

CITY OF LOS ALAMITOS

3191 Katella Ave.
Los Alamitos, CA 90720

AGENDA PARKS, RECREATION, AND CULTURAL ARTS COMMISSION REGULAR MEETING Wednesday, October 7, 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 September 2, 2015.

6. STAFF REPORTS

A. Preview of 2015 Trunk or Treat featuring the Treasure Hunt

This report provides the Parks, Recreation & Cultural Arts Commission a preview of the upcoming Trunk or Treat featuring the Treasure Hunt event.

Recommendation: Commission receive and file.

B. Photography Contest

Commissioner Bell asked staff to look into the costs of bringing back the City's Photo Contest that was eliminated from the budget in 2011. Commissioner Bell indicated he had a lead on a potential sponsor for the event and Commissioner Carvajal indicated he wanted to discuss whether the event should be budgeted rather than sponsored.

Recommendation: Commission receive and file.

C. Movie Screening of *Fear No Fruit*

This report provides the Parks, Recreation & Cultural Arts Commission a preview of the October screening of the movie *Fear No Fruit*.

Recommendation: Commission receive and file.

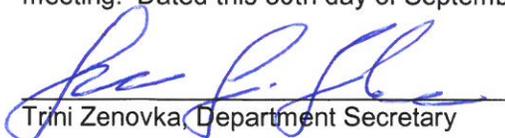
7. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT

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 September 2015.


Trini Zenovka, Department Secretary

City of Los Alamitos Recreation & Community Services

Agenda Report Staff Report

October 7, 2015
Item No: 6A

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

Via: Corey Lakin, Director of Recreation & Community Services

From: Ron Noda, Recreation Manager

Subject: Preview of 2015 Trunk or Treat featuring the Treasure Hunt

Summary: This report provides the Parks, Recreation & Cultural Arts Commission a preview of the upcoming Trunk or Treat featuring the Treasure Hunt event.

Recommendation: Commission receive and file.

Background:

The Los Alamitos Recreation and Community Services Department will be hosting its annual Trunk or Treat featuring the Treasure Hunt at Little Cottonwood Park on Saturday, October 24, 2015 from 5:00-8:00 pm. The event will feature the popular costume contest, arts and crafts, a spooky photo area, carnival game booths, age-appropriate treasure hunt areas, inflatables, trick-or-treating from trunks, food trucks, and activities for the entire family.

Discussion:

An estimated 1,500 people will visit Little Cottonwood Park to enjoy the 4th annual Trunk or Treat event. The event will have three age-divided treasure hunt areas, carnival game booths, arts and crafts, a costume contest, and a photo area.

The treasure hunt areas will be split up into three areas according to the following ages:

- 1) Ages 0 to 3
- 2) Ages 4 to 7
- 3) Ages 8 to 13

In each area, a golden pumpkin will be hidden and a special prize will be given to those who find it. The treasure hunt will begin with the youngest age group going first at 5:30pm with the other groups to follow approximately five minutes apart.

Community members, local organizations, and businesses are invited to decorate their vehicles and participate in the event as “trunks.” A game or activity is highly encouraged for the trick-or-treaters to engage in. This is a great opportunity for local businesses to market themselves to approximately 1,500 residents. Those that are interested in being a trunk may find the application on the City’s website (www.cityoflosalamos.org).

The popular costume contest will give a chance for all youngsters from infants to 13 years old to strut down the runway showing off their costume. They will be eligible to win some fabulous prizes donated by various businesses in Southern California. The costume contest will begin at 6:00 pm. There are three categories that are separated according to age, similar to the treasure hunt.

The Parks, Recreation and Cultural Arts Commissioners are invited and encouraged to participate in this year’s event. Commissioners’ tasks will include being the emcee for the event, judging the costume contest, and judging and awarding the prizes to the best trunk winner.

Below is the schedule that Commissioners are being requested for:

- 4:45pm – 7:30pm
 - 4:45pm: Emcee – welcome community members to the event
 - 5:45pm: Distribute awards to the finders of the golden pumpkins
 - 6:00pm: Judge the costume contest
 - 7:15pm: Judge the “best trunk” contest and award prizes

Commissioners who are interested in attending this year’s Trunk or Treat event are encouraged to contact Ron Noda at the Recreation and Community Services Department.

Fiscal Impact:

Funding for the event will be provided by the Recreation and Community Services Department budget. Trunk or Treat featuring the Treasure Hunt will also gain revenue funds from possible food trucks and sponsors.

