

CITY OF MANHATTAN BEACH
MINUTES OF THE PARKS & RECREATION COMMISSION

July 26, 2010
6:00 P.M.

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ROLL CALL

Present: Commissioners Rothans, Gill, Cajka, Murray, Nicholson and Manna

Absent: Commissioner Schoenfeld

Others Present: Parks and Recreation Director Richard Gill, Recreation Services Manager Idris J. Al-Oboudi, Recreation Services Manager Mark Leyman, Recreation Supervisor Jesus Sandoval and Recording Secretary Jane Grace

AGENDA CHANGES

None

APPROVAL OF MINUTES

The minutes of the June 28, 2010 Parks and Recreation Commission Meeting were approved as written.

CEREMONIAL

None

AUDIENCE PARTICIPATION

Leigh Noda, Michael Tauber and Alicia Solis, representing Manhattan Beach Boy Scouts, Cub Scouts and Girl Scouts who use the Manhattan Beach Scout House in Live Oak Park, would like to suggest a new way of reserving usage of the Scout House. Mr. Noda indicated that the Boy Scouts and Girl Scouts have been involved in community service in Manhattan Beach for many years and would love to stay with Manhattan Beach and make sure that they have usage of the Scout House. Mr. Noda reported that historically the City has indicated a date and time for individual scout troops, on a first come first serve basis, to reserve space in the Scout House. He suggested that when schedules are altered, it becomes a burden on everyone's schedule.

Mr. Noda reported that the Boy Scout, Cub Scout and Girl Scout troops have all come to an agreement regarding their yearly scheduling needs and would like to be able to present this schedule to the City and have it role over yearly. Mr. Al-Oboudi indicated that Parks and

Recreation Department staff encourages this procedure for scheduling since the Scout House is dedicated to the use of the scouts and they know what is required for their schedules. Mr. Al-Oboudi suggested that if the scouts come up with an agreement and are willing to live and work with it, it would be beneficial to Parks and Recreation Department staff as well. Mr. Al-Oboudi and the Commission agreed that Parks and Recreation Department staff should accommodate the scout schedule as agreed upon.

Mr. Noda reported that there are lighting improvements needed in the smaller rooms on the northwest side of the Scout House as well as a broken lock for one of the larger adjunct rooms. He suggested that it would be nice to have these small rooms available for additional scout meetings.

COMMISSION ITEMS

Status of "Movies on the Beach"

Commissioner Nicholson reported that two movies have been scheduled; E.T. The Extra-Terrestrial on Saturday, August 7 and UP on Saturday, September 11. He reported that prior to each movie there will be comments and introductions of dignitaries present as well as musical entertainment by local acoustic rock favorite Kevin Sousa.

Commissioner Nicholson reported that Commission Chair Murray has taken the lead with fund raising with the help of two volunteers Denise Chyette and Matt Jenkins and Commissioner Nicholson. Ms. Chyette and Mr. Jenkins have a background in entertainment and have assisted in the production of the events. Through their non-profit company Elusive Entertainment (one of our sponsors), they are collecting art supplies for disadvantaged children. Commission Chair Murray has reached out to restaurants and hotels in Manhattan Beach and has organized a fund raiser with Rubio's Fresh Mexican Grill on two Saturdays (July 24 and July 31) that will provide a 20% return to "Movies on the Beach" for each transaction. Commissioner Rothans' firm has donated \$1,000 and Commissioner Cajka's firm has donated \$500. Their contributions have been made in the name of the Parks and Recreation Commission.

Commissioner Nicholson reported the following types of promotional outreach being used:

- Full page 4-color ads in the Beach Reporter (July 29, August 5, September 2 and September 9 prior to the movies; August 23 and September 16 to thank our sponsors)
- Posters and flyers distributed downtown, MB Village Mall and MB hotels
- Web postings
- Email outreach
- Facebook listings and Patch
- On-screen recognition (on movie nights)
- Verbal acknowledgement prior to each movie

Commissioner Nicholson reported that \$1,000 or more sponsors are welcome to set up a table top or 10 x 10 display (approved by City staff) in the north parking lot from 5:00-11:00 p.m. on each movie night to promote their business; they will also receive one parking pass for the north parking lot.

