

CITY OF LOS ALAMITOS

3191 Katella Ave.
Los Alamitos, CA 90720

AGENDA PARKS, RECREATION, AND CULTURAL ARTS COMMISSION REGULAR MEETING Wednesday, November 4, 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 October 7, 2015.

6. STAFF REPORTS

A. October Events Recap

The month of October was a very busy month of events for the Recreation and Community Services Department. Besides the planned annual Trunk or Treat event, two other successful events that were previously unplanned took place at the Community Center.

Recommendation: Commission receive and file.

B. Art Exhibition

Commissioners previously discussed their desire for the City to host an art exhibition or festival and requesting staff to work with Commissioner Michael Bell to begin the planning process. Staff met with Commissioner Bell and began the planning process, but is seeking additional feedback and direction from the entire Commission.

Recommendation: Commission provide feedback and direction on the planning of a city Art Exhibition.

C. Los Alamitos Senior Programs

This report provides the Parks, Recreation & Cultural Arts Commission an update regarding Los Alamitos Senior Programs.

Recommendation: Commission receive and file.

D. Race on the Base 2016

This report provides the Parks, Recreation & Cultural Arts Commission with pertinent information regarding the 2016 Race on the Base

Recommendation: Commission receive and file.

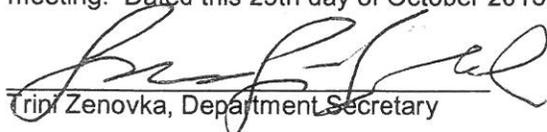
7. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT

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 29th day of October 2015.


Trini Zenovka, Department Secretary

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

REGULAR MEETING – WEDNESDAY, October 7, 2015

1. CALL TO ORDER

The Parks, Recreation and Cultural Arts Commission met in a Regular Session at 7:04 p.m., Wednesday, October 7, 2015, in the Council Chambers, 3191 Katella Ave., Vice Chair Wilson presiding.

2. ROLL CALL

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

Absent: Commission Members: Jorge

Present: Staff: Corey Lakin, Recreation & Community Svcs. Dir.
Ron Noda, Recreation Manager
Emily Gingras, Recreation Coordinator
Megan Shimada, Recreation Coordinator
Trini Zenovka, Department Secretary

3. PLEDGE OF ALLEGIANCE

Vice Chair Wilson lead the Pledge of Allegiance.

4. ORAL COMMUNICATIONS

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

5. MINUTES

Motion/Second: Carvajal/Decker as revised

Unanimously Carried: The Parks, Recreation, and Cultural Arts Commission approved the minutes of the regular meeting of September 2, 2015.

6. INTRODUCTION OF NEW RECREATION PERSONNEL

Emily Gingras, Recreation Coordinator

Megan Shimada, Recreation Coordinator

7. STAFF REPORTS

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

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.

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

B. Photography Contest

Parks, Recreation and Cultural Arts Commissioner Michael Bell requested staff to provide 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. 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 fund the program or seek a sponsor for the event.

The photography contest is not currently budgeted in the 2015-2016 City Budget. The estimated expenditures for reinstating the Photography Contest is approximately \$2,300. 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.

Commissioner Carvajal recommended for the City to sponsor a Cultural Arts Exhibit instead of seeking for sponsors. The commissioner was a judge in some of the previous contests and believes the decline in this event was losing artistic quality in photography with digital vs. 35mm film. Recommended a Cultural Arts Exhibit/Show instead of Photography Contest by partnering up with the school district and have an elementary, junior high and high school division to consist of painting, drawing, writing and filming. We will want to improve and impact cultural arts in our community. We may want to consider something similar to the Laguna Festival of the Arts and by offering a mini Los Alamitos Festival of the Arts by displaying different arts and make this a community event.

Commissioner Bell would like to pursue a three day cultural arts event with the support of the Commission.

Commissioner Carvajal would like to generate a motion and vote on how we would like to pursue and open it up to the schools and impact the youth to pursue passion for the arts. I love the idea and thought of Los Alamitos Weekend of the Arts branding.

