

January 9, 2007

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
January 23, 2007

**Department of Community Resources
Activity Report for December, 2006**

The Department of Community Resources has been involved in the following activities for the month of December 2006:

Recreation Programming :

Registration for fall/winter classes and recreation programs continued steadily throughout the month of December.

Special Events:

Tree Lighting Ceremony

Tree Lighting was held December 7 on Pier Plaza. Free arts and crafts, entertainment and cookie decorating was provided. The Mayor was on hand to welcome Santa as he arrived by fire truck. Musical groups included City class participants from Polynesian and Flamenco Dance and the Hermosa Valley School choir.

Sand Snowman Contest

This unique holiday tradition was held on December 9, north of the Pier. The event was open to all ages and more than 37 local groups participated. Sand snowmen and sculptures were created and the Parks & Recreation commissioners served as judges.

Breakfast with Santa

This family oriented holiday event was held on December 16 at the Clark Building. It included a pancake breakfast, train rides, crafts, and photo opportunities with Santa. The event required pre-registration and filled to capacity with 150 participants.

New Year's Eve

The New Year was ushered in on December 31 with Big Band 2000 performing on Pier Plaza. Mayor Sam Edgerton, along with fellow council members, led the countdown to midnight.

Facility Rentals:

Civic Theater Events

Fees Charged	
Dec. 2	L.A. South Towns Show Chorus presented "I Love the Limelight." 350 people were in attendance.
Dec. 3	Pam Yelsky held a memorial service for her son. 150 people were in attendance.
Dec. 5/6	Jazzy Gym held their annual "Holiday Recital". 50 people were in attendance.
Dec. 8	American Theatre Arts for Youth presented "Christmas Carol." 215 people were in attendance.
Dec. 9	

Dec. 17	Nualani's Polynesian Dance Studio presented a dance recital called "Christmas Show". 500 people were in attendance.
Dec. 21	Downey Dance Company held their first recital. 300 people were in attendance.
Dec. 17/24	Hermosa Valley Chorus held their annual "Holiday Show." 300 people were in attendance. Church of Christ conducted religious services utilizing 5 classrooms and the theater. Over 500 were in attendance.
Fees Waived	
Dec.	Hermosa Arts Foundation Usage: 0

Community Center Room Rentals

Private Rentals	
320	Community Center Rooms
Lease Agreements	
ARC	Rooms 1,2 &15 (not available for rent)
Easter Seals	Room 14 (not available for rent)
South Bay Youth Project	Room 6A (not available for rent)

Skate Track

Hours	Rentals
154.0	Public Skate Hours

Clark Complex

Clark Building	
53.0	Private Rentals
Ball Fields	
0	Field under maintenance
Soccer Field	
0	Field under maintenance

Community Center Gymnasium

Fees Charged	
Total Hours	Private Rental
4.5	Aaker, Adult Basketball
3.0	Acres, Youth Basketball
2.0	Bothwell, Youth Basketball
4.0	Crawford, Adult Basketball
4.0	Friedman, Adult Basketball
4.0	Gordon, Adult Basketball
4.0	Lapham, Youth Basketball
2.0	Lee, Youth Basketball
1.5	Ortiz, Adult Basketball
1.0	Pass, Adult Basketball
2.0	Price, Adult Basketball
2.0	Rivera, Adult Basketball
2.0	Ronne, Adult Basketball
4.0	White, Adult Basketball
2.0	Zagurski, Adult Basketball
38.0	Total Hours Fees Charged
Fees Waived	

42.0	Hermosa Beach Fire Department
8.0	ARC
8.0	Easter Seals
58.0	Total Hours Fees Waived

Community Center Tennis Courts

Total Hours	Private Rental
58.5	Abbey
77.5	Burt
34.0	Campagna
9.0	Escalante
23.5	Mahoney
11.0	Smith
44.0	Resident Reservations
257.5	Total Hours Fees Charged
*Public court use outside of reserved time is first come first serve.	

