

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

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

Pledge of Allegiance

Roll Call:

Present: Commissioners Francis, Bell, Cannella, Hollander, Sigler
Also Present: Lisa Lynn, Dante Pagulayan, Akisha Davis, Donna Hunter

Approval of November 8, 2006 Minutes

Motion: "To approve as submitted."

All Ayes

Public Comment

None

Correspondence

None

Matters for Commission Consideration

- A. Friends of the Parks picnic table request
- Commissioner Francis: Recommendation to approve request for installation of a picnic table at Kay Etow Park. Friends of the Parks is offering to pay for the table to replace existing bench. Public Works will install.

Questions/Discussion from Commission

Laura Raymond, President, Friends of the Parks: Friends of the Parks would like to purchase a 42 inch round table with attached seating to replace the bench at Kay Etow Park. It would be installed in about six weeks. The table and seating meet the City standard. FOP will work with Public Works to install the table. Kay Etow is in a densely populated neighborhood and the addition of the table will create more enjoyment of the park. A site visit was made to the park with Public Works and the landscape contractor. FOP would like to:

1. Trim or remove a number of the smaller trees to allow the existing trees to grow bigger
2. Trim the bushes on the north side that are screening the park to open it up and create a more gracious entrance
3. Add a concrete path on the northwest corner to connect to the southwest path to provide better access.

If the Commission supports these recommendations, we are prepared to go to our Board of Directors to supplement the costs.

Hollander: These are great ideas and the community should support it. It is wonderful that you are going to make the improvements to the park.

Raymond: We have received a donation from the Garden Club and we have a lot of support. This is a great opportunity to bring Kay Etow Park up to speed. There is a member from the Rotary Club here to talk about what they would like to see also.

Barbara Clark, Hermosa Beach Rotary: We are hoping to put a Japanese Maple tree on the southwest side of the park and dedicate it to Aza, the husband of Kay Etow that the park is named for. It would be our contribution.

Hollander: How large do those trees grow?

Clark: The variety we are considering is not too big. There is a big area available to add shade.

Cannella: I think it is a great idea. Kay Etow contributed a lot to the City in her time. She was very involved which is why they dedicated the park to her.

Francis: We did a park site walk through as a Commission. What about the signage that is being replaced?

Lynn: The signage has been replaced already. The tree program is already approved. The motion required is to replace the bench with the picnic table.

Francis: Call for a Motion

Hollander: I motion for the bench to be replaced.

Cannella: Second it.

All Ayes

B. 2007 Special Event applications.

- Commissioner Francis: Commissioners have the booklets in front of them that the staff put together. People here who wish to speak to each event should come forward when the event is announced.
- Lynn: Each event listed is a repeat event for the City. Some are already approved. The AVP is a 3 year contract, St. Patrick's Day is a 2 year agreement and the Hermosa Beach 5K Walk/Run was approved earlier in the year. Those three have already been approved. Directing you to the Staff Report at the beginning of the packet, page 1, are the events that are up for approval. Two commercial and 5 non profits. Everything else on the calendar is either approved in house or has been approved at a separate time.

Pro Am Beach Volleyball

Francis: The Pro Am Beach Volleyball has already been approved?

Lynn: No. The letter on the Dias is written by Ross Balling, EVP Tour Commissioner, who could not be here to talk about this event. He wrote this letter to the Commission to convey his appreciation for consideration. This is a repeat event for the City, the 7th year and is a one day volleyball Pro Am event.

Sigler: I go almost every year and Ross runs a great event. As far as I know he has stuck with all the prerequisites. He takes down one or two poles. With our approval, we should mention that the poles need to be replaced in the same exact spot.

Lynn: We can amend his contract to indicate that.

Sigler: OK. Otherwise it is a great event. I have no concerns.

Hollander: He has done a good job in terms of all requests.

Francis: Call for a MOTION

Hollander: Motion

Bell: 2nd

All Ayes

Hermosa Beach Triathlon

Francis: Is there someone here for the Triathlon?

Matt Peterson: Race Director. From our end everything went well this year. The City asked us to make changes to the bike course which we did. We haven't had any major complaints. We think it is a success. We would like to look into the possibility of expanding to multi-year.

Lynn: In the future. It is not possible this evening for 2007 but it is in 2008 if both parties are interested.

Hollander: How is the entry and exit bottleneck at the Pier? Was that any better this year?

Peterson: There were not any accidents this year. We also had police at that intersection and had volunteers specifically designated for that spot. We opened it up a little bit more. The only confusion in that area was the roadwork up a little bit further and they had put in some new parking spots. We worked with the City and designated one lane for traffic and one lane for bikes.

