

CITY OF LOS ALAMITOS

3191 Katella Ave.
Los Alamitos, CA 90720

AGENDA PARKS, RECREATION, AND CULTURAL ARTS COMMISSION REGULAR MEETING

Wednesday, August 5, 2015 – 7:00 P.M.

This Agenda contains a brief general description of each item to be considered. Except as provided by law, action or discussion shall not be taken on any item not appearing on the agenda. Supporting documents, including staff reports, are available for review at the Recreation & Community Services Department or on the City's website at www.cityoflosalamitos.org once the agenda has been publicly posted.

Any written materials relating to an item on this agenda submitted to the Parks, Recreation & Cultural Arts Commission after distribution of the agenda packet are available for public inspection at the Recreation & Community Services Department, 10911 Oak St., Los Alamitos CA 90720, during normal business hours. In addition, such writings or documents will be made available for public review at the respective public meeting.

It is the intention of the City of Los Alamitos to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee, or a participant at this meeting, you will need special assistance beyond what is normally provided, please contact the Recreation & Community Services Department at (562) 430-1073, extension 540, 48 hours prior to the meeting so that reasonable arrangements may be made. Assisted listening devices may be obtained from the Parks, Recreation & Cultural Arts Commission Secretary at the meeting for individuals with hearing impairments.

Persons wishing to address the Parks, Recreation & Cultural Arts Commission on any item on the Parks, Recreation & Cultural Arts Commission Agenda should complete a yellow "Request to Speak" card and will be called upon at the time the agenda item is called or during the Parks, Recreation & Cultural Arts Commission's consideration of the item and may address the Parks, Recreation & Cultural Arts Commission for up to three minutes.

1. **CALL TO ORDER**
2. **ROLL CALL**
 - Commissioner Bell
 - Commissioner Carvajal
 - Commissioner Decker
 - Commissioner Jempsa
 - Vice Chair Wilson
 - Chair Jorge
3. **PLEDGE OF ALLEGIANCE**
4. **ORAL COMMUNICATIONS**

At this time, any individual in the audience may come forward to speak on any item within the subject matter jurisdiction of the Parks, Recreation & Cultural Arts Commission (PR&CA). Please state if you wish to speak on an item on the Agenda. Remarks are to be limited to not more than five minutes.

5. MINUTES

Approval of the minutes for the regular meeting of June 3, 2015.

6. STAFF REPORTS

A. 28th Annual 4th of July Fireworks Spectacular

This report provides the Parks, Recreation & Cultural Arts Commission with an overview of the 28th Annual 4th of July Fireworks Spectacular.

Recommendation: Commission receive, discuss and file.

B. Fall 2015 Preview

Even though school is back in session, the Recreation and Community Services Department continues to offer year-round programming, classes and events for the Los Alamitos community. This fall, there are several offerings members of the community can take advantage of, for kids and adults to keep busy, learn a new hobby or keep physically fit.

Recommendation: Commission receive, discuss and file.

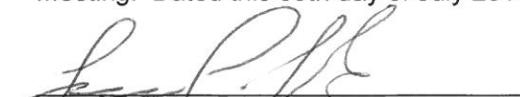
7. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT

8. COMMISSIONER REPORTS

At this time, Commissioners may report on items not specifically described on the Agenda that are of interest to the community, provided no action or discussion is taken except to provide staff direction to report back or to place the item on a future Agenda.

9. ADJOURNMENT

I hereby certify, under penalty of perjury under the laws of the State of California that the foregoing Agenda was posted at the Community Center, Museum and City Hall not less than 72 hours prior to the meeting. Dated this 30th day of July 2015.


Trini Zenovka, Department Secretary

**MINUTES OF PARKS, RECREATION AND CULTURAL ARTS COMMISSION
OF THE CITY OF LOS ALAMITOS**

REGULAR MEETING – WEDNESDAY, July 1, 2015

1. CALL TO ORDER

The Parks, Recreation and Cultural Arts Commission met in a Regular Session at 7:00 p.m., Wednesday, July 1, 2015, in the Council Chambers, 3191 Katella Ave., Chair Manning presiding.

2. ROLL CALL

Present: Commission Members: Bell, Carbajall, Decker, Jempsa, Jorge, Wilson

Absent: Commission Members: None

Present: Staff: Corey Lakin, Recreation & Community Svcs. Dir.