Film Permits:

None

Upcoming Events:

Jan. 13 Hands over Hermosa
 Jan. 14 Historical Society Museum Grand Opening
 Jan. 14 Centennial Celebration
 Feb. 3 Fabulous Palm Springs Follies Excursion

Department Revenue for December, 2006

Current Month	This Month Last Fiscal Year	Current Year To Date	Last Year To Date
\$36,028	\$31,924	\$511,281	\$495,768

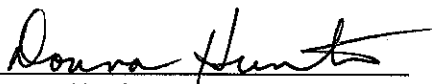
Revenue FY 2006-07 for 50% of the Fiscal Year is:

\$511,281 or 64% of the projected figure of **\$803,475.00**

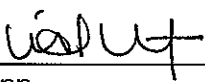
Expenditures FY 2006-07 for 50% of the Fiscal Year is:

\$428,783 or 35% of the projected figure of **\$1,220,275.00.**

Respectfully submitted,

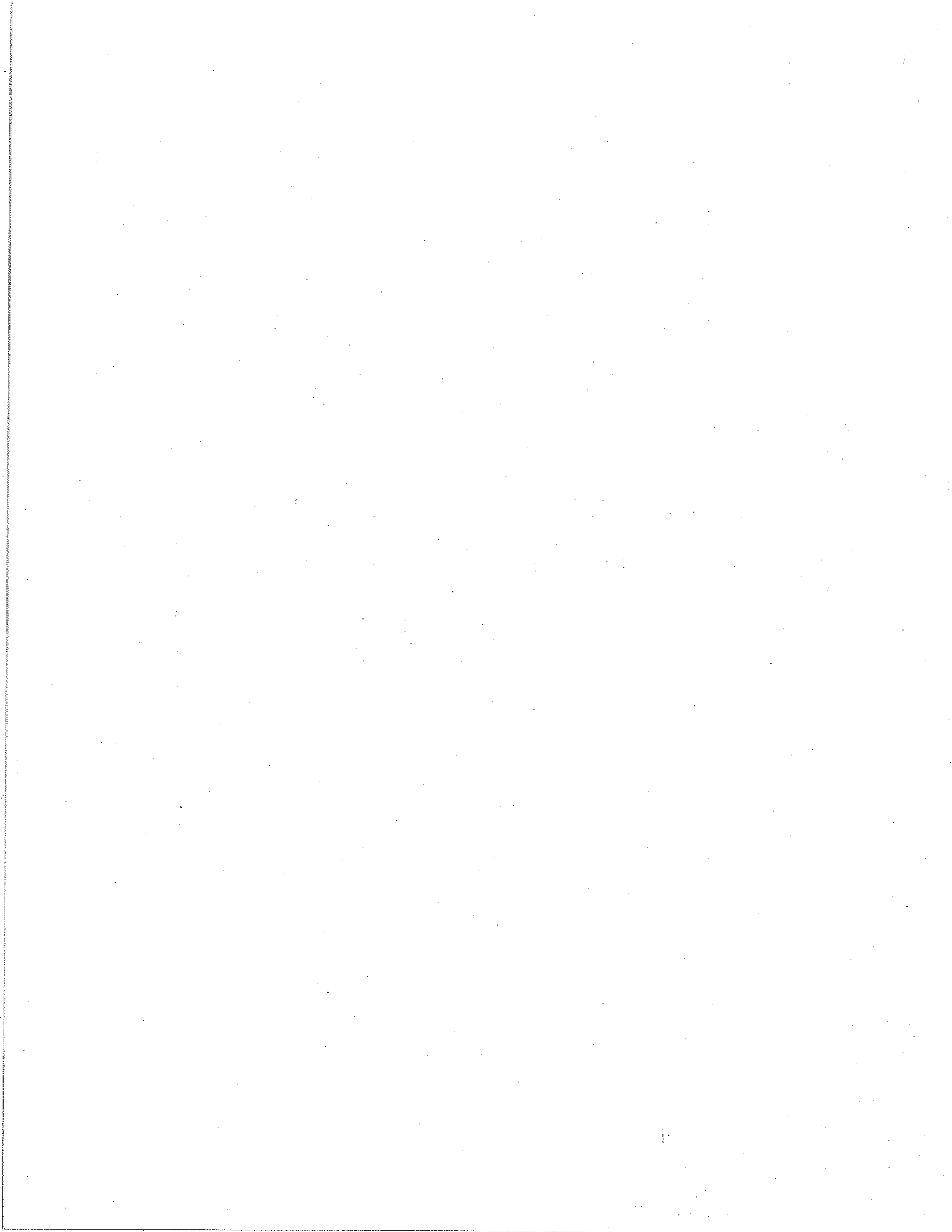

 Donna Hunter
 Administrative Assistant

Concur,


 Lisa Lynn
 Community Resources Director

Noted:

 Stephen R. Burrell
 City Manager



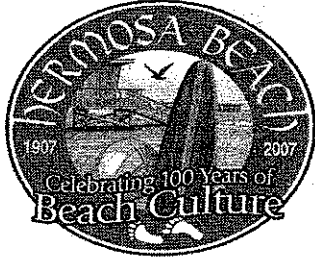
**Department of Community Resources
Donations 2005-2006**

Date	Amount	Donor	Allocation
7.31.05	421.00	Anonymous Collection at summer concert	06/07 concert series
8.7.05	970.00	Anonymous Collection at summer concert	06/07 concert series
8.10.05	3,650.00	AYSO	#4308 Program Materials Account for Community Center
8.14.05	1,100.00	Anonymous Collection at summer concert 8/7/05	06/07 concert series
8/23/06	970.47	Anonymous Collection at summer concert 8/14/05	06/07 concert series
8.24.05	10,000.00	Central Grand Marketing Pier Plaza Promotion	05/06 concert series
9.6.05	10,000.00	Nestle Waters On-site Promotion	05/06 concert series
9.19.05	10,000.00	PRODINF (production co.) Film Permit	05/06 concert series