Sigler: It is a pretty popular event. I think you sell out ahead of time. Is it something you would like to do twice a year?

Peterson: We would be open to it. It is something we would talk to the City about. We end up taking over two volleyball courts when setting up the event. We would have to be sure that the impact wouldn't be too much.

Francis: My question would be to the staff. Were there significant improvements this year?

Lynn: Absolutely. The biggest improvement is in keeping Hermosa Avenue open. When we used to close Hermosa Avenue, it was a huge impact. We used to receive a lot of complaints but now that we have alleviated that there is a lot less reaction. One complaint has been the need for proper notification and MESP is doing a direct mailer to everyone in Hermosa outlining an escape route for that day. It is a Sunday morning, cars were towed and some streets are closed off. Folks like to know how to get around it. That is an important part of this approval process, that they continue with resident notification.

Francis: Anytime a car gets towed the owner is upset whether it is justified or not.

Lynn: We have alleviated car towing so that is a big step in the right direction.

Francis: Any other questions?

Clark: Would like to give some positive feedback. We live on the east side of Pacific Coast Highway and my husband's shop is on the west side. In years past it has been a problem for him to get to work and this year was not. This year he didn't even know the event was going on. He was able to cross the street and get to work. Whatever was done, it worked. Also, we did get the notice in the mail.

Sigler: Has anything changed in the fees or is that pretty much the same as last year?

Lynn: Fees have not changed. Nether of the commercial groups is asking for any fee waiver. One of the criteria that has changed from the City is that any group that is coordinating a special event in the City that requires a roadblock or street closure, we are now mandating that a Certified Engineer Traffic Control Plan be supplied or we won't review the events. We now have those and it helps us. That is a new criteria.

Francis: Call for a MOTION

Hollander: I make a motion for approval.

Sigler: I second it.

All Ayes

Francis: Next we are going to move on to Non-profit events.

The Great Autos of Yesteryear

David Freedman: This is our 8th year doing the show and it is going to be the same as the last seven years. Classic cars, no advertising, no marketing, just a fun day at the beach. To honor the City of Hermosa Beach's Centennial, we will have a car from every decade from the 1900's and on up lining the plaza. Each car will have a placard indicating the year and make of the car. It might be hard finding a classic from the 80's or 90's but if anyone has an Alante or Town & Country they would be welcome. It is always the first Saturday in May, May 5th, 2007.

Hollander: It is a great show. It brings a lot to the community.

Freedman: It is a great show and is an easy show to do. This year I am going to show up with a 2000 SSR, Chevy retractable hardtop.

Cannella: It was great last year. There was a 1967 Malibu that reminded me of a best friend's car in High School.

Lynn: There is a request for fee waivers for all the Non-profit events. What all the groups are requesting is that the permit fee be waived only and not the direct costs. The permit fee is based on participation. It is \$1.20 per participant so this event it would be \$540 requested fee waiver.

Freedman: We have some sponsorship that covers the cost of the show.

Francis: I noticed one thing in the application. There is no checkmark on insurance.

Lynn: If you look on the information grid, the insurance requirement is for 2 million general liability. The checkmark should be there.

Francis: Call for a MOTION

Hollander: I make a motion to approve with fee waiver of the permits.

Sigler: I'll second.

All Ayes

AAU Youth Volleyball

Gino Grajeda: National Tour Director. The event is a different format this year. To consolidate our operations, the girls will start a day earlier and the middle day will be the ending of the girl tournament and the boys will start after that. The last day will be the boys finals. This is our 14th year, 12 in Hermosa Beach and our 50th year of AU sanction. We are glad to be part of the Centennial and we talked to Lisa about doing an exhibition for the celebration. We are happy to be in Hermosa Beach. In our event calendar it is one of the most significant.

Hollander: Are you extending the time you will be using?

Grajeda: No. It is the same time. Our calendar is very full.

Hollander: Are the girls and boys equal numbers?

Grajeda: Girls are larger. It is about 60-40. 200 teams, 120 girl's teams and 80 boys teams. We have a lot of local participants but they also came from Hawaii, Florida, and Puerto Rico. Everyone that won, except for one division was from California, the South Bay.

Francis: Any questions?

Cannella: I saw no problems. I love the event. I love youth sports and the South Bay is a great place for Volleyball. Mira Costa are the National champions for the girls. Another good event.

Lynn: There are no problems at this event. It is an exciting event to see; the talented youth on our beach.

Sigler: It is low impact too. I think they put up a tent at the beginning.

Grajeda: Yes, we set up and tear down the same day. We leave the beach better than we found it.

Francis: Call for a MOTION

Sigler: I coach club girls and I think it is a great event. I make a motion to approve and include the fee waiver.

Bell: I'll second.