3. PLEDGE OF ALLEGIANCE

Chair Jorge led the Pledge of Allegiance.

4. ORAL COMMUNICATIONS

Chair Jorge opened Oral Communications. There being no one present wishing to speak, Chair Jorge closed Oral Communications.

5. MINUTES

Motion/Second: Jorge/Decker

Abstain: None

Unanimously Carried: The Parks, Recreation, and Cultural Arts Commission approved the minutes of the regular meeting of June 3, 2015.

6. STAFF REPORTS

A. 28th Annual 4th of July Fireworks Spectacular

Staff provided pertinent information on the upcoming 28th Annual 4th of July Fireworks Spectacular scheduled for Saturday, July 4, 2015. One of our goals of this event since 2010 is to make this event revenue direct expenditure neutral. There are several ways that we do parking this is by charging for \$5 parking fee and event is free. We bring in about \$9,000 in revenue, 1,800 vehicles are paid and about 500 – 600 that are none paid military vehicles. We have 19 food and 16 display vendors providing a wide variety of food and drinks that were recruited and raised approximately \$13,500.

Staff contracted with Elite Special Events a Los Alamitos based company to provide variety of mechanical bull rides, bounce houses and sales of tickets. We receive a percentage of their sales, last year we received about \$2,000. We also receive contribution \$8,000 from Seal Beach, \$6,200 from Rossmoor and the rest of the cost is split between us and the City of Cypress. We collect 100% of the revenue for this event as this is a share responsibility and will reimburse both cities for our costs. Any portion left over will be placed in the 4th of July liability account that allows us to carry over funds for several years. 2009 was the last year that the General Fund supported the 4th of July Spectacular. Mr. Kenny Brandyberry wrote the \$15,000 check and since then Republic Services has been contributing \$15,000 annually toward this event and we also recruit heavily for sponsorship. Our expenditure range around \$35,000 for each City and have not impacted the General Fund for several years.

The City of Los Alamitos City Council contributed \$12,000 for larger shells, 5", 6", and 8". This will beat last year show with larger and more firework shells 5", 6" and 8". We have never shot off 8" in the history of this event and will be a spectacular show.

Changes this year, the City of Los Alamitos entered into a license agreement rather than a partnership with the military basically in the past the JFTB has been a sponsor and supporter. This year the City has to pay a little over \$4,800 to rent the base, we have to contract with Orange County Authority, Care Ambulance, Police and secure additional security. Military staff will be checking ID, please expect delays getting onto the base as the military will be checking vehicles thoroughly due several warning of potential terror attacks the 4th of July.

We encourage you and your neighbors to come to the event and make any recommendations or what you hear on how to improve on this event.

B. Pool Lease Renewal Update

Staff provided a brief history of the JFTB Pool, that the US Water Polo took over the pool over 20 years, a few years later the City took over pool operations. Information and discussion on the MOA (Memorandum of Understanding) is set to expire on February 29, 2016 with the Joint Forces Training Base. City staff held initial meeting with military staff to talk about a long term lease. The first meeting was general, all parties wanted to get together to discuss the new format for additional fees. At the second meeting we were asked to pay rent, utilities, overhead environmental charges, administrative charges, rental fees \$2.25 per square feet. The annual fee will be \$167,000 plus \$105,000 – \$155,000 in utilities, repairs, facility and CIP improvement, all-inclusive with an annual 1.8 % CPI increase annually for 5 years. The Mayor sent a letter to expedited resolution to Major General Baldwin from California National Guard Brigade. General Reddicks from Sacramento along with staff met with the City Council to hear our concerns and would provide response by the end of May. The City Council has set aside \$40,000 for repairs and the Aquatic Foundation was going to match that same amount. City Council will hold on these repairs until we receive a response. We have requested our pool users help with

getting the word out to elected officials. The OC breeze also had a great article and Congressman Lowenthal has been briefed. We are waiting for a response from the military and hope to have this information by November as we will need to notify all of our pool users.

7. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT

Staff will be working on the Councils request with 24/7 to seek residency statistics to find out where the individuals are coming from. We are going to do our best to gather capture these numbers the best we can without delaying traffic onto the base. Staff will provide statistical information to City Council in July and we will bring back to Commission in August.

