

**PARKS, RECREATION AND COMMUNITY RESOURCES  
ADVISORY COMMISSION  
MINUTES OF THE MARCH 6, 2007 MEETING**

The meeting was called to order by Commissioner Bell at 7:04 p.m.

**Roll Call:**

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

**Pledge of Allegiance:** Commissioner Cannella

**Approval of February 6, 2006 Minutes**

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

**Hollander/Sigler – All Ayes**

**Public Comment**

None

**Correspondence**

None

**Matters for Commission Consideration**

**Questions/Discussion from Commission**

Lisa Lynn: There are two (2) special events for the Commission's consideration. The applications were not received by the deadline of November 15, 2006. Though there is currently a heavy roster of events, the dates for these special events do not conflict with any existing events.

1. 2007 Special Event Application for Hermosa Beach Art Walk: Donna Hunter presented the Staff Report. This is a repeat event for the City with a requested date of August 18, 2007. A fee waiver is being requested for permits but not for direct costs. Dave Buckland made a presentation to the Commission.

Mr. Buckland, Art Walk Committee Chair, introduced himself and Ken Klade, President/Founder of the Art Walk. Mr. Buckland explained that difficulties in the original organization structure in the event caused the delay in presenting the application by the deadline. The structure has been changed to occur on one Saturday, instead of three (3) Thursdays as in the past. This was a compromise solution as opposed to tabling the event until next year. 2008 will revert back to the original venue happening over a three (3) month period.

Commissioner Hollander: The delay is understood and the Art Walk is appreciated by all. Sorry that it is not the same as in the past. The Art Walk is so well-received that there are

those who would like to increase the days and add to the event. Congratulations on what has been achieved to date.

Mr. Buckland: Comments and feedback encouraged them to do a one (1) day event as opposed to skipping the event until next year. They received offers of help and Kiwanis has been an incredible support.

Commissioner Cannella: Felt that the event would be well-received being held on a Saturday. Some comments have been received regarding the event on Thursdays and the difficulty encountered with people's work schedules. Also, it will bring in visitors from outside the City. Also, believes that there will be a greater variety of artists who have more flexibility in attending a Saturday rather than a four (4) hour event on a Thursday.

It was noted that the event would be held August 18, 2007 from 10:00 a.m. to 9:00 p.m.

Lisa Lynn: Clarified that the parking requested was the City Hall parking as requested in prior year.

Mr. Buckland stated that there will be conversations with Staff regarding placement of the light towers. There won't be spaces for loading/unloading. Lisa Lynn confirmed that City Hall parking would be available for their use.

Commissioner Sigler: Great event, glad that it is being held this year.

Commissioner Francis: Has it been decided where the musicians (live music) will perform in relation to upper-Pier Avenue, is it acoustic, size of the band, etc?

Mr. Buckland stated that in the past a steel drum was played by one person. He plays occasionally at the Farmer's Market. Set-up will be under the tree in the cross walk triangle in front of Ken's Gallery. The other selected location is in front of Ragin' Cajun Restaurant that has an overhang and lights. Typically there have been two (2) groups, one to start, the other to finish. Due to an all day event, there will probably be more groups scheduled.

Commissioner Francis: Stated he supports the event for the citizens and businesses of upper-Pier Avenue.

Mr. Buckland replied that an online survey was conducted and 85% of the respondents stated that they ate at one of the local restaurants when they visited.

Commissioner Cannella: Businesses in that area have mentioned that this event was one of their best business days.

Commissioner Hollander: In support of the normal fee waivers that are given to the non-profits.

Lisa Lynn: Clarified that the Hermosa Arts Foundation submitted the application and it is a non-profit organization, allowing the Commission to grant fee waiver for indirect costs.

Commissioner Sigler: This is an event that adds value to the City. In favor of waiving any requests that aren't costs to the City.

Commissioner Hollander: Asked about the parking fee.

Lisa Lynn: Art Walk will not utilize any public parking spaces as they will be using City Hall parking. Parking fee was waived. The only fee requesting waiving is the permit fee. This has historically been done for non-profits.

Commissioner Francis: Clarified that, after waivers, fees to be collected total \$1,593.00.

**MOTION** by Commissioner Hollander to approve event with noted fee waivers.

Commissioner Cannella seconded.

