

November 22, 2006

Honorable Mayor and Members of
the Hermosa Beach City Council

Regular Meeting of
November 28, 2006

ANNUAL REVIEW OF FIESTAS

Recommendation:

1. That the City Council receive the attached information covering both Memorial Day and Labor Day;
2. Direct staff to work with the Chamber of Commerce to implement the suggestions contained in the After Action reports; and,
3. Approve the Memorial Day (May 26-28, 2007) and Labor Day (Sept. 1-3, 2007) Fiestas.

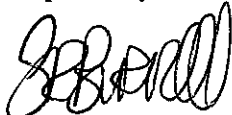
Background:

The City Council and the Chamber of Commerce entered into a five (5) year agreement in the spring of 2004. The agreement runs through 2009 and provides for an annual review by the City Council. I have attached the After Action report dated October 4, 2006 and a letter from Carla Merriman, Executive Director of the Chamber of Commerce.

Specific changes include designating a "free speech" area on the Fiesta map that will eliminate last minute changes; a cab staging area; pre-approval of those handing out flyers along with a clean-up deposit; review and revamp of the sign plan and the use of crossing guards at Monterey and Pier.

Staff and the Chamber will continue to work out these issues for the 2007 events.

Respectfully submitted,



Stephen R. Burrell
City Manager

FIESTA 2006 AFTER ACTION MEETING MINUTES
OCTOBER 4, 2006
COMMUNITY RESOURCES RM. 8
HERMOSA BEACH, CALIFORNIA
10:30AM

The meeting was called to order by Dante Pagulayan at 10:44 am.

In Attendance:

Carla Merriman	Chamber of Commerce, Executive Director
Cedric Edwards	Front Line Security
Dante Pagulayan	Community Resources, Recreation Supervisor
Mike Flaherty	Public Works Superintendent
Lynn LaFleur	Chamber of Commerce
J. R. Reviczky	Hermosa Beach City Council
Jim Sprinkles	Southern California Barricades
Jaime Janssen	Chamber of Commerce
Aaron Marks	Hermosa Beach Fire Department
Mike Bell	Bell Event Services
Lance Jaakola	Hermosa Beach P. D., Operations
Donna Hunter	Admin. Assistant, Community Resources

Focus of Meeting: Review of Fall Fiesta Hermosa

- Non-Profits and Political Groups
- Cab Staging
- Parking
- Shuttle Use
- Signage
- Traffic Control
- After Fiesta Clean up
- Gorilla Marketers
- Pedestrian Control

Pre-Meeting discussion between Carla, Lynn, and Lt. Jaakola regarding non-profits not staying in designated area on Pier Head.

1. Lynn LaFleur stated non-profits handing out materials caused congestion and created a litter problem.
2. Lt Jaakola stated that without something in writing, the officers and Cedric's staff cannot enforce.
3. For the next Fiesta, Carla agreed to obtain signed agreements with non-profits and give Lt. Jaakola and Cedric copies of the agreements including maps showing the designated areas for non-profits.

Dante Pagulayan: opened the meeting at 10:44 a.m.

1. Introductions.
2. Dante requested that each department address their concerns.

Carla Merriman: All good reports with following exceptions:

1. Grease spill in lot A from hot dog vendor.
2. Cab lanes need to be worked differently in the evening.
3. Theft of small sign from one vendor.

Cab Staging:

Cedric Edwards stated that cabs had difficulty maneuvering in cab staging area outside the venue on Hermosa at 10th and 13th. The cones were moved by Sgt. Wolcott to give way to the cab drivers.

Jim Sprinkles stated that from a traffic control standpoint, and as a licensed traffic control contractor, a nice straight taper is set up to safely and legally merge two lanes of traffic into one. If any of those cones get taken down or moved out of position, the visual and actual taper of moving the traffic, as well as the arrow-board assisting in that process, becomes more vulnerable to being run over. If somebody is not paying attention, if the cones aren't there, the next thing in line is the flashing arrow-board.

Cedric Edwards stated that he (Sgt. Wolcott) didn't take them out. He spaced them. He opened them up to allow the cabs in and out.

Jim Sprinkles stated that the taper is designed not to be relocated. The cone spacing and taper lane have been approved in the design from a traffic control design point. If you move it and then have problems, you run the risk of changing the liability.