Commissioner Jempsa inquired about LATV covering the 4th of July event.

Motion/Second: Carvajal/ Jorge

Unanimously carried: The Parks, Recreation, and Cultural Arts Commission approved for staff to meet with the City Manager and discuss LATV as this was not the forum for the commission to discuss.

8. COMMISSIONER REPORTS

Commissioner Decker spoke briefly regarding the first Music and Movies at Laurel Park on June 27, 2015, as she enjoyed the community and being the announcing speaker at this event.

Commissioner Bell briefly spoke about our park programs and also Music and Movies on July 11 and appreciates all the hard work and dedication of our staff.

9. ADJOURNMENT

The Parks, Recreation, and Cultural Arts Commission adjourned at 9:00 p.m.

Emil Jorge, Chair

Attest:

Corey Lakin, Director
Recreation & Community Services Department

City of Los Alamitos Recreation & Community Services

Agenda Report Staff Report

August 5, 2015
Item No: 6A

Date: August 5, 2015

To: Emil Jorge- Chairperson
Members of the Parks, Recreation and Cultural Arts Commission

Via: Corey Lakin, Director Recreation and Community Services

From: Ron Noda, Recreation Manager

Subject: 2015 July 4th Fireworks Spectacular Overview & Wrap-Up

Summary: This report provides the Parks, Recreation & Cultural Arts Commission with an overview of the 28th Annual 4th of July Fireworks Spectacular.

Recommendation: Commission receive, discuss and file.

Background

The annual 4th of July Fireworks Spectacular is co-produced by the cities of Los Alamitos and Cypress with financial support and police support from the city of Seal Beach and financial support from the Community of Rossmoor. The Joint Forces Training Base provides the facility for the show.

Since 2010, the 4th of July Fireworks Spectacular has been revenue-direct expenditures neutral, meaning that no general fund money has been spent on the event, other than full-time Recreation and Community Services Department staff and any other overhead. All Public Works, Police and part-time Recreation staff time plus the cost of supplies, fireworks, rentals, and contracts were offset with revenues raised through sponsorships, vendors, parking fees, game usage, and contributions from Seal Beach and Rossmoor. There has even been a small amount of "excess" revenues carried over each year and placed into a Liability Account to assist with funding future shows in the event the revenue falls short of expenditures.

After the 2014 fireworks show, the City Council directed staff to purchase an additional \$12,000 in higher fireworks (5", 6" and 8" shells) in response to resident complaints

regarding the relocation of the fireworks display. Additionally, staff was directed to account for residency information from the attendees to determine where the people who come onto the installation live.

Discussion

The 2015 4th of July Fireworks Spectacular was one of the largest shows in its 28 year history:

Fireworks

The Fireworks Display shot by Fireworks America was significantly larger than the prior year's \$18,500 show, with the increased \$12,000 contribution by the City of Los Alamitos for additional large-shelled fireworks. These additional 170-200, 5", 6" and 8" shells allowed the show to be fuller and higher in the sky, allowing residents not on the JFTB to see the fireworks display better. The show remained 22 minutes long, but had more fireworks shot off in that time than in the past.

Additionally, City staff worked with the Joint Forces Training Base airfield and base operations staff to seek a more northern area on the airfield to shoot off the fireworks, in order to help the residents who requested better visibility outside the JFTB. Staff was able to secure the East Ramp of the Army Airfield for the festivities and the Andersen Drop Zone, located on the northeast area of the JFTB for the fireworks. This moved the display approximately 1,500-2,000 feet closer to the northern end of the JFTB and still allowed for a 1,000-foot radius fallout zone for the fireworks.

Vendors

There were 19 food vendors and 16 informational/sales vendors selling their culinary creations and wares to the thousands of attendees. This was the largest and most diverse set of vendors in the history of the fireworks show at the JFTB.

Parked Vehicles

Since 2011, the cities have collected \$5 per vehicle parked on the airfield of the Joint Forces Training Base in order to help offset the cost of the event. In 2015, there were 1,920 vehicles that paid for parking for a total of \$9,600.

Residency Statistics

In the event's 28-year history, attendance and residency information has never been collected. Since 2011, vehicle counts have been taken due to the charging of a per vehicle fee, however, past attendance figures were always estimates.