All Ayes

Commissioner Francis: Suggested that businesses in the area take note of these types of events and help to promote more of them.

## 2. 2007 Special Event Application for Movie on the Beach

Lisa Lynn: A joint request from the Hermosa Shorts Film Festival who is working with Project Touch to produce this event. Donna Hunter presented the staff report. This is a new event for the City. The producer, Tom Kearney, has worked with the City in the past. They are proposing a movie on the beach entitled the "Best of the Fest" on the south side of the Pier on August 12<sup>th</sup>. The date does not conflict with any existing event, but it is two (2) weeks prior to the Friends of the Park Movie in the Park event. They are requesting permit fee waivers, but no waivers for direct costs. Tom Kearney presented to the Commission.

Tom Kearney, Creative Director, introduced himself along with Greg Wyatt of the Hermosa Shorts Film Festival. They are entering into their fourth year in Hermosa Beach and believe that no other organization has had a film festival beyond two (2) years. This year, they have introduced some new programs with respect to their film making and workshops which are all free to anyone who attends the Festival. Each year they are asked about doing a beach screening. This year, they decided to add it. They are doing all the screenings for the Seaside Lagoon and a drive-in for the City of Redondo Beach. They have invested \$20,000.00 into the system and have been trained to operate it and are eager to use the equipment. Greg Wyatt explained the system. It is comprised of a large, inflatable screen run by two fans. Projection is supplied by a 3,500 lumen projector, 800 watt stereo system. A DVD has been submitted and it was suggested that it be viewed, as it will provide additional information on what they are trying to accomplish.

Commissioner Hollander: Asked about the titles of the films to be shown and would they be titles from this year or last year. Hollander is concerned that the movies may not be appropriate for young audiences. What she viewed on the DVD given to her is inappropriate for the younger audiences. Another concern is that the City will not have a chance to review/approve the films before they are shown. Hollander stated that she must insist that the City review/approve the films before they are shown.

Mr. Kearney stated that it would be a compilation of all the films from previous festivals. Mr. Kearney also stated that he and Lisa Lynn discussed this issue. They agreed to implement a 'subject to approval' clause on the content. He explained that the original DVD content to be submitted to the Commission was one (1) hour long. It was suggested that snippets of each movie be provided instead, which was done.

Commissioner Hollander: More than a week's time will be needed to review the films and approve their content for viewing.

Mr. Wyatt stated that their intent is to hold a Best of the Fest 2007 showing all of the award winners. They decided to include all four (4) years of films, as they want to showcase the best that are family and public-oriented. They don't know which of the films they will submit.

Commissioner Hollander: Again stated that the Council must approve the films and their content prior to showing. She stated she would not approve the content that has been provided to date.

Mr. Wyatt stated that three (3) weeks prior to the event, they will provide a DVD to the Council for review.

It was discussed as to whether it should be the Council or the Commission. Commissioner Hollander stated she felt it should be the Council.

Lisa Lynn: The timing of three (3) weeks would be problematic. The DVD would need to be provided much sooner as the event's approval is contingent on the approval of the submitted films.

Mr. Kearney felt that it was only Commissioner Hollander's opinion as to the appropriateness of the submitted films and was not getting feedback from the rest of the Commission. He stated that these types of films have been shown on television, but he is sensitive to the issue of showing the films on the beach if it is felt they are inappropriate. He would be willing to do all animation and present it for approval. He felt they should continue along with approval at this stage, but make it 'subject to' approval by Council.

Commissioner Hollander: The last time there was a film on the beach, it was not approved and it was largely criticized.

Mr. Kearney stated they are willing to listen to all the input as they want to continue with the venue and felt this may have been an issue with past organizations who showed inappropriate material.

Commissioner Hollander: Another cause of concern is the late presentation of the application with such a crowded Special Event calendar. Also two (2) weeks later, a non-profit (Friends of the Parks Movie in the Park) is trying to raise money and they will be competing for the same advertising space and audience.

Mr. Wyatt stated that he viewed this as a cooperative relationship and not one of competition that can build on each other's successes. He also pointed out that in their second year of the Film Festival, Friends of the Park scheduled their first year event within the same timeframe.

Commissioner Hollander: Clarified that the Film Festival was in the theater and Friends of the Park's venue was outside. Now they will both be outside.