Mike Bell agreed. He stated that Officer Wolcott made the change after an altercation with a cab driver. It was temporary. They knew they had to come up with a solid plan for future Fiestas.

Mike Flaherty stated that the cab area required constant maintenance of traffic control to get them out of the area and force them not to park there. Cedrics people need to be the front line to make adjustments. Need to be more consistent if we have a cabby program. Police need to back up the security people.

Lt. Jaakola said that we need to make a temporary cab stand where the cabbies aren't fighting for fares, is clearly marked where people know where to go to get a cab and the cabs know where to be. With the right location to set up it will work.

He proposed that, for the next Fiesta as part of the traffic plan, himself, Jim, and whoever else needed to be involved pick designated areas for temporary cab stands. Then have Ennis Jackson, who coordinates the cabbies, notify them prior to, long before the event. The cabs will be expected to stick to these temporary cab stands on the days of the Fiesta and if they don't adhere to that, then officers will enforce. We have to come up with cab stand locations that are as convenient as possible for the cabbies to get in close to the venue safely and that make it accessible and convenient for citizens using the cabs.

Parking:

Lt. Jaakola also stated that the Fiesta was successful and there were a lot of people in town. The biggest problem was parking and people driving around town looking for parking. He would like everyone to come up with a way that people can be urged, motivated or make it easier for people to use the shuttles. It needs to be more shuttles, more at certain times, more locations, or better advertising. Motivating people to use shuttles and offsite parking will lesson the traffic burdens we had to deal with in this event.

Carla Merriman asked if the parking issues were different from the Memorial Day Fiesta.

Lt Jaakola answered that it seemed that the available parking was filled sooner based on traffic volume increasing to a slight degree. If people used the shuttles, we wouldn't have people looking for parking in the City and we wouldn't have the pedestrian conflict with traffic. They need to know they are going to park and use a shuttle and get the items they purchase back to their car easily. Make the shuttle program easy.

Carla stated that it is easy to use the shuttles. There are over 1000 hits to the website for the shuttle map. She commented that other cities use the lighted sign boards at major intersections that say "free shuttle and parking". Maybe we can hit the main routes coming in. It might divert more of them.

Lt. Jaakola stated that people want the convenience of their own vehicles. They want to be able to put their purchases right into their own vehicle and do not want the inconvenience of having to walk however many blocks they would have to walk. We need to come up with a way to reassure people using the shuttle is easy. Putting sign boards out on Artesia and Pacific Coast Highway is going to help because that way they know free parking is right here. People experienced with going to the fair are going to take that. Others are going to drive around hoping to find parking.

Carla stated that she would add sign boards to the estimate for next Fiesta and asked Jim to investigate other kinds of signage for places like Gould where it meets Ardmore, Valley, etc.

Lt. Jaakola said that there needs to be a sign before Mira Costa High School so they know that is where they will be turning.

Carla said that there are signs between the 405 Freeway and Northrup Gumman and the 405 and Mira Costa so that people coming in from outside town get the message.

Aaron Marks commented that the signage from the 405 is inadequate. Marine and Inglewood is a real thoroughfare. The signs are too small. The signs need to stop people before getting into the City.

J.R. Reviczky stated that a combination of signs could be used. Add signs on barricades in the medians stating "No Event Parking" "Resident Parking Only".

Aaron cited a good example of signage is the Rose Bowl. Every freeway off ramp has a sign stating "No Neighborhood Parking", "No Turns", "No Parking, Tow Away". When you get off the freeway you know you have to find someplace to park.

Lt. Jaakola stated that the signs have to be of a size and color that someone not looking for them will see them. They must be large enough to get the message across.

Carla asked Jim if they can use 4X4 signs mounted on barricades.

Jim said that we can make them 6X10 if she wanted. They can be big and orange with vinyl lettering.

Aaron commented that he had seen some 6-7' tall "column" signs at an event designating shuttle pick up and drop off areas that were highly affective.

Carla stated that she would work with Jim and Mike Bell and purchase signs to use every year. They would be brought out of storage and used.

Mike Flaherty reminded everyone that if you place signs in other cities, including arrow boards, you have to first get their authorization from the City. You have to have at least a cursory conversation with them. Some of the areas are State Highways and under Cal Trans jurisdiction.