10.26.05	150.00	Women's Club	Halloween Carnival
10.26.05	150.00	S.Bay BMW	Halloween Carnival
11.22.05	300.00	Women's Club	Tree Lighting & Sand Snowman Events
3.24.06	150.00	HB Women's Club	Lunch with Bunny
4.26.06	1,000.00	Friends of Parks	Camp Scholarships
5.16.06	10,000.00	Innona Marketing	06/07 Concert Series
6.22.06	3,744.00	AYSO	Dept. Programs
6.29.06	30,000.00	Pierce Promotions	06/07 Concert Series
05/06 Fiscal Year Total	82,605.47		

**Department of Community Resources
Donations 2006-2007**

Date	Amount	Donor	Allocation
7.25.06	1,962.72	Anonymous collection at Summer Concert 7/23	07/08 Concert Series
8.1.06	2,002.11	Anonymous collection at Summer Concert 7/30/06	07/08 Concert Series
8.7.06	2,685.00	Anonymous collection at Summer Concert 8/6/06	07/08 Concert Series
8.26.06	8,000.00	Chevron Texaco	Chevron Surf Camp
9.29.06	500.00	Friends of Parks	"Hermosa 90254" Cable TV Show
10.06.06	500.00	Hermosa Kiwanis Foundation	"Hermosa 90254" Cable TV show
12.01.06	500.00	Hermosa Beach Women's Club	Sand Snowman Contest and Tree Lighting
06/07 Fiscal Year Total:	15,649.83		

About Town



Centennial stamp

The U.S. Post Office is stamping the city's centennial seal upon letters, postcards and packages mailed from the Hermosa branch through Jan. 14. The seal was created to mark Hermosa's 100th birthday in 2007.

People who want the cancellation stamp as a souvenir can address a piece of mail to themselves, place that piece of mail in a larger envelope, and mail it all to Centennial Cancellations, USPS Hermosa Beach Branch #252, 565 Pier Ave., Hermosa Beach, CA 90254-9999.