Mr. Wyatt stated they should not be viewed as a competition given the different nature of the films.

Commissioner Hollander: Disagreed, felt that there would be competition in the advertising dollars and does not want anyone to lose. Looking for a win/win situation.

Mr. Wyatt felt that their event can be used to 'cross-pollinate' and promote the Friends of the Park's event.

Commissioner Hollander: Felt this was a great idea.

Hermosa Shorts reminded everyone that they have offered to produce their (Movie in the Park) show.

Commissioner Sigler: Don't see it as competing. Movie in the Park can get some exposure at the Hermosa Shorts event. It is important that the movies are reviewed/approved well in advance of the event.

Mr. Wyatt suggested that, looking at three (3) previous years of films, they can find 1.5 hours of film that won't offend. Asked when a review submission should take place. If they do not have sufficient time to submit movies from the upcoming 2007 Festival, they will only submit for the last three (3) years.

Commissioner Sigler: Movies that are shown on the beach reflect directly on the City, so appropriate content is important.

Mr. Kearney stated they are getting submissions from all over the world and this reflects positively on Hermosa Beach.

Commissioner Sigler asked Lisa Lynn on timing for submission of the films for review.

Lisa Lynn stated that the approval of the event should be in conjunction with the approval of the films. It should not be 'subject to'.

Commissioner Sigler: Suggested that the vote for approval be pushed back another month to coincide with film content approval.

Commissioner Francis: Clarified that the objection is not to the event itself because they are in support of the event.

Commissioner Cannella: Feels that there is competition for the local businesses' fund-raising. It was asked if they used local businesses in fund-raising.

Mr. Kearney responded 'only in-kind'. This is for the festival and they do receive some assistance from local restaurants that help with parties, etc. They do not take money from the community.

Commissioner Cannella: Would like to review more of the movies.

Commissioner Francis: Requested that this event be tabled until next month. The requested date is still open at this time. Requested a minimum one (1) week before the next Commission meeting, but asked that the packets be available sooner.

Mr. Wyatt stated all contact information is available at [www.hermosashorts.com](http://www.hermosashorts.com). Should anyone want to get a preview packet sooner, contact them and they will have the producers make it available.

**MOTION** by Commissioner Sigler to revisit this proposal at the next Commission meeting.

Commissioner Cannella seconded.

All Ayes

### 3. Second Story Theatre Fee Schedule

Dante Pagulayan presented the Staff Report. Staff recommends approval of additional fees to cover City staff while the Second Story Theater is in use. Due to recent renovations of approximately \$10,000.00, staff feels strongly that the City needs to protect its investment by not leaving it unsupervised.

Lisa Lynn stated the proposed fees are to cover the cost of staff only. Proposed fees: Commercial rate of \$20/hour and \$10/hour for non-profits. Explained that donations of \$5,000.00 of light and sound, donated by Hermosa Arts Foundation and an additional \$6,000.00 of new chairs purchased by the City are in the theater.

Rick Koenig, Hermosa Arts Foundation, addressed the Commission. He stated that he met with Lisa regarding this issue, and after talking with her, feels this is a fair and equitable fee to protect the investment. Also stated that it was almost \$8,000.00 that was donated to the theater by HAF.

**MOTION** by Commissioner Hollander to approve the recommendation of staff to implement additional fees.

Commissioner Sigler seconded.

Before vote was called, Commissioner Frances asked for clarification of the fees from Lisa Lynn. Lisa Lynn stated that this is an hourly staff fee. When there is a performance when house lights, sound, etc. are being utilized there would be a staff 'House Manager' on-site. The hourly fee would then be paid at the rate specified previously. This is done at other locations throughout the City.

All Ayes

### 4. Hermosa Beach Historical Museum

Lisa Lynn explained that this is recommended, at the direction of Council, that the Commission review the facility use policy for the newly renovated museum. In light of all the time and money that has gone into the renovation effort, they are currently looking for two (2) Commissioners to work with staff and the Historical Society to come up with rules and regulations for the use of the space. Though it has been rumored that it would be used for special events, this is not their intent. It will have a decent program and some private functions.

Commissioner Cannella clarified that in the excitement of the new opening and various comments and questions asked, he inadvertently miss-spoke about the use of the new museum. He apologized. It will not be used for these types of events.

