

CITY OF MANHATTAN BEACH
MINUTES OF THE PARKS AND RECREATION COMMISSION
Joslyn Community Center
1601 Valley Dr.
Manhattan Beach, CA 90266
February 23, 2015
6:30 PM

CONTENTS

A. CALL TO ORDER

The meeting was called to order at 06:36 PM.

B. PLEDGE TO THE FLAG

C. ROLL CALL

Present: Commissioners Rothans, Allard, Manna, Allen, Jones, Paralusz

Absent: Commissioner Zaun

Others present: Director, Parks and Recreation Mark Leyman
Recording Secretary Linda Robb

D. APPROVAL OF MINUTES

Commissioner Paralusz moved to approve the February 2, 2015 minutes with the change below. The motion was seconded by Commissioner Manna. The motion passed

P. 4, paragraph 6 – Change Commissioner Manna to Commissioner Paralusz on Dietz Brothers comment

Ayes: Commissioners Rothans, Allard, Manna, Allen, Paralusz and Jones

Nays: None

Abstain: None

Absent: Commissioner Zaun

E. CEREMONIAL

(Ceremonial item delayed until after General Business)

Allison Gist and Armance Sherman presented the Mayors Youth Council Intergenerational Event “We’re Better Together” Report.

Ms. Gist reported that after the key-note speaker, the crowd broke up into small groups to discuss the topic – “How can we work together to make Manhattan Beach a stronger community?,” with the following results:

1. Get the word out about intergenerational events by using social media, La Vista and Mustang morning news for the middle school and high school students and the bulletin board at Joslyn Center
2. Create mentoring program between the generations for people with special skills or shared interests; shared interests. For example, students may be able to help seniors with technology
3. Start an annual fair where students can talk to seniors about careers and education

Ms. Sherman spoke about activities that Seniors could do with students. Some ideas were to:

1. Train students drivers to help seniors with their errands
2. Form a senior/student choral group

3. Develop a drama group
4. Sponsor an evening of improv
5. Teach students to square dance
6. Create a community garden
7. Student senior sports event
8. Organize a beach clean up event
9. Have an intergenerational art show – scheduled for May
10. Have monthly intergenerational board meetings – will require the formation of an advisory board of teens and seniors

Commissioner Allard thanked Ms. Gist and Ms. Sherman for the fantastic work they did.

Commissioner Jones asked if there were any thoughts to auctioning the art at the Intergenerational art show to help fund events. Ms. Gist replied that it had not been discussed but was a good idea.

F. AUDIENCE PARTICIPATION (3-Minute Limit)

Commissioner Rothans opened the floor to audience participation.

Seeing none, the floor was closed.

G. GENERAL BUSINESS

Leadership Manhattan Beach educational panels presentation - Fire Chief Robert Espinosa introduced the Leadership Manhattan Beach four phase telescope/binocular project at the pier. He stated that the City Council approved the project and requested that the educational panel portion of the project be presented to the Parks and Recreation Commission. Chief Espinosa introduced George Apostol who presented a Powerpoint on the project. He stated that Phase 1 and 2 will replace the two telescopes on the pier. If funding is available, two more (Phase 3 and 4) will be installed in the upper parking lots, ADA compliant if possible. Mr. Apostol described the educational panels. The information on the panels will describe what the users will be looking at and will focus primarily on facts about the pier and Manhattan Beach. The signs are very durable, and have a long warranty. These signs are used at Niagara Falls among other places. The information on the signs will not duplicate Roundhouse information and will reflect what the observer is looking at in each direction.

The name of the vendor is Fossil. The size being proposed is 18”X24 which is narrow and rectangular and would be mounted directly to the rail on pier.

Commissioner Paralusz supports the project and would like to see the text before finally approved.

Mr. Apostol stated that the goal for the ribbon cutting is May 9th, 2015. The educational panels need to be finalized by the beginning of April. There is a 5 week lead time on the panels. Mr. Apostol stated that he could have content available by the next meeting for the Commission’s review.

Commissioner Jones asked if there is a safety issue with the signs leaning out from the rail. Mr. Apostol stated that the signs will be mounted near the telescopes which would help block access to the panels.

Commissioner Allard stated that he thought that the content would be approved by City Council and that the Commission just needed to approve the size and whether or not they would be allowed. Mr. Apostol confirmed that the issues in front of the commission are whether the panels would be allowed along with the size. Chief Espinosa stated that

although the content does not need to be approved by the Commission, the group would like to share the content and have the Commission's support.