Francis: All those in favor?

All Ayes

Southern California Foundation Beach Volleyball Tournament

Bill Sigler, Executive Director: I have been involved with the Southern California Foundation for Children for about six years now. Every year we do two fundraising events, the volleyball tournament and our biggest fundraiser, the Christmas party coming up this Friday at Sangria's. We have a lot of volunteers helping out and a lot of people from the beach cities get involved. The two events raise money and at Christmas time we go out and buy presents from Mattel,

Kmart, Target, who gives us discounts and we get sponsorships. From the Christmas party and the tournament we usually raise about \$15,000 a year and we spend all of it on gifts and necessities for kids in orphanages, South Central LA, South Bay, Hawthorne, Gardena and places like that. Richstone is one of the places we donate to. There are about eight to ten organizations we donate to. We adopt a few families too that can't afford to give presents to their kids. This event is fun, low impact, we put up about four tents. None of that is going to change. The majority of people playing are all South Bay residents. The people who are displaced on that Saturday are usually the people who are playing anyway.

Cannella: I was out there last year and I think it is a great cause.

Lynn: Also, your group purchases and delivers the gifts.

Sigler: We do. If anyone is interested, the party is this weekend at Sangria's. There is a casino with play money and afterward the volunteers buy the presents.

Francis: Call for a MOTION

Cannella: I make a motion that we approve the request and waive the fees.

Bell: Second

All Ayes.

Movie in the Park

Laura Raymond: Friends of the Park. We are asking for approval to host Movie in the Park the last Saturday in August at Valley Park. The last two years we have had about 500 people attending. It starts at about 5:30 at night. We have activities for kids to participate in, food and beverages. We get a lot of support from the Community. There is a big cross-section of the community as well as participants who enjoy the event. We have a raffle and as soon as it gets dark, we show the movie. It is all over about 10:00 p.m. We have not chosen the movie for this year but are looking at "Cars", a Disney film, or "Flushed Away" from DreamWorks. We are looking for approval for that event.

Hollander: I have been there every year and have had a great time. People love it. They really enjoy it. Everyone has a lot of fun. Neighbors come together.

Raymond: One of the major issues has been stroller parking but we have worked that out this year by encouraging people to park their strollers along the side. I can't say enough about the support we get from the Commission, the Recreation staff, and community. We are also looking for Title Sponsorship which costs \$3,000 and that covers the hard costs. We put the Title Sponsor on all print materials. We provide a space at the event and they can show a commercial and announce on the PA if they are interested.

Francis: I agree that this is the type of event that helps our community grow and makes it stronger because it is a family event.

Francis: Call for a MOTION

Hollander: I make a motion to approve the event and waive the permit.

Bell: Seconded

All Ayes.

Volcom Sea Slug Youth Surf Contest

Christopher Lyman, Event Director: I do contests all over California, Hawaii, and I have been here 7 years in Hermosa. It is an easy set up. Three Easy-Up tents, everybody comes in and signs up in the morning. It is a great surf contest, one day, and is for whoever shows up. It is a South Bay community free contest.

Sigler: How old are the kids who surf in the contest?

Lyman: Anyone from 12 years up. These kids are trying to get sponsorships. Most of them are little kids, the youngest about 12. A lot of 18 year olds. Everything is free. No entry fees. Just come out and have fun. We feed them, play games, surf. The only money we give away is \$500 for 18 and 19 year old Pro Am and Professional Amateurs.

Hollander: I think it is a great event. On the application you have a request for fee waivers on staff and parking. We have had a policy across the board to waive fees only for permits. Would it be possible for you to get sponsorship for those fees?

Lyman: Yes, usually we use street parking.

Lynn: If you don't need parking then the only fees would be staff fees on the event site.

Lyman: OK

Cannella: That event is coming up this Saturday.

Lyman: Yes. It starts at 7:00 a.m. and goes until dusk at the south side of the Pier.

Francis: Call for a MOTION

Hollander: I motion to approve the event with permit fees only waived.

Sigler: I second it.

All Ayes.

Francis: Next is the Pier Plaza Promotions, the Little League Annual Fundraiser.

Lynn: These do not require Commission approval. They are noted for information only in your packet. They are approved at the department level.

Staff Reports(s):

Lisa Lynn gave the following report:

October 2006 Activity Report:

Revenue figures are on par with previous year. Year-to-date figures show we are approximately \$25,000 ahead in revenue generation for this point in the year.

Special Events coming up:

December 7: Tree Lighting 6:00-8:00. The tree will be lit at 7:00 p.m. It is a free, fun event for all. We will be offering free cookie decorating table, crafts for the family,

and Santa Claus arrives via Fire Engine at 7:00. We will also be selling Centennial merchandise. Centennial sweatshirts, flags, totes, T-shirts, blankets, hats. Everybody come on out.

