola will respond immediately to any damage or vandalism to the machines. Coke is taking a health-and-wellness approach to the product line being offered, much like the schools.

Commissioner Francis: We have vending machines now in the city. How do the projected revenues compare to the existing machines?

Lisa Lynn: Currently, the machines at City Hall are priced low and there is no revenue. These machines will be replaced. The machines at the Pier are County contracted for lifeguards. We have no other locations. The price point we came up with for water is \$1.50. The City will receive \$.41 for each product sold.

Jarrold Harrison: The energy drinks, Rock Star, will be priced at \$2.00.

Lisa Lynn: The energy drinks will be located at Clark basketball courts where there are adults playing and possibly the tennis courts. Valley and South parks will have water and Minute-Maid.

Commissioner Francis: We appreciate the \$25,000. Any questions? Is the one year trial our option to renew?

Lisa Lynn: Yes, it is the City's option to renew or nullify the contract at any time.

MOTION by Commissioner Hollander to approve.

Commissioner Bell seconded.

All Ayes

Staff Report(s)

Lisa Lynn gave the following report:

1. June 2006 Activity Report

Lisa Lynn noted that June 30th marked the end of the 2006 fiscal year and the revenue for the Community Resources Department increased by \$33,000 from the year prior due to our registration figures.

2. July 2006 Activity Report

Lisa Lynn noted that July begins the new fiscal year and for one month only, we are ahead by almost \$10,000 in revenue generation from the year prior.

Donations to the department received for the 2005-2006 fiscal year total \$82,600 donated to the Department for various programs. Centennial donations to date are \$125,000.

Commissioner Hollander: We are doing very well. I hope they did well this past weekend with sales of the Centennial merchandise.

Commissioner Francis: Looking through this list of donations and the names of residents and businesses, we want to thank you for supporting the City with your time and money.

Lisa Lynn: \$1500.00 was generated from the sale of Centennial merchandise at Fiesta Hermosa this weekend.

Commissioner's Reports:

1. Centennial Celebration: Commissioner Hollander: Centennial Celebration is going very well. As Laura Ramond mentioned, the handprint wall event is coming up on the 16th. We also have a beautiful calendar that Laura and her husband are credited for the art work. We also have a number of other items for sale at Community Resources offices.

Lisa Lynn: We have hats, shirts, beach blanket, tote and flags. All are on display and for sale.

Commissioner Hollander: The items are gorgeous and reasonably priced. Encourage people to check Hermosa100.com website for calendar of events and opportunities to participate in volunteer capacity. Get involved.

Commissioner Francis: Requested that Lisa Lynn bring some of these items to the next meeting to put on camera.

2. Friends of the Parks: Commissioner Hollander: Several of us were at the Movie in the Park and were amazed at how many people were there, I think closer to 500. Everyone had a great time and hoped it would be an annual event. Friends of Parks also has an upcoming event, Pumpkins in the Park, on Oct. 21 at Fort Lots of Fun. Come over and check out the recently renovated park. The Friends of Park website is hbfp.org and they are always looking for new members to participate. Meetings are the second Wednesday of the month.

Commissioner Francis thanked Friends of Parks for all the energy they bring to the City.

3. Hermosa Arts Foundation – Commissioner Bell: The Hermosa Shorts Festival went great. The film festival was a big success. The Hermosa Arts Foundation also co-sponsors the Show of Hands. Dick McCurdy had a lot to do with that and we'll all be out there to get behind that. The Centennial banner will be on the east side of the community Center. It

will be 6' tall and 50' long, very big and will be out there. It is done by the youth of Hermosa. Hermosa Beach Celebrating 100 years are the words that will be on it and who knows what artistic things will be around. If you would like to take part in the Hermosa Arts Foundation call 310-798-2100.

4. Historical Society / Museum – Commissioner Cannella absent. Commissioner Hollander: The Kiwanis Club put on a big party at the Community Center for the benefit of the Historical Society. It was the Taste of Hermosa with 15 local wineries and 15 restaurants. It was a wonderful event with about 300 people that brought in a great deal of money that is going to support the new renovations to the Historical Society. They appreciate help, Saturdays, 9-12 a.m.

Lisa Lynn: The target date to open the museum is Hermosa's birthday, Jan. 14, 2007.

Commissioner Francis: I was at the event and for the first time out of the shoot the Kiwanis did a great job of pulling it together and making it work.

5. Jazz Memorial – Akisha Davis: Some plaques are already up and four more will be revealed on November 6 from 5-7 p.m. We have a concert by the Navy band, the Commodores so everybody come on out and enjoy the show.

Commissioner Francis: We will remind you next month as well. Ozzie Cadena who has been the guiding light on the Jazz Plaque Memorial has been in the hospital but is doing better and will be out in time for November unveiling. We wish he and his family the best and that is coming along and he will be back and that will be wonderful.

Items Requested by Commissioners

Commissioner Hollander: I would like to address scheduling for improvements to the parks. Edith Rodaway has been on the map to be improved for quite a while now and I'd like to get some information on how we can move this along faster or what is the status. I know that we have other parks that need attention but we would like to get this done first. I'd like to start looking at South Park. The equipment needs to be changed. The rink is needs to be improved. It is getting to be dangerous. I think we need to get some community input and get Friends of the Parks involved to see what we can do get that on the agenda too.

Lisa Lynn: What I can do is bring back a work schedule to the next meeting in October but I need to coordinate with Public Works to see where it is on the work schedule. It is approved, it is budgeted. I'll find out exactly where it is . I recommend a Community meeting similar to what we did at Fort Lots o' Fun for South Park and we could propose that perhaps for the November meeting.

Commissioner Francis: I have a request. I would like to put together a tour of the parks. I know from the last time we did it that it is a challenge to do in one day, but I would like to at least hit the parks that we are going to do some work to.

Lisa Lynn: Yes, we can do this, probably before the meeting in November.

Commissioner Francis: The skating rink at South, that produces revenue doesn't it?

Lisa Lynn: It does. We used to have a hockey league and it has developed into clinics. It is set up like a league schedule but is not league play but it is still quite popular and we do generate revenue. It is done in-house so the city retains 100% of the revenue.

Commissioner Francis: Would that revenue be sufficient to maintain the rink?

Lisa Lynn: No. Not even close.

Commissioner Francis: So we need a donor out there. Coka-Cola, are you still out there? We could put Dasani on all the walls out there. We have many parks that are in need like many cities in California. A tour of the parks would get us in the right position to prioritize.

Public Comment

Nathan Hayashigawa: I wanted to thank you guys for the Hermosa Shorts Film Festival. I actually had a film there. It was really a lot of fun and they really know how to make you feel special. At the party they take pictures of you, you have bulbs flashing at you in every direction making you feel important and they interview you and everything. It was a good experience and I wanted to thank you.

Lisa Lynn: Nathan, could you please introduce yourself and tell everyone who you are?

Nathan: I am the camera operator. I do all the Commission meetings and occasionally the Council meetings. My name is Nathan Hayashigawa. My film was "Vanish" that I filmed for Cal State Fullerton and we had a budget of \$7,000. We had a lot of fun and had a lot of misery.

Commissioner Hollander: Congratulations. That is really something. I think they had something like 800 films received and I think there were 80 selected.

MOTION: Francis: "To Adjourn"

Bell: "To Adjourn"

Hollander seconded.

All Ayes