Isolate a parking spot on Artesia in Manhattan Beach for the arrow board before you get to the school and probably something on PCH at Aviation before you get to the left turn lane. He suggested the signage be mapped out.

Shuttles:

Carla was asked if she had a ridership count for the shuttles.

Carla stated that the shuttles area all full all of the time but there are no long lines. There are 7 shuttles total holding 45 people each that run from 7:30 a.m. to 7:45 p.m. Approximately 3,780 people ride the shuttle every day. Attendance at the Fiesta varies between 20,000-40,000. There is no way to determine how many are local and how many are driving in.

It was agreed to encourage more rider-ship by:

1. Revamping the signage by increasing their size, number and adding electronic sign boards
2. Continue to advertise free parking and shuttle service through flyers and the website
3. Increase shuttle capacity to accommodate the increase

Lt. Jaakola suggested that, two to three months before the next Fiesta, he, Mike Flaherty, Police and Fire get together with a big map and design where a static sign would be sufficient and where a CMS (Changeable Message Sign) should be.

Mike Flaherty suggested they look at the main arterials and have at least three months to get approval from other cities and that we stay out of Cal Trans right-of-way.

Street Marking:

Mike Flaherty stated that we need to be proactive on the numbers. He and Jamie will go out and place permanent numbers on the curbs to establish a footprint. It is a small black mark that no one will notice. No paint will be used on the Plaza. The T's and L's will be on the curbs on Hermosa and the number one lane. Set up can then be done quickly.

Jamie commented that the marks could be as small as a quarter, as long as she can see it.

Clean Up:

Mike Flaherty stated that there will be a clean up prior to and post event including steam cleaning parking Lot A prior to the event. Carla will pay for the post clean up. The intention is to get the area as clean as possible prior to the event.

Carla stated that the grease spill from the bacon wrapped hot dog stand may have occurred when the street lights on 11th went out. It was pitch dark so they may have had an accident loading the grill. She wasn't sure when it happened or if the vendor knew that it had happened. For the next Fiesta, if Mike cleans before the event, we will know if the grease is ours. We are going to require a cleaning deposit from each vendor that is refunded after the event when they have demonstrated that they have not dumped any grease or grey water. They also covered their spots with tarps while cooking.

Flaherty stated that vendors are seen picking up and shaking the tarp onto the ground.

Carla said that if the lot is cleaned prior to the event, she will know where the problem is coming from. If it doesn't need cleaned after, I appreciate that. If it does need cleaned, Carla will pay for it.

Mike commented that he believed it was clear that the lot would be steam cleaned after the event. It has to be cleaned the Tuesday morning between 2 a.m. and 6 a.m. Otherwise the lot will need to be closed another day or two and that would cost a couple of thousand dollars.

Carla agreed that the lot would be cleaned Tuesday after the Fiesta. She asked if the potholes would be filled where the water collects.

Mike stated that he is working with Patrick Malloy's and the restaurants that are the biggest users of recycle trash. He is setting up a meeting to talk to them about managing recyclables and to encourage them to do something different. We are going to have to be more diligent with the recycle people and the bar owners to put the material in trash cans. Also need to keep people out of Lot A on Monday night until we can clean it. It needs to be closed off and everything consolidated into one area. Beer garden people are not using Best Management Practices. They are shaking spilled beer onto the pavement and have been seen pouring 55 gal drums of over-pours into the storm drains. That is unacceptable. Over-pours need to be hauled away.

The items in lot A need to be removed or consolidated so that the cleaning can be done before the lot is reopened.

Carla stated that the Port-a-Pots cannot be moved because they are full. The Health Dept. does not allow for them to be placed too close together.

Fire Dept:

Aaron Marks commented that everything went smoothly. Mike Bell and Carla did a great job. The inspection time was cut from a previous 4-5 hours to one hour. Set up was great, pedestrian movement was much better than in the past.

Requests:

1. He receive the maps, real maps not adjusted ones, well in advance.
2. All vendors be in place on time. Some were late. Rules need enforced. No one allowed in after 9:15 a.m. without a dolly or after 9:30 not allowed in at all. Carla stated that she will give vendors a special day glow sheet with this information on it.
3. Stage set up people need to be on site for the inspection so that if there are problems they can be fixed. Hand rails and a few braces underneath were missing. The stage cannot be loaded until it is correct.
4. The beer garden needs to have a 36" gate that can be open during the venue and locked at night. Gate should have "exit" sign.
5. Enforce political parties and non profits areas. It is too hard to set up when people are moving around. Carla stated that she will tell them that when the fire inspection is going on, they can't be there.