Motion: For staff and interested commissioners put together a proposal for a weekend of the arts and bring to the commission for discussion and put together a proposal that we can take to City Council.

Commissioner Decker recommended that this Cultural Arts event may also be open to adults in the community. Recommend for participants not to pay an entry fee, if feasible and would like to see art displayed at local businesses in our community where people are already going.

Vice Chair Wilson was very pleased and said that there are many opportunities where different type of art can be display in local business throughout the city. Every city has to start somewhere.

Second: For subcommittee to work with city staff so that we can move forward with a proposal. Vice Chair Wilson also recommends the winners' art be displayed in City buildings throughout the year.

C. Movie Screening of *Fear No Fruit*

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. 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). We are very excited to host this event at the Los Alamitos Community Center, we to see you enjoy the movie, along with city dignitaries and local produce business owners.

7. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT

On October 19, 2015 City Council will be presenting our Los Alamitos Volunteer Program (LAVP) participants with certificates and four special awards and dedicated service. Dinner will be served at 5:00PM at the Los Alamitos Community Center, commissioners are invited to join us in thanking our youth and their families for volunteering and dedicated service to our programs and community events.

Please calendar Winter Wonderland for Saturday, December 5, 2015 from 4-7:30 p.m., this is great event for the entire family.

Race on the Base registration is currently taking place, if you have not registered we encouraged you to do so.

8. COMMISSIONER REPORTS

Commissioner Bell wanted to report that his son is signed up for Race on the Base and will be available for Trunk or Treat event.

Commissioner Carvajal, since our last meeting AYSO season kicked off successfully and have seen an increase in the 5-U division numbers. Super excited with the hired new staff and the arts subcommittee.

Commissioner Decker recently enrolled into the Deep Water Aerobics class and loves it. It is great.

Vice Chair Wilson, was contacted by Congressman Travis Allen's office for a Cal Optima meeting that was taking place on Friday, October 9, 2015, that room fees are not waived for government programs even if it benefits the city, by policy the city has to charge. Is there any interest in bringing an agenda item in waving fees for government entities that benefit the City of Los Alamitos for future item of discussion, approved and brought forward to City Council.

Vice Chair Wilson, Commissioner Decker and Commissioner Bell mentioned that they were not successful with last month's challenge of getting someone to submit for our commission vacancy. Commissioner Carvajal was able to speak with resident Elliott Singer and staff should expect a call for his submittal.

9. ADJOURNMENT

The Parks, Recreation, and Cultural Arts Commission adjourned at 8:06 p.m.

Josh Wilson, Vice Chair

Attest:

Corey Lakin, Director
Recreation & Community Services Department

City of Los Alamitos

Recreation & Community Services

Agenda Report
Staff Report

November 4, 2015
Item No: 6A

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

From: Corey Lakin, Director of Recreation & Community Services

Subject: October Events Recap

Summary: The month of October was a very busy month of events for the Recreation and Community Services Department. Besides the planned annual Trunk or Treat event, two other successful events that were previously unplanned took place at the Community Center.

Recommendation: Commission receive and file.

Background:

The Recreation and Community Services Department has several events that occur annually with planning taking place months before the event. In the month of October, the annual Trunk or Treat featuring the Treasure Hunt is the Halloween event the City hosts for the residents. This year, two new events were introduced just weeks before they were planned and implemented.

Discussion:

Movie Screening of *Fear No Fruit*

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, Dr. Frieda Rapoport Caplan. In the following weeks, 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.

More than 60 people attended the screening of *Fear No Fruit*, getting the opportunity to enjoy a community potluck along with foreign fruit taste testing, bean bag toss, a photo booth, and activities for children. Staff worked diligently to create a festive environment for the event by using a purple theme, since Frieda's signature color is purple. This included a "Purple" carpet, purple balloons, purple drinks, and more. The event concluded with a Question and Answer period with Dr. Frieda Rapoport Caplan (Founder), Karen Caplan (President and CEO) and Jackie Caplan Wiggins (Vice President and COO).