Commissioner Cannella and Commissioner Francis volunteered to work with staff on the rules and regulations for the museum and were nominated for this task.

Rick Koenig, Historical Society, echoed Steve's words that no outside parties will be held at the museum. This Sunday, March 11, 2007, the annual party will be held as outlined in

bylaws. Fees: Non-members \$5.00, members free. The turnout will be approximately 100 people. The party will be held at 6:30pm in Room 18 of the museum.

**MOTION** by Commissioner Hollander that Commissioner Francis and Commissioner Cannella work with the Historical Society and Staff to outline rules and regulation for use of the facility.

Commissioner Sigler seconded.

All Ayes

### Staff Report(s)

Lisa Lynn gave the following reports:

#### **A. January 2007 Activity Report**

Year-to-date revenue is \$33,000.00 ahead of last year.

#### **B. Upcoming Events:**

1. March 17<sup>th</sup> & 18<sup>th</sup> – St. Patrick's Day Parade and Festival. The parade will begin at 11:00 a.m. and the Festival will begin on the 18<sup>th</sup> which will include live music and vendors for all ages.
2. March 30<sup>th</sup> – Teen Flashlight Egg Hunt. Held at South Park at the Teen Drop-In Program. Begins at sundown.
3. March 31<sup>st</sup> – Lunch with the Bunny and Egg Hunt. Held at the Clark Building from 11:00 a.m. – 1:00 p.m. Followed by an egg hunt on Clark field. This event is sold out.
4. March 31<sup>st</sup> – CBVA Volleyball Tournament.
5. April 2<sup>nd</sup> – 6<sup>th</sup> – Spring Break Day Camp. Held at South Park from 8:30 a.m. – 6:00 p.m. Monday through Friday.
6. April 14<sup>th</sup> – Hermosa Centennial 5k Run/Walk.

### Commissioner's Reports:

1. Centennial Celebration – Lisa Lynn: Reported that \$190,600 has been raised to date for the Centennial celebrations. No band been decided on for the summer celebration. Pierce Promotions was discussed. They are a promotion company hired by Verizon. Thanks to the Commissioners for assisting in collecting over \$7,000.00 in donation buckets at the Sunset Concerts.

Commissioner Hollander: Nothing to add. No more meetings since all events are on the calendar.

2. Hermosa Arts Foundation – Commissioner Bell: Absent.
3. Friends of the Parks - Commissioner Hollander: They are working on several parks currently. Edith Rodaway should be completed soon and there will be a grand opening. They are still working on Kay Etow Park and planning a celebration with a Movie in the Park in August.

4. Surfers Walk of Fame – Commissioner Cannella: The new applications are available. Please download the form at [www.hermosabch.org](http://www.hermosabch.org). The completed application can be dropped at the Community Center, 710 Pier Avenue. The deadline for the application is May 31, 2007.
5. Park Master Plan Committees – Commissioner Francis/Hollander: Two (2) meetings have been held to date: preliminary and a walk-through of South Park. They are planning to schedule dates for June/July after the Summer Celebration on Saturday, May 2, 2007. This will begin a summer catalog of dates for summer meetings for both South Park and Clark. If you interested, please feel free to join the public meetings.
6. Historical Society – Commissioner Cannella: There will be a grand opening to the public of the museum on March 19, 2007, with new extended hours on Saturday and Sunday from 2:00 p.m. – 4:00 p.m.

#### Items Requested by Commissioners

##### A. Revised list of Committee/Liaison Positions

Commissioner Hollander clarified that she should remain on Friends of the Park. She had asked Commissioner Bell to temporarily take over for her for a few months.

Commissioner Sigler clarified that Commissioner Cannella is now on the subcommittee for South Park and he has switched to Clark Field.

Commissioner Hollander will serve as a back-up for Commissioner Bell on the Art Foundation subcommittee, so her name should now be included.

Commissioner Francis reviewed each subcommittee and Commissioner with the changes/revisions.

#### Other Matters

Commissioner Cannella: Thanked the boy's soccer team at Hermosa Valley, they had a winning season.

#### Public Comment

None

**Motion:**                    **"To Adjourn at 8:04 p.m."**  
**Hollander/Sigler – All Ayes**