Commissioner Allen asked about the costs. Mr. Apostol replied that the panels cost about \$2,000 each. He added that the goal of Leadership Manhattan Beach is to ultimately amass \$40,000 total which would allow all four phases of telescopes and panels.

Commissioner Manna asked how long you get when you drop a quarter into the telescope. Mr. Apostol replied that the telescopes can be set to allow as many as 120 seconds per quarter. He stated that the money received from the telescopes goes into the pier maintenance fund. Commissioner Manna asked if the intent is to have unique panels at each telescope. Mr. Apostol confirmed that is the intent.

Commissioner Rothans suggested looking at the Uniform Building Code as well as the City of Manhattan Beach Signage Ordinances to ensure that the proposed signage for the pier is in conformity with all applicable codes and standards.

Mr. Apostol stated that the top four topics discussed for the panels were:

- History of the Pier
- Looking south – Palos Verdes and Catalina
- Looking north , Santa Monica Bay
- Information about the general history of the South Bay and its Cities

Commissioner Paralusz move to approve the size and locations of the panels subject to the review of the content at the next meeting on March 23rd, 2015. Commissioner Manna seconded the motion.

Ayes: Commissioners Rothans, Allard, Manna, Allen, Paralusz and Jones

Nays: none

Abstain: none

Absent: Commissioner Zaun

H. COMMISSION ITEMS

Discussion RE Update and status RE Proposal of “Salute to the Troops Picnic & Concert 2015”

Commissioner Jones stated that the Zamperini family has turned down the invitation to attend the event as special guests. The sub-committee is still reaching out to people to emcee.

Commissioner Paralusz reached out to the MCHS chorale group. Due to the date being after school ends, the whole group may not be available but that one individual may be able to perform. Commissioner Paralusz suggested reaching out to Dennis McNeil.

The sub-committee spoke about the following items that should to be considered:

- It might not make sense to produce a video this year due to logistics and time constraints
- The LAX USO serves over 74,000 troops per year passing through every year. They have requested bottled water and Costco gift cards to buy ingredients for sandwiches available at the USO for free. Paper bags to carry sandwiches would also be appreciated.
- Have a table set up where attendees can write letters to the troops
- Staff will check on the possibility of having the local cable company videotape the concert and show on the MB Channel.

- Disabled Veteran and Special Guest parking – consider area west of Polliwog
- Shuttle system – determine budget or need
- Giveaways – rubber bracelets, baseball caps, t-shirts
- Meet-and-Greet Tents - signage
- Outreach to military organizations
- Printed concert program
- Signage – street banners
- Mira Costa Jazz Band – 4:00-5:00 at the Meet and Greet
- Photobooth
- Paper bags for USO

Member of the audience, Nancy Hersman, asked if anyone had approached the Air Force yet. Commissioner Jones stated that nobody had been approached yet.

Commissioner Allen asked if Boy Scouts could transport disabled veterans and family members. Commissioner Rothans stated that there would be Boy Scouts available.

Commissioner Rothans stated that it is important that we draw a large crowd and mentioned that a local politician may not be a big enough draw as an emcee but should definitely be invited. Commissioner Paralusz stated that they had been turned down by high profile potential emcees but need to have a back-up plan.

Commissioner Rothans stated that he would follow up with some other possible emcees, including Vince Vaughn and Bill Engval. He also stated that there were two boy scouts interested in doing the video as part of their Eagle Scout project. This would be a 10-15 minute video shown at intermission. As for corporate sponsor videos, he stated that he wouldn't be opposed to sponsor videos being shown before the event. Commissioners Jones and Paralusz both oppose sponsor videos but are not opposed to a slide presentation showing the corporation names. Commissioner Paralusz said that perhaps a scrolling list of sponsors would be more appropriate. She stated that if Boy Scouts are interested in doing the video and they fail to meet the deadline, it's not a big deal. Commissioner Jones mentioned that logistically it requires significant resources to show a video. Director Leyman stated that there is a huge cost range depending on the equipment required.