Submitted By:



Ron Noda
Recreation Manager

Approved By:



Corey Lakin
Recreation & Community Services Director

City of Los Alamitos

Recreation & Community Services

Agenda Report
Staff Report

October 7, 2015
Item No: 6B

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

From: Corey Lakin, Director of Recreation & Community Services

Subject: Photography Contest

Summary: Commissioner Bell asked staff to look into the costs of bringing back the City's Photo Contest that was eliminated from the budget in 2011. Commissioner Bell indicated he had a lead on a potential sponsor for the event and Commissioner Carvajal indicated he wanted to discuss whether the event should be budgeted rather than sponsored.

Recommendation: Commission advise City staff on how to proceed with funding and whether to bring back the City's Photo Contest in the spring.

Background:

Parks, Recreation and Cultural Arts Commissioner Michael Bell asked staff to provide him with a preliminary budget to bring back the City's Photography Contest that was eliminated from the budget in 2011. He advised staff that he had a potential sponsor for the show who was interested in sponsoring a cultural arts program in the City. Commissioner Bell thought a good start was to bring back a former program that staff and the community was already familiar with, rather than creating starting over with something new. After Commissioner Bell introduced the idea at the September 2 Commission meeting, Commissioner Pete Carvajal asked staff to bring the idea back at a future Commission meeting to discuss whether to advise the City Council to refund the program or seek a sponsor for the event.

Discussion:

In 2010, the City of Los Alamitos Recreation and Community Services Department hosted the 31st Annual Amateur Photography Contest sponsored by the City of Los Alamitos and Shutterbug Portraits, a Los Alamitos-based photography studio. This was the last photography contest the City produced, as it was eliminated from the budget in

2011 to assist with City-wide budget cuts. The event cost approximately \$1,500 including awards, supplies and part-time staff hours to organize, collect, promote, and produce the annual event.

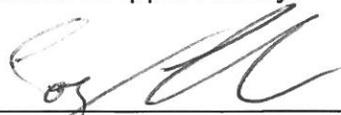
The annual photography contest provided local photographers an opportunity to showcase their talents in several categories. The contest was a one-day event featuring an art gallery-type exhibit with all photos on display in the Community Center Activity Room. Each photographer was invited to submit up to three photos for a nominal fee (\$5 for the first photo and \$2 for each additional photo). Winners from each category and age division were selected by Parks, Recreation and Cultural Arts Commissioners, Council Members, and/or local art enthusiasts who determined which photos they thought were the best. Prizes were awards to those recipients during the evening's showcase.

Near the end of the 31-year tradition, staff saw a decline in the number of entrants and entries, with the same winners year after year. In order to continue offering the contest the last two years with budget difficulties, staff sought a community sponsor to help provide funding for the awards and snacks for the evening's festivities. In 2011, staff determined the amount of staff time and general fund dollars spent on the event for the number of people it impacted; it was not financially prudent to continue offering the event.

Fiscal Impact:

The photography contest is not currently budgeted in the 2015-2015 City Budget. The estimated expenditures for reinstating the Photography Contest is approximately \$2,300, but is dependent on the number of categories offered and number and type of prizes provided to the winners. Some of these costs could be offset by entry fees and vendor booth spaces if businesses were interested in participating. If a sponsor is interested in contributing to the event, it would allow for little or no cost to the City's General Fund. Currently, the Recreation and Community Services Department seeks sponsorships for all special events and several programs. Each time a program or event needs sponsorship dollars, it is a challenge finding new donors while competing with several local non-profit and school organizations. However, if a new sponsor who is only interested in sponsoring a photography contest or another cultural arts-type exhibition is found, this would allow the Department to expand its offerings to the Community through a new event, at no additional expense to the City.

Submitted & Approved By:



Corey Lakin
Recreation & Community Services Director

City of Los Alamitos

Recreation & Community Services

Agenda Report
Staff Report

October 7, 2015
Item No: 6C

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

From: Corey Lakin, Director of Recreation & Community Services

Subject: Movie Screening of *Fear No Fruit*

Summary: This report provides the Parks, Recreation & Cultural Arts Commission a preview of the October screening of the movie *Fear No Fruit*.

Recommendation: Commission receive and file.