Lt. Jaakola stated that he is pretty sure that the City can designate areas within the venue for them to be.

J.R. stated that the Pier Head is a questionable location because it is located behind the stage, out of site.

Carla commented that Steve Burrell and the City Attorney will work this out in advance. She will have the political parties and non-profits sign and agreement. It will be figured out before the next Fiesta.

Handouts:

J.R. asked if any vendors hand out anything.

Carla: Weiner Schnitzel hands out coupons for hotdogs. Since they are a discount for purchase, they are not thrown away. A non profit gives water. We were not able to stop them because they would put it away when we approached them.

J.R. That is the reason we need their agreement in writing. Their giving water takes money away from the Rotary. We have to ask the City Attorney who has First Amendment rights to be there and who does not.

Gorilla Marketers:

Aaron noted that there were a lot of outside marketers outside the venue. There were large vehicles in the fire lane and in front of the mortuary. He was able to move the ones parked illegally but not the others. We need an ordinance and a fine.

Carla agreed. It is not fair to the people who pay to be in the Fiesta.

Lt. Jaakola commented that this type of marketing has really taken off. Every City event has them. He stated that he is not sure if there is even a code to enforce them. He stated that a new municipal code needs to be written and ratified.

Pedestrian Traffic:

The use of crossing guards at Monterey was discussed and agreed upon.

It was agreed that the guards may not be needed the entire Fiesta but at the busiest times like opening and closing. The guards are not expensive and are already trained and equipped.

Lt. Jaakola suggested Carla contact the company that the City uses, Barron Farwell.

Mike Bell first agreed to try them peak hours then stated they will hire them for the whole duration this year and if they are not needed they will work it out.

Dante closed the meeting at 11:45 a.m.

Steve Burrell

From: Lisa Lynn
Sent: Tuesday, October 31, 2006 9:37 AM
To: Steve Burrell
Subject: RE: Document1

Steve. This is the proposed solution from PD for staging cabs during the Fiesta. This could be drawn onto the new map.

4 metered spaces on the east side of Hermosa Avenue north of 13th Street would be designated for cab staging. Directional taxi signs would direct people to the north end of the event. Cabs have a direct route away from the venue northbound on Hermosa Avenue. This would reduce the impact of pedestrians, buses, and lines of cabs all competing for space at Pier & Monterey.

Lisa Lynn
City of Hermosa Beach
Community Resources Director
Direct Line: 310.318.0247

-----Original Message-----

From: Steve Burrell
Sent: Tuesday, October 31, 2006 8:27 AM
To: Lisa Lynn
Subject: Document1

Please review this and add anything that should do. I would like to get any other input in the next week. That will allow a chance to meet with the Chamber and finish up the recommendation for the meeting of 11/28/06. Steve

AGREEMENT BETWEEN THE CITY OF HERMOSA BEACH
AND THE HERMOSA BEACH CHAMBER OF COMMERCE TO
PROVIDE FIESTAS HERMOSA

THIS AGREEMENT is made this 9th day of MARCH, 2004, by and between the City of Hermosa Beach (hereinafter called "CITY"), and the Hermosa Beach Chamber of Commerce (hereinafter called "CHAMBER").

RECITALS

A. CITY desires to have CHAMBER organize, coordinate, produce and oversee a twice annual Fiesta Hermosa ("Fiestas") in CITY on a regular basis.

B. CHAMBER represents that it is qualified and able to do so and that it desires a commitment from CITY to fix the event schedule for the next five years.

