

DRAFT

CITY OF MANHATTAN BEACH  
MINUTES OF THE PARKS & RECREATION COMMISSION

April 11, 2011  
6:30 P.M.

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**ROLL CALL**

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

Absent: None.

Others Present: Parks and Recreation Director Richard Gill, Recreation Services Manager Mark Leyman, Recreation Services Manager Idris Al-Oboudi, Managing Partner CommCinema Scott Tallal, and Recording Secretary Mary Kirchwehm

**AGENDA CHANGES**

None.

**APPROVAL OF MINUTES**

The minutes of the February 28, 2011 Parks and Recreation Commission Meeting were approved as written.

**CEREMONIAL**

Recreation Services Manager Mark Leyman presented a Certificate of Recognition from Director Richard Gill and the Parks and Recreation Commissioners to Gabrielle Newmark for her commitment, dedication and design of the Marine Park Commemorative Wall Project.

**AUDIENCE PARTICIPATION**

None.

## **GENERAL BUSINESS**

### 11/00411.1 – Presentation by Commission Chair

Commissioner Murray shared her presentation at the California Parks and Recreation Societies Conference expressing the valuable role and need Parks & Recreation Commissions have on communities. In addition, Commissioner Murray shared photos of Commissioner Nicholson receiving the CAPRCBM Outstanding Commissioner Award and Mr. Idris Al-Oboudi receiving the Outstanding Professional Award.

### 11/0411.2 – Movies on the Beach

Mr. Tallal reported that CommCinema has been doing movies with the City of Manhattan Beach since 2008. The movies are in high definition, digital cinema, and surround sound. Mr. Tallal presented information regarding CommCinema and discussed and answered questions about elements of a draft proposal with the Commission (Attachment A):

#### **Key issues discussed:**

- Six outdoor movie screenings to be held at Polliwog Park every 2-3 weeks beginning late June through the end of August, and one outdoor movie screening to be held in early to mid September on the beach, subject to the ability of CommCinema and/or the City to reach program funding targets.
- CommCinema to select all programming for the outdoor movie program, subject to City's approval.
- For the entire program, CommCinema to exert its best efforts to sell sponsorships.
- CommCinema to provide AV equipment (including 35' wide inflatable screen frame system), labor, event liability insurance, film licensing, and selected marketing materials.
- City to provide staffing for all services not otherwise provided by CommCinema.
- For movies at Polliwog Park, CommCinema to offset the costs of its production services as follows:
  - CommCinema to recruit and manage a "food court" consisting of gourmet food trucks (number of trucks to be determined based on needs), for on-site food sales two hours prior to the start of each screening (to be parked on the semi-circular walkway south of the amphitheatre).
  - Within the food court, CommCinema to provide color-coded wristbands for paying patrons; provide staffing for wristband sales; and retain all proceeds from wristband sales to help offset production costs.
  - City to provide pennant tape flag barricade (or similar), and staff to restrict seating in the eastern half of the amphitheatre to sponsors and food court patrons. Note: These patrons are ultimately paying to provide the event which is otherwise free and open to the entire community—yet their patronage of the food court requires them to stand in line for the food trucks (therefore, limiting their access to prime seating for the movie).
  - CommCinema to provide promotional banners as approved and placed at the park by Parks and Recreation staff.
  - CommCinema to provide customized lawn blankets for seasoned sponsors.

- CommCinema to present it's seventh movie at the north side of the Pier on the Beach.
- If CommCinema falls short of its total revenue target, but the City's total outdoor movie program donations exceed \$3,200 over actual costs for the events at Polliwog Park, the City will hire CommCinema to provide turnkey production services (including film licensing and additional City staffing as detailed above) at the rate of \$3,200 for the movie at the beach.
- If CommCinema fails to perform all of the services as detailed above, the City has the right to cancel the outdoor movie program.
- If CommCinema's combined revenue from sponsorship and food court sales fail to cover CommCinema's costs for turnkey production services, CommCinema has the right to cancel the outdoor movie program.

Commissioner Gill inquired about the scheduling of the food truck. Mr. Tallal reported the trucks will arrive at Polliwog between 4:00 – 5:00 p.m., will serve dinner between 6:00 – 7:30 p.m., and leave when the movie begins.

Commissioner Nicholson reported his concern for sponsors if this is to be cancelled. Mr. Tallal assured that CommCinema would give a pro rata refund if the event is unsuccessful. Commissioner Nicholson moved for approval and recommendation to enter into an agreement with CommCinema pursuant to the terms of the draft March 31, 2011 proposal and items to be refined by staff and CommCinema. During the discussion, Commissioner Rothans reported that any agreement would need to be signed by City Council.

**MOTION:** Commissioner Nicholson moved for approval and recommendation to enter into an agreement with CommCinema pursuant to the terms of the draft March 31, 2011 proposal and items to be refined by staff and CommCinema. The motion was seconded by Commissioner Rothans.

Ayes: Cajka, Gill, Rothans, Murray, Nicholson, Schoenfeld and Manna.  
 Noes: None.  
 Abstain: None.  
 Absent: None.

11/0411.3 – Centennial Challenge Coin

Mr. Rothans reported that the challenge coin dates back to WWI. A challenge coin is a small coin bearing an organization's emblem. They are often used as rewards or awards for outstanding service, and have been used to build morale. All branches of the military have challenge coins as well as various law enforcement agencies, cities and municipalities throughout the country. Mr. Rothans presented some samples of a challenge coin that was designed for the Boy Scouts Centennial. Mr. Rothans indicated that this may be of interest with the Parks and Recreation Commission, other Commissions or Departments to aid in raising monies for various events. They are collectibles that can commemorate a city event.