This year, per the Los Alamitos City Council's request, residency information was collected from every vehicle and pedestrian entering the JFTB. The City contracted with

Los Alamitos-based 24/7 Event Services to conduct the data collection, who did their best to collect the most accurate data they could, based on the participants who were willing to provide their information. Based on their tallies, there were 11,112 attendees broken down by 9,328 people in vehicles and 1,784 pedestrians. The residency totals are broken down by sponsoring agency:

Los Alamitos – 1,130 vehicle passengers & 724 pedestrians = 1,854 residents (17%)
Cypress – 1,167 vehicle passengers & 674 pedestrians = 1,407 residents (13%)
Seal Beach – 317 vehicle passengers & 107 pedestrians = 424 residents (4%)
Rossmoor – 147 vehicle passengers & 49 pedestrians = 196 residents (2%)

Staff also visited nearby parks and other fireworks viewing locations including Little Cottonwood Park, Arbor Park, Orville Lewis Park, Cottonwood Church, Arrowhead Products lawn, and in the Los Alamitos, Seal Beach and Rossmoor neighborhoods immediately surrounding the JFTB. Hundreds of people gathered at each of these locations. Staff gathered information from the park-goers informally by asking random groups of individuals where they were from. Approximately 40% of those in the parks were from Los Alamitos, Cypress, Seal Beach or Rossmoor, while others were from Long Beach or other surrounding cities. Many indicated they were there with friends from Los Alamitos, but did not provide their own residence.

License Agreement

For the last several years, the Joint Forces Training Base has been a partner for the 4th of July Fireworks Spectacular. Through a Memorandum of Understanding (MOU), the JFTB provided the installation as the home of the patriotic event and helped to provide security, fire and operational support through their staff. In exchange for this partnership, the cities made a donation to the JFTB Morale, Welfare and Recreation fund of approximately \$2,000-2,600 annually. This year, the JFTB provided the cities of Los Alamitos and Cypress with a License Agreement, basically renting the grounds of the JFTB to the cities for the event. The JFTB provided security staff at the front gate to check identification and staff to open the areas of the Base needed for the event. The cities paid \$4,860 for the areas of the Base used for the event. The cities contracted with Orange County Fire Authority (OCFA) for just over \$1,000 for special event paramedics and worked with event sponsor Care Ambulance to have an ambulance on site throughout the event. OCFA also provided the transportation permits for the fireworks, since JFTB Fire was not involved in the fireworks show this year. Additional police and security were hired to ensure the safety of the attendees. Another expense for the License Agreement was City Attorney fees. Cypress incurred \$357 and Los Alamitos incurred \$563 in attorney's fees to review and negotiate the language in the License Agreement.

There are several other highlights to the 4th of July Fireworks Spectacular:

Sponsors

Sponsorships continue to be priority of the Los Alamitos staff, even though they pose a significant challenge with the number of other events and programs the Recreation and Community Services Department seeks donations for, in addition to the other non-profits in town who also compete for these dollars. This year was another successful endeavor for staff, with only a small drop in sponsorships. This year, \$12,000 was raised besides the \$15,000 contribution from Republic Services, compared to last year's highest level of sponsorships of \$15,000.

Kids Fun Zone

The City of Los Alamitos contracts with Los Alamitos-based Elite Special Events to produce the Kids Fun Zone. Approximately 10-15 inflatables, games and rides for kids of all ages to enjoy throughout the event are offered. The City received 15% of the revenues for the day which assists to offset the 2015 expenditures.

Filming the 4th of July Event

The Parks, Recreation and Cultural Arts Commission requested staff to look into the costs associated with recording the 4th of July event and broadcasting it to the community(ies). The cost would be approximately \$500 - \$3,000 depending on several factors such as what type of production will recording the event encompass, who is producing it, the quality of the broadcast (HD), and where the tape will be played.