Commissioner Rothans stated that he had a conversation with Danny Olivas, former scout leader, who said that the Boy Scouts are excited about the project. Commissioner Rothans stated that the Boy Scouts are thinking of doing a 15-20 minute video to be shown during the intermission. Commissioner Paralusz stated that 20 minutes may be too long. 5-10 minutes may be better. She stated that the kids are going to put a lot of effort into it and she would want people to watch it. Commissioner Allen asked if there was any reason the video couldn't be shown before and after the event as well.

Commissioner Allard asked if staff could get costs from IS on what it might cost for the recorded concert to be broadcast. Director Leyman stated that options including local community college students could also be explored.

Commissioner Rothans opened the floor to public comment.

Resident, Lee Barr stated that the biggest issue is time. He suggested that having it as the first concert of the season is a great statement. He stated that the first concert should be something you can build on. He thanked the Commission for taking the time to plan this event. He stated that he doesn't need the giveaways but he likes the idea for the bags for the USO.

Resident, Nancy Hersman stated that she likes when the bands play pieces from the different branches and has people stand up and suggested the Middle School Band.

Commissioner Rothans recommended everyone go to www.dennismcneil.com to watch some of his work. Commissioner Rothans asked Commissioner Paralusz to reach out to Dennis McNeil to perform the National Anthem.

Commissioner Rothans inquired about the local cable provider and whether the City has a liason. He stated that if they could provide a videographer that would save us some money. He asked staff to check on this possibility.

The Commissioners unanimously agreed to eliminate the Shuttle option.

Commissioner Rothans moved to sponsorship. He stated that there is no budget to distribute as the numbers are in flux. Below are some quotes he received.

- Wristband (red white and blue) 27 characters .36 each for 1,000 pieces
- T-shirts \$4.20/each. 6 color on back, one color on front
- Challenge coins – \$4.50 per coin for opening quote - Commissioner Rothans stated he envisioned these going to military only

Commissioner Paralusz raised the question, would a veteran rather have a t-shirt or a donation to the USO? Commissioner Paralusz likes the idea of t-shirts for volunteers to make the volunteers recognizable to the public. She was also concerned that not all the attendees would receive a t-shirt.

Commissioner Rothans envisioned giving t-shirts to attendees and could be limited to the first 1,000. Director Leyman stated t-shirts are always well received, especially if the design is good. Commissioner Allen stated that t-shirts can be decided in May when the sponsorship funds are known. Let it be a function of how much money is raised.

Commissioner Rothans gave a brief history on challenge coins and shared various sample challenge coins with the Commission. Challenge coins for the event could feature the seal of Manhattan Beach on one side with date of event on other.

The Commissioners agreed that the prioritization for the giveaways is as follows:

1. wrist bands
2. challenge coins
3. t-shirts or baseball caps

Commissioner Rothans distributed the sponsorship packet and stated that the amounts were adjusted based on the decision not to engage Gary Sinise and the Lt. Dan Band.

Commissioner Jones stated that “Sponsor name/logo to appear in promotional advertising” should be added as a bullet.

Commissioner Paralusz stated that references to sponsor appearance in video should be change to signage. She stated that it would be best not to mention video in case it doesn’t happen.

Commissioner Paralusz asked if the reference to banners was for banner over the streets. Commissioner Allard clarified that it refers to the banners at event. Commissioner Paralusz asked that the wording be changed to clarify that the banners are at the venue only.

Commissioner Allard moved to approve the sponsorship package with changes listed above. Commissioner Paralusz seconded the motion. The motion passed.

Ayes: Commissioners Rothans, Allard, Manna, Allen, Paralusz and Jones

Nays: none

Abstain: none

Absent: Commissioner Zaun

Commissioner Allard stated that a more finalized budget would be available next month.

Commissioner Allard asked if the Commission would be providing the signage for the booths. Commissioner Jones stated that they should be provided by us so they are uniform.

Commissioner Rothans mentioned Manhattan Beach Little League parade and encouraged attendance. Commissioner Allard will coordinate where to meet.

I. STAFF ITEMS

Director Leyman announced the Light Gate dedication ceremony on February 25th at 4:00 p.m., immediately followed by a reception with the artists.

J. ADJOURNMENT

Commissioner Jones moved to adjourn. Commissioner Paralusz seconded the motion. The motion passed. The meeting was adjourned at 8:20 p.m.

Ayes: Commissioners Rothans, Allard, Manna, Allen, Paralusz and Jones

Nays: none

Abstain: none

Absent: Commissioner Zaun