People can also get their outgoing mail centennial-stamped at Room 203, Hermosa Beach City Hall, located at Valley Drive and Pier Avenue. That mail must have postage and be ready to send; a city worker will slap on the centennial stamp and post it.

Centennial cents

The city has raised about \$142,000 to fund parties and events throughout 2007 to mark the Hermosa Centennial.

The lion's share, \$128,000, has come from donations and sponsorships, including:

- \$50,000 from American Express
- \$38,000 from Pierce Promotions connected to the city's summer sunset concert series
- \$10,000 from Upstage Right Productions connected to the city's summer sunset concert series
- \$10,000 from Innova Marketing connected to the city's summer sunset concert series
- \$3,000 from Fiesta Hermosa beer garden proceeds and \$750 from beer garden tips
- \$2,000 from the Hermosa Chamber of Commerce and Visitors Bureau
- About \$6,600 from passing the hat at the sunset concerts
- \$500 from Planning Commissioner Janice Brittain
- \$250 each from Blue 32, Christine Hollander/Epic Financial, Gary Wayland, Hermosa Cyclery, Learned Lumber, Mediterraneo, Mermaid Restaurant, Rocky Cola Café and Beach Travel.

In addition, organizers have raised \$9,700 through the sale of bricks for the Centennial Walkway at Noble Park, \$600 through the sale of space in centennial time capsules to be buried at a big Pier Plaza party Jan. 14, and \$4,600 in centennial merchandise such as T-shirts and caps.

For more information see the official centennial website, Hermosa100.com.

CENTENNIAL COUNTDOWN

Volunteers sought

The Centennial Committee is still looking for sponsors and volunteers to help with special events planned in 2007. For more information on how to donate time or funds, contact Maureen Ferguson at bchrunmaureen@yahoo.com or visit the sponsor page on the Web site, www.hermosa100.com

Mark your calendar

The Centennial Celebration is set for Jan. 14, 2007.

Gift ideas

Buy Centennial merchandise including blankets, tees, caps, flags and more for holiday gifts. Visit the Community Center, 710 Pier Ave., for more information.

Hermosa100.com

In conjunction with the city's Centennial Celebration, the city of Hermosa Beach created Hermosa100.com, a site to provide residents with the latest news and information about the historical event.

Centennial swag

Merchandise bearing the city centennial logo is available for purchase. Items include standard or fitted T-shirts, men's and women's tank tops and kids' T-shirts for \$15, and caps for \$20.

Downloadable order forms can be found at hermosabch.org. **ER**

Looking forward

Scores of volunteers spent much of the year getting ready for Hermosa's 100th birthday in 2007.

Showcase events to mark the centennial include a Jan. 14 Pier Plaza concert by Dean Torrance of Jan and Dean, with fireworks "choreographed" to music. That party, marking the date of the city's incorporation, will also feature the formal reopening of an expanded Hermosa Beach Historical Society Museum. **ER**

HermosaBeachHistoricalSociety.org

Anyone interested in information about Hermosa Beach's history should look no further than the Historical Society's Web site, which includes pictures and stories about the past. Information is also available at the site regarding the current renovation of the city's museum, which is expected to reach completion prior to the Centennial Celebration early next year.



Members of the Hermosa Beach Centennial Committee, pictured above, include Marsha Majek, Kelly Kovac-Reedy, Janice Brittain, Susan Blaco, Jim Gierlich, Kit Bobko, Steve Burrell, Lisa Lynn, Annie Seawright-Newton, Christine Hollander, Pat Love, Stephanie Kaspian, and co-chairs Maureen Ferguson and Laura Raymond.

(photo by Chris Miller)

Centennial celebration

A committee charged with planning and coordinating events to commemorate the city's 100-year anniversary is moving full-steam ahead. Though several events have already taken place, the Centennial Committee's main event is scheduled to take place early next year.

The festivities will kick off on Sunday, Jan. 14, at 2:30 p.m. with a ribbon-cutting ceremony to commemorate the opening of the Historical Society's newly expanded museum. The event, held at the Community Center, will include food and drinks for those in attendance. Later that day, Mayor Sam Edgerton is scheduled to speak to residents at the Beach House Hotel at 5 p.m. and give the annual "State of the City" address.