MOTION: Commissioner Nicholson moved that the Commission refer the challenge coin concept to the Centennial Commission and requested Commissioner Rothans to make a presentation to the Centennial Commission to possibly use the coins for revenue production and community awareness. The motion was seconded by Commissioner Murray.

Ayes: Cajka, Gill, Rothans, Murray, Nicholson, Schoenfeld and Manna.

Noes: None.

Abstain: None.

Absent: None.

#### 11/0411.4 – Marine Avenue Update

Mr. Leyman reported that City Council approved and modified the proposal for the Commemorative Memorial Wall at Marine Avenue Park at the February 1, 2011 City Council meeting. The City Council requested the Sub-Committee spend up to three months raising funds for this project. The fundraising committee met several times to evaluate the fundraising effort, discuss publicity and possible donors to be contacted. Mr. Tyrer is following up with the Angels and the Lakers organizations, and Sub-Committee members will be following up with other private donors from the community. The Mira Costa Athletic Baseball Boosters will be hosting a fundraising event on April 23<sup>rd</sup> at the Automobile Driving Museum in El Segundo in which 10% of all the proceeds from that evening will be donated to this project. The current estimated donation is approximately over \$4,000. An updated amount will be provided after the April 23<sup>rd</sup> fundraiser. We will have a more accurate figure after the last fundraiser. Project completion is expected to be the end of August 2011.

#### 11/0411.5 – 2011 Youth Service Award Selection

Director Gill reported that each year Parks and Recreation seeks nominees for the Annual Manhattan Beach Recreation and Youth Services Award from various organizations throughout Manhattan Beach (i.e. AYSO, Little League, Kiwanis, PTA, etc.). This award is given to honor those citizens who have made a significant and creative contribution to youth services in Manhattan Beach. Director Gill reported that to date, no responses have been received. Director Gill requested the Commissioners assistance with recommendations.

#### **COMMISSION ITEMS**

None.

#### **OTHER**

None.

#### **ADJOURNMENT**

At 9:00 p.m. the meeting was adjourned to the next Parks and Recreation Commission meeting on Monday, May 23, 2011.

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**SUMMER 2008 SCHEDULE**

City	Date	Location	Movie
SAN DIEGO	Fri 6/6	Heritage Park Old Town	Cars
	Sat 6/7	4-S Ranch Sports Park	Shrek
	Fri 7/11	Heritage Park Old Town	Shrek
	Sat 7/19	4-S Ranch Sports Park	Shrek
	Sat 8/16	4-S Ranch Sports Park	Shrek
LEHON GROVE	Sat 9/6	IG Recreation Center	Cars
	Fri 6/13	Las Palmas Park	Shrek
	Fri 8/1	Kimball Park	Shrek
	Sat 6/14	Lutheford Park	Bee Movie
	Sat 9/27	Oceanside Amphitheatre	Endless Summer
NATIONAL CITY	Fri 6/13	Las Palmas Park	Shrek
	Fri 8/1	Kimball Park	Shrek
	Sat 6/14	Lutheford Park	Bee Movie
	Sat 9/27	Oceanside Amphitheatre	Endless Summer
	Final Show of the Summer 2008	Scenic Overlook	Doc Umbs!!!
POWAY	Sat 6/7	Lake Poway	Bee Movie
	Sat 7/19	Oss Pecos County Park	Transformers
	Sat 8/30	Oss Pecos County Park	Transformers
	Sat 9/13	San Elijo Park	Flushed Away
	Sat 9/20	San Elijo Park	Flushed Away
BANDUNA	Sat 6/28	Las Posas Pool	Shrek The Third
	Fri 7/18	Woodland Park	Bee Movie
	Sat 8/9	Woodland Park	Flushed Away
	Sat 9/13	San Elijo Park	Flushed Away
	Sat 9/20	San Elijo Park	Flushed Away
SAN MARCOS	Thu 6/26	SV Community Center	Horton Hears a Who
	Thu 7/17	SV Community Center	Horton Hears a Who
	Thu 8/7	SV Community Center	Horton Hears a Who
	Thu 8/21	SV Community Center	The Game Plan
	Thu 9/4	SV Community Center	The Game Plan
FALLBROOK	Fri 6/20	Flyhook Community Ctr	Transformers
	Fri 7/25	Flyhook Community Ctr	Transformers
	Fri 8/22	Flyhook Community Ctr	Spy Kids
	Sat 7/25	Jess Martin Park	The Sandlot
	Sat 8/2	Jess Martin Park	Shrek the Third
JULIAN	Fri 7/18	LM Municipal Pool	Hook
	Fri 8/15	La Mesa Park	Shrek the Third
	Fri 8/22	La Mesa Park	Shrek the Third
	Fri 8/29	La Mesa Park	Shrek the Third
	Fri 9/5	La Mesa Park	Shrek the Third
LA MESA	Fri 6/27	Lindo Lake Park	Transformers
	Sat 7/26	Lindo Lake Park	Napoleon Dynamite
	Fri 8/8	Lindo Lake Park	Horton Hears a Who
	Fri 8/15	Lindo Lake Park	Horton Hears a Who
	Fri 8/22	Lindo Lake Park	Horton Hears a Who

For updates, please visit: [www.sdmoviesinthepark.com](http://www.sdmoviesinthepark.com) or call our customer service line at (619) 425-5000.

SD Movies in the Park is produced by CommCinema. For bookings, please call (619) 924-4272 or visit [www.CommCinema.com](http://www.CommCinema.com)