Background:

Council Member Warren Kusumoto attended the first public screening of *Fear No Fruit* and thought the movie was a terrific documentary about a Los Alamitos business and Rossmoor resident, Frieda Rapoport Caplan. Immediately following the screening, Council Member Kusumoto and three City staff attended a walking tour of Frieda's Specialty Produce that highlighted the amazing local business. A brief discussion of the movie led to the Thursday, October 15th movie screening of *Fear No Fruit*, a documentary about Frieda and her family's business.

Discussion:

Frieda's Specialty Produce has been a successful Los Alamitos business since 1994. Frieda Rapoport Caplan created Frieda's Specialty Produce in 1962 in the male-dominated Los Angeles Wholesale Produce Market, establishing herself as one of very few women in the produce industry and the first to own and operate a U.S. produce business. Frieda's debuted with a purple sign, which later became the company's signature color with her premier product being brown mushrooms – an unusual specialty at that time, quickly developing her reputation for buying and selling new and unusual produce. Frieda's marketing abilities were recognized worldwide after her success in introducing and promoting the Kiwifruit, earning her the title, "Queen of Kiwi." Her ability to create consumer demand for unusual foods has helped Frieda and her daughters, Karen and Jackie, make success stories out of many more items, including

Sugar Snap Peas™, Hothouse Cucumbers, Habanero Chiles, and much more. Frieda has received numerous awards and honors for her achievements including an honorary degree of Doctor of Humane Letters from Cal Poly San Luis Obispo.

Frieda is an original homeowner and current resident of Rossmoor, and her daughters moved their family business from Los Angeles to Los Alamitos in 1994. Frieda still works every day at Frieda's, one of the most successful women-owned businesses in the country.

The Los Alamitos and surrounding communities are invited to the Los Alamitos Community Center for the movie screening of *Fear No Fruit*, scheduled for Thursday, October 15 starting at 5:30pm with a potluck. Prizes will be awarded to the best dish involving a product that Frieda's sells. At 6:30pm, the movie will begin and at the conclusion of the movie, a Q & A will take place with Frieda Rapoport Caplan (founder), Karen Caplan (CEO & President), and Jackie Caplan Wiggins (COO & Vice President).

Fiscal Impact:

The movie screening is a free event for the community. Expenditures for this event are not budgeted, but will come from the Recreation Supplies account. The movie is \$200 to show and miscellaneous supplies for the potluck, decorations and event will be another \$200-400.

Submitted & Approved By:



Corey Lakin
Recreation & Community Services Director

Attachment: 1. *Fear No Fruit* Flyer



The City of Los Alamitos presents:

FEAR NO FRUIT

The Frieda Caplan documentary



Movie Screening

**FREE
ADMISSION!**

Thursday, October 15th

Los Alamitos Community Center

5:30pm Potluck

(Bring your favorite dish to share - prize for the best dish using a product that Frieda's sells)

6:30pm "Fear No Fruit" Movie Screening

**8:00pm Q & A with Frieda Rapoport Caplan, Founder
Karen Caplan, President/CEO
& Jackie Caplan Wiggins, Vice President/COO**

CANNED FOOD DRIVE

Please bring pre-packaged non-perishable food items that will be donated to
Second Harvest Food Bank of Orange County



Frieda's[®]

Changing the way America eats fruits & vegetables

www.FearNoFruit.com

www.Friedas.com

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

REGULAR MEETING – WEDNESDAY, SEPTEMBER 2, 2015

1. CALL TO ORDER

The Parks, Recreation and Cultural Arts Commission met in a Regular Session at 7:02 p.m., Wednesday, August 5, 2015, in the Council Chambers, 3191 Katella Ave., Chair Jorge presiding.

2. ROLL CALL

Present: Commission Members: Bell, Carvajal, Decker, Jorge, Wilson

Absent: Commission Members: Jempsa

Present: Staff: Corey Lakin, Recreation & Community Svcs. Dir.
Ron Noda, Recreation Manager
McKenzie Ricks, Community Services Coordinator
Gerardo Alonso, Community Service Coordinator
Trini Zenovka, Department Secretary

3. PLEDGE OF ALLEGIANCE

Chair Jorge lead the Pledge of Allegiance.

4. ORAL COMMUNICATIONS

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

5. MINUTES

Motion/Second: Wilson/Carvajal

Abstain: Jorge

Unanimously Carried: The Parks, Recreation, and Cultural Arts Commission approved the minutes of the regular meeting of August 5, 2015.