Centennial swag

The tree lighting party will also present an opportunity to buy official Hermosa Centennial merchandise at a "full-fledged Centennial Store" on the Plaza, next to a booth manned (that is, womaned) by the Woman's Club of Hermosa Beach. On sale will be caps, blankets, T-shirts, bags, flags and other items marking Hermosa's 100th birthday, coming up in about a month.



In Hermosa Beach, the city's Centennial Celebration kicked off with the Hands on Hermosa project that featured hundreds of colorful handprints. At left are Historical Society President Rick Koenig, Neighborhood Watch founders Tracy Hopkins and Kelly Kovac-Reedy, Centennial Committee chairs Laura Raymond and Maureen Ferguson, and Michael Flaherty from Public Works.

CENTENNIAL COUNTDOWN

Learn more

For all of the latest information on the Centennial Celebration, visit the official Web site at www.Hermosa100.com. Visitors can learn about the 100 Acts of Beautification; find out the retail sponsors of the Centennial; and purchase Centennial merchandise such as T-shirts, caps and blankets. Merchandise is available at the Community Center.

Retail supporters

Shop with retailers that support the Centennial by displaying the Centennial sticker on their store front.

Mark your calendar

The Centennial Celebration is set for Jan. 14, 2007.

Breakfast with Santa in Hermosa Dec. 16

The city of Hermosa Beach will hold a "Breakfast with Santa" event for children 5 and younger Saturday, Dec. 16, from 8:45 to 11 a.m.

The event includes breakfast, a craft session, holiday entertainment and a visit with Santa.

Advance registration is required and the child must be accompanied by a parent. The cost is \$15 per child and \$10 per parent. Only 150 seats are available so register early.

For more information, call (310) 318-0280.

■ *Hermosa Garden Club*

The Hermosa Garden Club will meet at 10 a.m. Wednesday, Dec. 20, at Clark Stadium, 861 Valley Drive, Hermosa Beach, for its annual Christmas program. For more information, call Diane at (310) 530-6992.

Monday, January 1, 2007 New Year's Day

HB's Tournament of Roses

Start the New Year with an age-old tradition, California's own and the nation's envy, the Pasadena Rose Parade. No need to sleep on the curb or worry about parking. The City of Hermosa Beach is organizing an excursion that includes transportation and bleacher seating. Register early! Only a couple dozen spots left! \$90, or \$85 for Hermosa residents. 310-318-0280.

Breakfast w/Santa in HB

This new Hermosa holiday event includes a pancake breakfast, crafts, entertainment and a special visit with Santa! Register early to reserve a seat. Open to the first 150 residents registering at the Community Center, this event is for children 5 and under and their parents (one parent for each two children!) 8:45 a.m.-11 a.m. (breakfast served at 9:30) at the Clark Building. More info: 310-318-0280, community resources dept.

Clark Building

The council awarded a contract worth approximately \$17,056 to Everlast Painting Company to refurbish the Clark Building. According to a city staff report, the contract will include painting the interior of the auditorium, refinishing the wood floor and minor repairs to the wood floor.

The contract was awarded following an amendment by Councilman Pete Tucker to include refurbishing the building's doors so that they may provide better protection from the weather and not jeopardize any future work done on the wood floors.

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Sunday

■ **New Year's Eve in Hermosa Beach**

The city of Hermosa Beach will host a New Year's Eve celebration on the pier plaza Sunday, Dec. 31, beginning at 8 p.m. Big Band 2000 will provide live entertainment. For more information, call (310) 318-0280.



■ **Hermosa New Year's Eve**

The city of Hermosa Beach will host a New Year's Eve celebration on the pier plaza Sunday, Dec. 31, beginning at 8 p.m. Big Band 2000 will provide live entertainment. For more information, call (310) 318-0280.

Sunday, Dec. 31

G'bye, hello...