December 9: Sand Snowman Contest. Free event open to the public. Bring your family, friends and neighbors. Judging begins at 10:45 on the south side of the Pier. You will see a pop-up. Come and register, have donuts and coffee. Create your masterpiece. We will give out prizes for Hermosa Beach Favorite, Hermosa Beach Best Dressed, and Most Traditional. Those will be judged by our Commissioners. Rain or shine.

December 16: Breakfast with Santa is sold out. You must have pre-registered to attend. Breakfast is at 9:30. Registration and check in begins at 8:45 a.m. We will have fun, crafts, Santa Claus and a train. This is your opportunity to take photos with Santa. It is only open to the first 150 who register. It is a very popular event.

December 31: For those who would like to ring in the New Year, Big Band 2000 will be performing on Pier Plaza beginning at 8:00 all the way to the countdown at midnight. Come down and see us at Pier Plaza Sunday night.

Francis: Thank you very much. This is an exciting time of the year and you do a great job on these events. All the Commissioners hold the Sand Snowman near and dear. Anyone who has attended the New Year Celebration at Hermosa Beach makes an effort to come back again because it is such a fun time. You're outdoors, so it is kind of neat being next to the biggest ocean in the world.

Commissioner's Reports:

1. Centennial Celebration - Commissioner Hollander: The kick-off is January 14. The final Hands over Hermosa is Saturday, January 13. Come over to Ardmore and Pier and get your handprints on the wall from 8:00 a.m. – 12:00 p.m. This will be your last chance to have your handprints on the wall. It is a wonderful event. The kickoff will be the open house for the Hermosa Beach Historical Society. There will be all of the events downtown, fireworks, a band, Centennial cookies, all kinds of events. The kickoff begins at 6:00 p.m. There will be live music, Dean Torrance of Jann and Dean and the Stonebridge Band from 6-8 on the plaza. Fireworks will begin at 8:30 off the end of the pier and they will be orchestrated to music. It is a 15 min fireworks display.
2. Historical Society / Museum - Commissioner Canella: The grand opening coincides with the Centennial Celebration. The museum is going to open on January 14 with opening ceremony at 2:30 on the West side of the Community Center. They have booked the Mira Costa nine piece chamber orchestra. You can still become a member. Phone 310-738-1216 to become a member. There is a lot of work going on. If anyone would like to come and help out you are welcome. Rick Koenig, the President, is there every day. He is working incredibly hard to get this done.
3. Friends of the Parks - Commissioner Hollander: Friends of the Parks is working very diligently on a couple of parks. We heard this evening from the President, Laura Raymond, regarding Kay Etow Park. They are also in the process of completing new seating, benches, at Edith Rodaway. It will probably be done before the end of February. They are working hard to make these improvements.
4. Hermosa Arts Foundation - Commissioner Bell: Officially it is quiet. The whole city is an arts foundation at the moment with the Christmas events and Historical Society. We had a great time out on the plaza at the Jazz Memorial. The Navy Band Commodores were

wonderful and Akisha Davis helped so much with this event. We installed four new plaques and it is an official jazz stroll now. Ozzie Cadena could not be there due to health issues, but his wife Gloria was there. Thanks again to the staff that helped make it a great event.

5. Jazz Memorial -Commissioner Francis: The jazz plaques on the plaza I support wholeheartedly. It makes our City a little better place to live and helps to recognize the rich heritage that we have in this small community by the sea.

Items Requested by Commissioners

None

Other Matters:

Hollander: I wanted to mention the Commission has put together a new program supporting Parks and Recreation Division and it is called Hermosa Beach 90254. It is going to be shown on cable television. We are going to be filming this week at the Sand Snowman Contest and Tree Lighting. It is a fabulous show with a group of professional people putting this on. It needs funding and we are looking for sponsorship so if anyone is interested in being a part of this and seeing their name in lights and on TV. Please call 310-318-2471 and we will send out a sponsorship package. Sponsorship is \$3,000 for Platinum, \$2,500 for Gold, down to \$1,000. We will have different kinds of visibility and special dedications by the host.

Francis: Looking forward to seeing the program.

Cannella: Is it possible to get a schedule posted of when the gym will be open during the holidays? It will be closed basically Mondays and Tuesdays for the holidays?

Lynn: Not necessarily. Yes, it is closed Christmas Day. Youth basketball comes in on December 26. There is no open gym time. Our gym does not go unscheduled.

Public Comment

None

MOTION: Francis MOTION to adjourn at 8:10 p.m.

Sigler: Second

All Ayes