NOW, THEREFORE, the parties agree as follows:

Section 1. CHAMBER's Duties:

a. Fiestas. CHAMBER shall organize, coordinate, produce and oversee the Fiestas, open to the public, during the Saturday, Sunday and Monday of each Memorial Day and Labor Day Weekend in 2005, 2006, 2007, 2008, and 2009. Unless otherwise directed by CITY, the Fiestas shall be held on Hermosa Avenues between 10th and 13th Streets, Pier Avenue between Manhattan Avenue and the Strand, 11th Street west of Hermosa Avenue, and Lot "A" (food pavilion).

b. Event Permits and Agreements. CHAMBER shall obtain permits from CITY for each Fiesta and shall enter into and comply with all agreements for such permits as required by CITY, including but not limited to the provision of adequate insurance and indemnification of CITY, its officers, agents, volunteers, employees, and attorneys.

c. Fees. CHAMBER shall pay CITY an event fee within 30 days after each Fiesta of \$25 per vendor participating in the Fiesta, but in no event to exceed \$10,000 per Fiesta. CHAMBER shall collect the fee from each vendor but shall not be required to collect the fee from any vendor who provides CHAMBER written proof of its non-profit status or that the vendor holds a valid City business license. In addition, CHAMBER shall pay CITY all direct and indirect costs associated with each Fiesta in accordance with the event permit and event agreement as may be required by CITY. Such costs shall include but not be limited to sidewalk cleaning, and provision of police and public works services. City may review and adjust the per vendor fee from time to time.

d. Annual Review. Within 90 days after the Labor Day Fiesta in each year of this Agreement, CHAMBER shall provide CITY with a complete Annual Report to the City Council. This report shall contain all records of both Fiestas, including proposed changes or enhancements to the events. This report will be reviewed by the City Council as part of a regular meeting and the City Council may direct staff to issue permits for the next year's events.

Section 2. CITY's Duties.

a. Event Permits. CITY shall provide event permits to CHAMBER for each Fiesta unless CITY determines in its sole discretion that it would not be in the public interest or that it would be adverse to the public health, safety, or welfare.

b. Waiver of Business License Fees and Taxes. For each Fiesta provided in accordance with this Agreement, the fees required by Section 1(c) of this Agreement shall be in lieu of that portion of CITY business license fees and CITY business license taxes attributable to the Fiesta and owed by CHAMBER pursuant to the Hermosa Beach Municipal Code. This Section shall not constitute a waiver of any other type of fees or taxes or of that portion of CITY business license fees or City business license taxes owed by CHAMBER attributable to activities other than the provision of the Fiestas. Nor shall it constitute a waiver of any fees or taxes owed by any person or entity other than CHAMBER, including but not limited to those owed by vendors participating in the Fiestas.

c. Cooperation with CHAMBER. CITY shall provide CHAMBER the results of CITY's annual review and may make suggestions for the improvement of the Fiestas. CITY shall not unreasonably withhold consent to CHAMBER's requests for flexibility in the location of the Fiestas in the event minor relocation is necessary due to construction activities nearby or an act of God.

Section 3. Assignment. This agreement may not be assigned in whole or in part by either party, without the prior written consent of the other party.

Section 4. Independent Contractor. CHAMBER will act hereunder as an independent contractor. This Agreement shall not and is not intended to constitute CHAMBER as an agent, servant, or employee of CITY and shall not and is not intended to create the relationship of partnership, joint venture or association between CITY and CHAMBER.

Section 5. Personnel. CHAMBER represents that it has, or shall secure at its own expense, all personnel required to perform CHAMBER's duties under this Agreement. CHAMBER may associate with or employ associates or subconsultants in the performance of its duties under this Agreement, but at all times shall be responsible for their performance.

Section 6. Termination. CITY may terminate this Agreement upon 30 days written notice to CHAMBER if CITY determines in its sole discretion that continuation of this Agreement would not be in the public interest or that it would be adverse to the public health, safety, or welfare.

Section 7. Notice. Any notice required to be given shall be deemed duly and properly given upon delivery, if sent postage prepaid or if personally delivered as follows:

For CHAMBER: Hermosa Beach Chamber of Commerce
1007 Hermosa Avenue
Hermosa Beach, California 90254
(310) 376-0951
Attention: Carla Merriman, Executive Director

For CITY: City of Hermosa Beach
1315 Valley Drive
Hermosa Beach, California 90254
(310) 318-0216
Attention: Stephen Burrell, City Manager

Section 8. Entire Agreement. This Agreement represents the entire integrated agreement between CITY and CHAMBER, and supersedes all prior negotiations, representations or agreements, either written or oral. This Agreement may be amended only by a written instrument signed by both parties. The parties anticipate that, in addition to this Agreement, they will enter into an event agreement for each Fiesta setting forth precise terms and conditions applicable to that Fiesta.