Ring in the new, beachside, with the City of Hermosa, as it waves the old year buh-bye at Pier Plaza, 8 p.m. - 12:15 a.m. Celebrate with a special New Year's Eve musical performance as a feature band entertains the outdoor throngs. There will not be a fireworks display. The concert is free. More info: Community Resources Department at 310-318-0280.

At the beginning...

Ring in the new, beachside, with the City of Hermosa, as it waves the old year buh-bye at Pier Plaza, 8 p.m. - 12:15 a.m. Celebrate with a special New Year's Eve musical performance as a feature band entertains the outdoor throngs. There will not be a fireworks display. The concert is free. More info: Community Resources Department at 310-318-0280.

Y Y Y Y Y Y

New Year's Day Event: This Monday, Jan. 1, the City of Hermosa Beach is organizing its annual bus trip to the Tournament of Roses Parade for those of you insane enough to get up at 5 a.m. after partying on New Year's Eve. \$90 per person, \$85 resident discount includes round trip bus transport and bleacher seating with prime viewing. Bus leaves from the Hermosa Beach Community Center at 5 a.m. and returns at 2:30 p.m. - that's about the time I will be crawling out of bed. Call 310.318.0280 or check out hermosabch.org for more info...

Y Y Y Y Y Y

Hermosa gets in the holiday spirit



Last Thursday, Hermosa Beach Mayor Sam Edgerton welcomed Santa to the stage during the annual Christmas celebration, which included dancers, arts and crafts, and the chance to see Santa in person.

Dancers, elves, and Santa visit from the North Pole



Santa arrives in his big white sleigh at the city's annual tree lighting ceremony on the Pier Plaza. Photo by



Dancers from a flamenco class at the Hermosa Beach Community Center kick up their heels for a feliz Navidad. Photo by Patrick Fallon



Tess and Alison, from the Parks and Rec's Jazzy Gym program, warm even the grinchiest hearts. Photo by

H.B. tree lighting set for Dec. 7

Hermosa Beach's annual tree lighting ceremony will take place Thursday, Dec. 7, at pier plaza in downtown Hermosa Beach.

The ceremony will begin at 6 p.m. Santa Claus

will hear children's holiday wishes, and there will be musical and dance entertainment until 8 p.m.

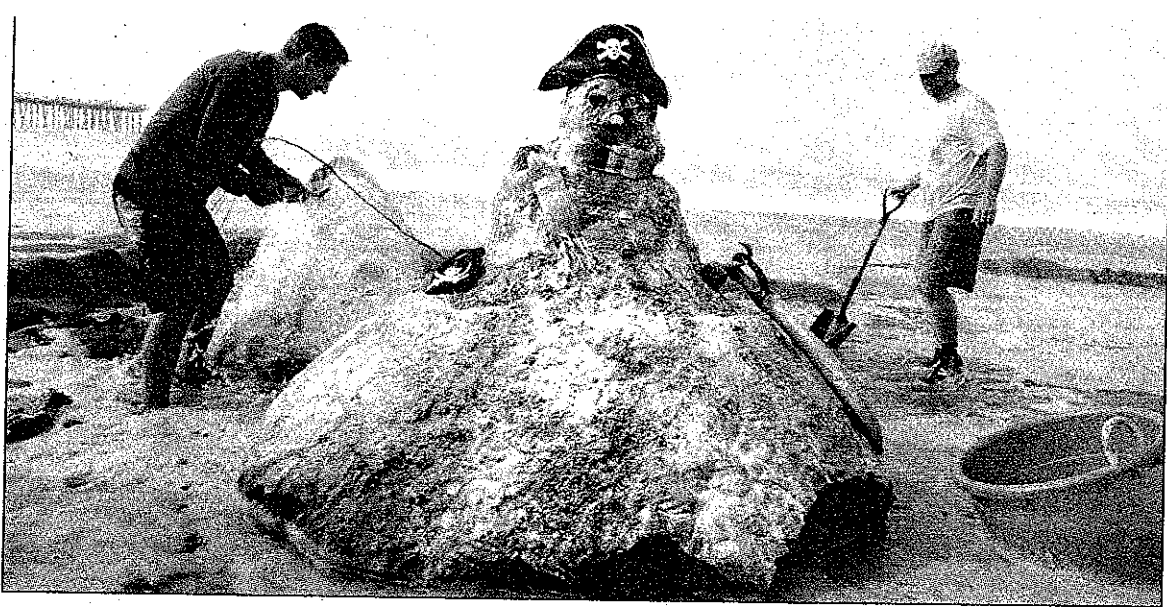
For more information, call (310) 318-0280.