Fiscal Impact

The budget for the 4th of July Fireworks Spectacular stems from the General Funds from both Los Alamitos and Cypress to pay for Police and Public Works employees' overtime, part-time Recreation Leaders, supplies, fireworks, and contracts. Revenue is sought to offset the direct costs for the event and are also accounted for in the Los Alamitos and Cypress General Fund. Revenues include:

- Parking fee - \$9,600
- Sponsorships - \$27,000
- Vendor Booths - \$12,950
- Kids Fun Zone - \$1,991
- Seal Beach's contribution - \$8,000
- Community of Rossmoor's contribution - \$6,200

This year, with new expenses for the License Agreement, staff looked at other opportunities to save on expenses. The 4th of July Fireworks Spectacular netted approximately \$65,700 in revenues, offsetting the \$62,200 in direct-expenditures. The City of Los Alamitos collects all the revenues and reimburses the City of Cypress for

their expenditures (\$28,943.18), since the revenues cover expenditures for the event. The balance of revenues over expenditures will be moved into the City's 4th of July Liability Account to be used for future 4th of July Fireworks Spectacular events when the revenues will not meet the direct-expenditures.

In December, 2015, the City Council approved an additional \$13,500 for higher fireworks (\$12,000) and staffing to collect residency statistics (\$1,500). The \$12,000 for fireworks was taken from FY 14-15's budget to purchase the fireworks in April and \$500 was spent from FY 15-16 for the residency statistics. This \$12,500 is from the General Fund Reserves and is not included in the 4th of July Fireworks Spectacular budget, which costs are shared with the City of Cypress.

The 4th of July Fireworks Spectacular has traditionally offered families a safe and fun way to celebrate America's birthday with members of their community. With live entertainment, food vendors, military displays, vendor booths, and an extensive Family Fun Zone, this event provides fun and amusement for the entire family at a patriotic venue during the most patriotic day of the year.

Submitted By:



Ron Noda
Recreation Manager

Approved By:



Corey Lakin
Recreation & Community Services Director

City of Los Alamitos

Agenda Report Staff Report

August 5, 2015
Item No: 6B

Date: August 5, 2015

To: Emil Jorge, Chairperson & Members of the Parks, Recreation and Cultural Arts Commission

From: Corey Lakin, Recreation & Community Services Director

Subject: Fall 2015 Preview

Summary: Even though school is back in session, the Recreation and Community Services Department continues to offer year-round programming, classes and events for the Los Alamitos community. This fall, there are several offerings members of the community can take advantage of, for kids and adults to keep busy, learn a new hobby or keep physically fit.

Recommendations: Receive, discuss and file.

Background

The Recreation and Community Services Department offers programming on a year-round basis with hundreds of different types of programs, classes, and events. Once parents get their children back into school, they begin looking for activities and programs for their kids to do after school and on the weekends. The City of Los Alamitos offers a wide-array of activities to keep kids and adults active and engaged. All programs, classes and events can be found in the Fall 2015 edition of the Recreation and Community Services Activities Guide.

Discussion

Contract Classes

The Los Alamitos Recreation and Community Services Department is excited to offer several new classes this fall that span a wide variety of special interests:

Group Guitar Class – Taught by Berklee College of Music Alumni, Greg Daulton, Kids ages 8-17 can learn to play their favorite songs on guitar in a relaxed and supportive environment.

Game Design – Participants will learn to create their own computer games as they learn the valuable skill of computer programming. Class is held at Build it Workspace in Los Alamitos where participants will have access to high tech tools and programs.

Kid's CrossFit – The popular sport of CrossFit can now be experienced by children. Kids as young as 3 years old can participate in a fun new exercise class that promotes healthy lifestyles and community relationships. Class is held at Tribe CrossFit in Los Alamitos.

Other new classes coming this fall include: Kid's Gymnastics, Pilates Mat exercise, Swing Dance adult dance, Move to the Music for Toddlers, Clowning Around Comedy kid's theater.

Aquatics

Fall 2015 has all of the exciting aquatic programs that our City is known for. The first round of fall learn-to-swim lessons consist of nine 30-minute lessons that take place starting September 12th, twice a week during the weekdays either Monday/Wednesday or Tuesday/Thursday or once a week on Saturdays.

Lap swimming is a year around program offered ten times per week. In the fall, lap swimming is available in the mornings from 5:30-7am on Mondays, Wednesdays and Fridays, 12-1:30pm Monday-Friday, 9:30am-12pm on Saturdays, and 9-10:30am on Sundays. Lap swimmers from summer typically become "regulars" once finding out that the pool is open year around to the public and they make a connection with the other lap swimmers and staff.