EXECUTED the day and year first above stated.

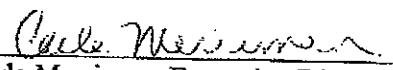
CITY OF HERMOSA BEACH

By: 
Michael Keegan, Mayor

ATTEST:


Elaine Doerfling, City Clerk

HERMOSA BEACH CHAMBER OF COMMERCE

By: 
Carla Merriman, Executive Director

**AMENDMENT TO
AGREEMENT BETWEEN THE CITY OF HERMOSA BEACH
AND THE HERMOSA BEACH CHAMBER OF COMMERCE
TO PROVIDE FIESTAS HERMOSA**

THIS AMENDMENT to the agreement between the City of Hermosa Beach and the Hermosa Beach Chamber of Commerce to provide Fiestas Hermosa is made this Sept 29 day of September, 2005, by and between the City of Hermosa Beach (hereinafter called "CITY"), and the Hermosa Beach Chamber of Commerce (hereinafter called "CHAMBER") and adds the following:

Section 2. CITY's Duties

- d. Allocate Proposition A funds for the shuttle bus program as set forth in the City's annual operating budget.

EXECUTED the day and year first above stated.

CITY OF HERMOSA BEACH

By: J.R. Reviczky
J.R. Reviczky, Mayor

ATTEST:

Elaine Doerfling
Elaine Doerfling, City Clerk

HERMOSA BEACH CHAMBER OF COMMERCE

By: Carla Merriman
Carla Merriman, Executive Director

**Fiesta Request for Permit Renewal
November 2006**

Good evening. I'm Carla Merriman, Executive Director of the Hermosa Beach Chamber of Commerce & Visitors Bureau, and I'm here to request that the City Council renew our 5-year permit to conduct the bi-annual Fiesta Hermosa for the year 2007.

The Fiesta is a 35 year old tradition. Sunshine Artist calls us the "largest arts and crafts fair in Southern California", as the Fiesta draws 100,000 visitors to town each Memorial Day and Labor Day weekend. Over half of the visitors return to Hermosa 5 times during the year, 18% said they return 4 times, and 16% on two other occasions. 84% of the attendees visit our shops and restaurants, and half spend between \$50 and \$100 during the festival. Better yet, 43% of the attendees are not from the South Bay area – which brings business to our hotels and shoppers to our storefronts that are not a part of our normal business activity. The sales tax generated by the events is enormous.

Our website, www.FiestaHermosa.com, proves the popularity of the event. The site attracted over 1,000 hits per day – 56,000 visitors in May and almost 58,000 in August – and about 5,000 attendees visited our Chamber website prior to each event to obtain hotel rooms. The boost in TOT tax resulting from the event has increased our General Fund by hundreds of thousands of dollars. We also paid the city over \$11,000 for "in-lieu" business license fees on behalf of our vendors and \$27,000 in fees for police, fire, and public works services.

We have worked hard to attract talented artists and unique crafters, and build a food court that features over 25 kinds of cuisine. Our Beer and Wine Garden generated \$24,000 for our local service organizations, including Friends of the Park, the Centennial Committee, Historical Society, Woman's Club, Kiwanis, Sister Cities Association, St. Patrick's Day Committee, and Hermosa Arts Foundation.

Best yet, we have a record of public safety that is unparalleled for an event of this size. We have increased the number of security guards, rented water-filled K-rail barricades for street closures, provided free off-site parking and free bus shuttles, and implemented a top notch electrical and generator system to ensure that our visitors enjoy a safe environment.

The proceeds from the Fiesta Hermosa go to our Chamber's operating budget and Visitors Bureau Marketing Plan. In 2006, we were able to spend \$58,000 on advertising for the city, and generated a 28% increase – or 1.5 million - in the TOT tax. With our Fiesta revenues, we have been able to expand our membership services to include educational seminars, increased our advertising program for member businesses, and have conducted three Sidewalk Sales for our merchants. We continue to represent every business district of our city, and have greatly increased the participation of businesses on PCH and the Aviation Corridor.

With your continued support, we look forward to our 35th year of Fiesta Hermosa.