Tree lighting

The city's Tree Lighting Ceremony is 6 to 8 p.m. today (Thursday, Dec. 7) on the Pier Plaza. The lighting of the city's 25-foot tall Christmas tree takes place about 6 p.m. with a "special visitor arriving directly from the North Pole." Meanwhile, area merchants will greet shoppers with food and beverages inside their storefronts until 9 p.m. Strolling carolers and the mainstay Hyperion Outfall Serenaders will entertain on Pier and Hermosa Avenues, and a Christmas elf on stilts will greet the children. The family event is among Hermosa's most popular.

HB tree lighting

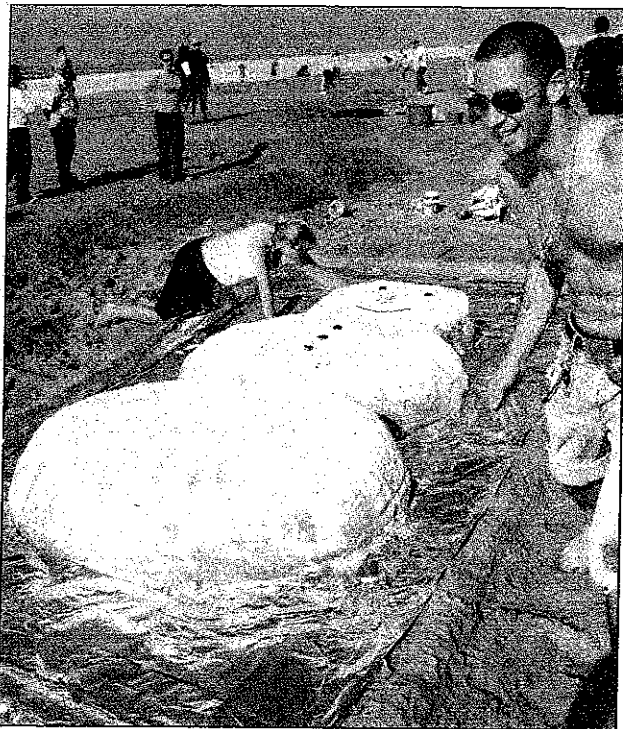
Celebrate the start of the holiday season with the musical entertainment of local choral groups and performances by city dance class participants. Assist the Hermosa Beach mayor in the count-down to the lighting of the 25-foot tall Christmas tree at the Pier Plaza. Don't miss that special visitor from the North Pole (that's even further than Manhattan Beach), 6 - 8 p.m. More info: 310-318-0280.



Bailing water away from their snowman due to the surging tides, the Konis/Scott team worked feverishly to keep their pirate snowman from sinking at the 10th annual Hermosa Beach Sand Snowman Contest Saturday. Below, Manhattan Beach's Cub Scout Den 6, took the Favorite Award with its 'Surfing Santa' entry.

Mr. Sandman...

The weatherman says it's nothing but Sand! Sand! Sand! Bring your family, friends, shovels, scarves and mittens because in Hermosa Beach we make Sand Snowmen! This unique holiday tradition is open to all ages and abilities. Come early and mark your spot. Join in holiday games and trivia. Check-in begins at 8:45 a.m. and sculpting begins at 9. North of the Pier at the shoreline. More info: HB Community Resources Department, 310-318-0280.



Brother and sister John and Kara Nania work together on their 'Cookies over Hermosa' sandman, which took the Best Dressed Award on Saturday.