The fun water aerobic workout called Deep Water Aerobics returns in the fall. Deep Water Aerobics is offered weekly on Saturdays for one hour, with consistent attendance as the participants make friends with one another as they work out together.

Lastly the Masters swim program referred to as FINS (Fitness IN Swimming) is a non-competitive adult swim program that assists some adult swimmers develop their skills and provides others an opportunity to get back to their glory days of swim or triathlon competition. The variety of skills and abilities enables everyone to learn from each other and have fun making new friends with similar interests.

Adult Sports

Adult sports offer adults a fun, active, and social environment for them to recreate and escape the tasks of everyday life. Adult sports leagues are offered at various facilities around Los Alamitos and are offered on a year-round basis.

Adult Sports offered for the fall season include:

- 11v11 Soccer Men's Over 25
- 11v11 Soccer Men's Over 35
- 11v11 Soccer Men's Over 45
- 11v11 Soccer Women's Over 30
- 7v7 Men's Over 25
- 7v7 Men's Over 35
- 7v7 Soccer Women's Over 30
- Pick-Up Basketball
- Pick-Up Volleyball
- Pick-Up Soccer
- Coed Softball REC Division
- Men's Softball Division #1
- Men's Softball REC Division
- Men's Basketball REC Division

Youth Sports

Youth Sports offer children a fun and safe environment to learn basic skills and develop techniques in each sport in a small group clinic-style atmosphere. Coached by Recreation Leaders, children are taught good sportsmanship, teamwork and are presented a t-shirt and award at the end of each program. The programs are offered to participants ranging in age from 1 ½ to 14 years old. The following youth sports are offered this fall:

- Jr. Pee Wee Basketball
- Jr. Pee Wee Flag Football
- Coed Youth Volleyball League

Los Alamitos Volunteer Program (LAVP)

The Los Alamitos Volunteer Program (LAVP) will hold their 2nd social event tentatively planned for Saturday, September 12th. This event will be a "Field Day" and it will be planned with a committee of LAVP members who want to gain experience in a leadership role. This Field Day event will be a fun, social event for the LAVP members to enjoy. It will also give the City Council, Parks, Recreation and Cultural Arts Commission and City staff a chance to thank the volunteers for all of their hard work throughout year, especially after all the hours they put into our summer programs. The City Council and Parks, Recreation and Cultural Arts Commissioners are invited to attend the event to present the participants with certificates of appreciation and take part in the day's activities.

Seniors

The Los Alamitos Senior Club will hold their annual Bingo Fundraiser on Saturday, November 7th. This is their largest annual fundraising event and it introduces many new faces to the Club every year. Past years have included craft bazaars and fairs, however, the most money raised in recent years was through a basket raffle and food sales. Therefore, this year the emphasis will be on bingo, baskets and baked goods.

The Los Alamitos Senior Travel Club will be going to San Antonio, Texas from September 26th to October 4th. This exciting trip features a guided tour of the city, a visit to the historical Alamo, and a trip to the IMAX Theater to learn all about the local attractions. The Senior Travel Club opens the trips up to all ages, not just seniors or Senior Club members.

Trunk-or-Treat

The 4th Annual Trunk-or-Treat featuring the Treasure Hunt will take place at Little Cottonwood Park on Saturday, October 24th, from 5:00-8:00pm. The event includes treasure hunts, carnival style games, arts and crafts, costume contests, and lots of candy! Every year the Recreation and Community Services Department reaches out to local businesses and organizations, asking them to participate as a "trunk", decorating a vehicle and handing out candy to children in the community. It is a great way to get involved, market their business, and have some fun! We are currently seeking "trunks" as well as accepting applications for vendors and food trucks.

Fiscal Impact

The Recreation and Community Services Department Fiscal Year 15-16 budget has expenditures and revenues budgeted for each of the programs, classes and events. Expenditures and revenues fluctuate for these activities based upon enrollment, registration and anticipated attendance. Sponsors and vendors also have an impact on the revenues and expenses for the programs, as in-kind donations can save us from spending money and sponsorships allow us to purchase extra supplies as needed.

Submitted & Approved By:



Corey Lakin
Recreation & Community Services Director