Commissioner Nicholson reported that our sponsorship revenue equals \$10,000; our operating expenses equal \$10,967. Hopefully, the deficit of \$967 will be covered by the Rubio's fundraiser. If we do not cover the deficit, the "thank you" ads would have to be deleted.

Patrick Donohue will be the announcer for the movies but Mr. Gill suggested that Commission Chair Murray introduce dignitaries and thank sponsors. Commission Chair Murray indicated that she would be willing to make the introductions.

Commissioner Nicholson reported that going forward with future "Movies on the Beach" events, the Commission should meet with the Mark Beach Downtown Business and Professional Association to discuss sponsorship for next year as well as the impact to downtown businesses. Commission Chair Murray also reported that the Commission will start a little earlier with planning and offer "fundraiser" events to the downtown restaurants.

Commissioner Nicholson also suggested that the Commission should discuss a possible change/addition of venues, such as Polliwog Park.

Commissioner Gill inquired that if there is excess money in the budget, could that excess be used to fund the teen Halloween Haunted House as it was last year (with sponsor approval). Commission Chair Murray indicated that it would be more complicated this year as it would be difficult to obtain approval from all customers who purchased food from Rubio's, thinking 20% of their purchase would go to "Movies on the Beach." Commissioner Nicholson suggested that excess money could be rolled over to next year's "Movies on the Beach" events.

Commission Chair Murray requested that all the Commissioners help getting the word out for "Movies on the Beach" informing friends and distributing flyers for the Rubio's fundraising event.

GENERAL BUSINESS

10/0726.1 – Tour of Manhattan Heights Park, Polliwog Park and Marine Avenue Park

Recreation Services Manager Idris Al-Oboudi conducted a tour for the Commissioners, beginning at the Manhattan Heights Community Center.

Mr. Al-Oboudi pointed out the following Manhattan Heights facts and amenities:

- Manhattan Heights Community Center built in the early 1960's
- Major users of the community center are the teen center (6th-8th graders), Manhattan Heights Senior Citizens Club and gymnastics classes
- Teens use the west side of the building for skate board ramps
- Teen center attendance for this summer is higher than ever; 135 teens are signed up with daily attendance of 60-70
- Public and youth basketball courts on east side of building – courts recently renovated with concrete
- Two paddle tennis courts and one tennis court west of building for open play
- Additional rooms outside include a multi-media/recording room and playground program room

- Play equipment has recently been renovated
- Climbing wall – used by playground program and teen center
- Creative Arts Center – originally a Los Angeles County Library, it was refurbished with Prop A funds – used for visual arts classes, art exhibitions

Mr. Al-Oboudi pointed out the following Polliwog Park facts and amenities:

- Frisbee Golf 9-hole golf course is very popular
- “Paws” painted on various pathways throughout the park indicate where dogs-on-leash are allowed
- Botanical Garden – improvements recently made with a new fence and signage
- New dog run – between the park and Begg Pool – users in the dog run indicated they are very pleased with the new facility
- Begg Pool
 1. Basketball hoops/poles and play equipment in the parking lot north of the pool were recently removed, opening up the area for parking
 2. Mr. Gill reported that since Aquatics Supervisor Jesus Sandoval has been on board, the swim programs have been expanded (year round), classes and swim team attendance maxed out and lights added to allow classes and programs to run until 9:45 p.m.
 3. In addition to swim classes, masters, aerobics, lap swim, recreational swim time and weekend private parties are offered
 4. Mr. Sandoval is conducting the second annual Kids Extreme (modified mini triathlon) on August 21
 5. Begg Pool is Manhattan Beach Unified School District (MBUSD) property, with joint use by the MBUSD and City of Manhattan Beach
 6. Poor conditions (mold, broken lockers, dripping showers, poor circulation) were pointed out; the School District is responsible for maintenance and the City is responsible for janitorial services for the pool facilities
- Amphitheatre used for Concerts in the Park and other City events as well as private use for weddings and picnics. It was suggested that the amphitheatre would be a good place to conduct “Movies in the Park.”
- New play equipment in the southeast corner of the park is ADA accessible for children of special needs and rubber tire recycled material has been used for the surface
- New fitness workout station on east side of park used regularly

Mr. Gill reported that additional facility tours of Live Oak, Sand Dune and Marine Avenue Parks will be conducted at the August and September Commission meetings.

ADJOURNMENT

The Commission adjourned at 8:15 p.m.