Hermosa Beach 2006-YEAR IN REVIEW

Short Film Fest

As has been the case in each of its three years in existence, attendance and participation in the Hermosa Beach Shorts Film Festival exceeded the previous year. The weekend event looks to be a summer mainstay in the South Bay.

More than 350 films were submitted for this year's competition from all over the world, with the ages of filmmakers ranging from 7 to 72. Overseeing the festivities were Jeri Reeder, film commissioner; Tom Kearney, creative director, and Greg Wyatt, technical director. It's estimated that over 4,000 people attended the August event.

The fest was one big party! Thursday night's opening included a food, drink and dancing bash at Sangria on the plaza where films were shown on a giant outdoor screen.

The serious screenings began on Friday night at the Civic Center when "End of a Dog," "Riptide" and "La Chase," among others, were shown. Screenings continued through Saturday and Sunday. In addition to the films, the festival also offered workshops on screenwriting, script analysis, sound design and other topics of interest to budding Spielbergs and Stones.

A major contributor to the success of the shorts gala was the ticket price. One day cost \$10; three days was \$25 - which is about what a moviegoer pays for a ticket and a bag of popcorn at the Galleria theaters. ▶46

Music

More than any other art form, music pervades South Bay life. If you walk the Strand in any of the beach cities, open windows emit the sounds of aspiring artists strumming guitars. A lone trumpet player stands against the railing of the Hermosa Pier idly fingering some unrecognizable tune in hopes passersby will toss a dollar into his open instrument case.

Of the dozens of clubs near the beach, many have live music nightly. If you don't like what's being played, wait until tomorrow or simply walk a few yards north or south until your aural senses are satisfied.

Some of the players are professionals. A few are weekend warriors just graduating from garage band status. One thing is certain: the variety is without bounds.

Three years ago, South Bay promoter Ken Andrews started the "South Bay Music Awards," where virtually unknown artists and bands are recognized and honored at the Hermosa Playhouse. This year's version of the event was held on Sept. 9 and feted, among others, punk/alternative rock group "The Attraction," guitarist Jesse Damon, rockers "Neverworld," singer/songwriter Brandy Moss-Scott and dozens more.

Theater

We have big theaters, small theaters; expensive tickets, cheap tickets; Hollywood sets, no sets. Many of the dozens of shows of 2006 were memorable, a few even because they were good.

ER reviewer Andrea Ruse ventured to the 2nd Story Theater of the Hermosa Beach Playhouse on Pier Avenue to catch a September performance of local playwright Angelo Michael Masino's "The Beast" and discovered a classic character study that was both disturbing and sometimes comedic.

"Incredibly acted and stacked with sharp wit, ['The Beast'] delves into the conflict that occurs when we find ourselves at odds not only with outside forces, but ultimately with ourselves. The play is set amidst both the supernatural and crime underworlds, evoking a darkness from which the characters must rise as they battle through individual and collaborative struggles."

Obviously, no one was humming as they left the theater. However, Ruse was high on her praise of Gina Lange, who "brilliantly" played "Cathy, the saucy, no-nonsense Brooklyn wife of gangster top boss, Sonny. ... Lange's expert Brooklyn accent combined with a perfected delivery of lines and mannerisms that fit a mobster wife to a T made this actress the highlight of the show."

Surfer's Walk of Fame

Building upon a recent tradition in the city of Hermosa Beach, 10 new members were inducted into the Surfer's Walk of Fame at a ceremony held July 30. Mike "Bones" Bright, John Baker and eight other "pioneer members" were inducted at the event held last summer. Hosted by the city, the event is an annual affair that honors the area's most notable surfers and watermen.

A committee comprising individuals associated with the city's surfing community chose the inductees. This year's committee included Roger Bacon, Stephen Canella, Bill Sigler, Mike Purpus and Scott Kerwin.



Jay Furtado wields a sword in Hermosa's 11th annual St. Patrick's Day Parade. Photo by Robb Fulcher.