6. STAFF REPORTS

A. Aquatics Programming

Background: The City of Los Alamitos has maintained and operated the pool since 1998. Has an Olympic Sized Pool 50 meters X 25 yards and 250,000+ people visit annually.

All staff is American Red Cross certified in Lifeguarding, CPR, AED, First Aid, and Water Safety Instruction.

Learn to Swim Lessons: Summer is the busiest season with more than 1,500 lessons taught in our 11-week program and offered year-round. We introduced Saturday lessons in 2011 and have become very popular. Private and Semi-Private lessons are offered for parents who want more attention for their children.

Recreational Swimming is offered from March-September: Free for kids and \$4 for adults and sponsored by Alamitos Oral Surgery. We offer Lap Swimming year-round, Los Alamitos Masters Swimming program (FINS), Jr. Lifeguards, Deep Water Aerobics, and water safety classes.

Pool User Groups include: USA Water Polo, Seal Beach Swim Club, International Water Polo, Greta Andersen Swim School, Long Beach Grunions Masters Swim Club, Los Alamitos High School Boys and Girls Swimming and Water Polo, Pacifica High School, and Disabled Veterans SCUBA Project.

Expenditures \$337,500 / Revenue Offset = +\$3,800

- Personnel - \$162,890 (Community Services Coordinator, Senior Lifeguards, Water Safety Instructors and Maintenance Worker)
- Maintenance and Operations \$174,610 - Utilities, Supplies, Pool Maintenance, USMS Memberships and Technology.
- Revenue \$341,300 - User Groups, Swim Lessons, Classes, Lap Swim and FINS

B. Contract Classes

Serve as recreational, educational, and social opportunities for the community. Build community by linking people with common interests and offer a wide variety of classes through specialized instructors. New classes are added every quarter according to trends and public interest.

Recruitment includes: Quarterly brochure exchange, co-sponsoring, local businesses, activities guide and walk-ins.

Meeting/Interview with Instructor: Familiarize the instructor with the Community Center, discuss the instructor's vision for the class, discuss dates, fees, commission split, fingerprinting, insurance requirements, and determine if the instructor and class are a good fit. Contract must sign agreement prior to teaching: Outlines compensation, instructor duties, and City duties, renewed every 2 years and classes may be discontinued at any time.

Facility Booking and Registration: Classes are assigned a day, time, and location, booked in registration system (CSI). Classes appear in the Quarterly Activities Guide and registration can viewed/processed via online, walk-in, mail-in, and fax.

Fiscal Impact: Consistent source of revenue and helps offset some of the cost of maintaining the facility. Staff Expenditures: Include recruitment and organization of instructors, produce and mail the Activities Guide. Set-up and tear-down for each class/camp, staff facility while class/camp take place. In FY 14-15, contract classes

accounted for \$156,580 or 12% of the total revenue for the Recreation and Community Services Department.

C. Los Alamitos Volunteer Program (L.A.V.P.) Summer Recap

CPR/First Aid Workshop was offered to all Los Alamitos Volunteer Program participants. Special Events provided an opportunity for our youth to volunteer at Music and Movies and 4th of July. Community Service Projects included: Cypress 5K/10K Run/Walk, Precious Life Thrift Shop, ASICS World Series of Beach Volleyball.

Summer Programs update volunteer hours

- Preschool (296 hours volunteered)
- Day Camp (1,100 hours volunteered)
- Summer Park Programs (1,375 hours volunteered)

Special Recognition for most hours Samantha Fernandez - Over 250 hours at the Parks program; most diverse Kevin Jiang - CPR/First Aid workshop, Precious Life, Day Camp, Music & Movies, youth sports, 4th of July; Most tenured volunteer Adrian Rojas & Erin Henkhaus, both have been active members since 2011.

7. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT

Update on Pool: The JFTB is proposing to will assume all operations and maintenance responsibilities. The City will be a tenant and provide lessons. User groups will rent space from JFTB MWR.

8. COMMISSIONER REPORTS

Commissioner Decker inquired about watering of the median near the Lexington and Katella as they seem to be not maintained.

Commissioner Bell has requested to bring back the Photography Contest community event and will seek a sponsor for this event.

Commission Carvajal requested discussion regarding the City Council to provide funding for the Photography Contest instead reaching out to sponsors for solicitation for this type of community event.

9. ADJOURNMENT

The Parks, Recreation, and Cultural Arts Commission adjourned at 8:47 p.m.

Emil Jorge, Chair

Attest:

Corey Lakin, Director
Recreation & Community Services Department