LAVP Recognition Dinner

At a City Council meeting in July, Council Member Dean Grose asked staff if and when recognition was going to be take place to honor the Los Alamitos Volunteer Program (LAVP) participants. The thousands of hours they collectively contribute to the City and its neighbors should be recognized and celebrated. The LAVP Recognition Dinner took place on Monday, October 19 at 5:00pm, one hour before the City Council meeting.

Twenty-five LAVP participants brought an additional 50 family members and friends to attend the "Indoor Picnic" where the families enjoyed barbequed hot dogs, potato salad, macaroni salad, chips, salad, vegetables and dip, drinks and dessert. The tables were covered with red and white checkered table cloths with several decorations transforming the room into a "rustic" theme. A photo booth and bean bag toss game was available for the attendees to enjoy. Following the "picnic," the volunteers were recognized at the City Council meeting with a Certificate of Recognition. Four volunteers were provided awards for having the most number of hours, most varied experience and most tenured.

Trunk or Treat featuring the Treasure Hunt

The Los Alamitos Recreation and Community Services Department's 4th annual Trunk or Treat featuring the Treasure Hunt was held on Saturday, October 24th at Little Cottonwood Park. The event drew approximately 2,500 participants that enjoyed trick-or-treating from ten trunks, playing carnival-style games, hunting for treasure, visiting the arts and crafts area, jumping in two bounce houses, eating food from four vendors, partaking in the costume contest, and visiting with the eighteen vendors. The three treasure hunt areas were a huge success with every child finding candy and toys. The costume contest proved to be a challenge for the judges due to the large amount of unique and clever costumes. Commissioner Michael Bell was the evening's emcee and did an outstanding job promoting all the activities to the thousands of attendees throughout the night.

Fiscal Impact:

Trunk or Treat featuring the Treasure Hunt had approximately \$3,000 in expenditures and was the only October event budgeted in the Fiscal Year 15-16 Recreation and Community Services Department Events budget. The movie screening and LAVP

recognition each had approximately \$500-600 in expenditures and were not previously budgeted, but will come from the Department's supplies and administration budgets.

Submitted & Approved By:



Corey Lakin
Recreation & Community Services Director

City of Los Alamitos

Recreation & Community Services

Agenda Report
Staff Report

November 4, 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: Art Exhibition

Summary: Commissioners previously discussed their desire for the City to host an art exhibition or festival and requesting staff to work with Commissioner Michael Bell to begin the planning process. Staff met with Commissioner Bell and began the planning process, but is seeking additional feedback and direction from the entire Commission.

Recommendation: Commission provide feedback and direction on the planning of a city Art Exhibition.

Background:

On October 7, 2015, Parks, Recreation and Cultural Arts Commissioners discussed their desire for the City of Los Alamitos to host a fine arts exhibition in the City in order to bring additional cultural arts programming to the City. Discussion ranged from reinstating the Photography Contest to the creation of a three-day festival. The Commission requested staff work with Commissioner Michael Bell to put together a plan and bring it back to the Commission.

Discussion:

Recreation and Community Services staff met with Commissioner Bell to discuss an art exhibition and seek his professional experience and recommendations on what the art community is seeking. Commissioner Bell and staff discussed several options and wanted to bring back several recommendations to the entire Parks, Recreation and Cultural Arts (PRCA) Commission for feedback.

Recommendations for an art exhibition include:

- 3-day Visual Art Exhibition
 - Friday – 5-8pm
 - Saturday – 10am-5pm
 - Sunday – 12pm-5pm (Awards Day)
- Spring (late April-May) or Fall (September or November)
- Visual Arts include:
 - Sculptures
 - Pottery
 - Ceramics
 - Jewelry
 - Photography
 - Painting
 - Drawing
 - Weaving
- Awards issued to age divisions for each art category
- Entries limited to one object/piece per person (size limited to 4' x 8')
- Artists must submit piece ready for display (matted/framed, with a pedestal or case)
- Guest Curator: Commissioner Bell
- Each artist must submit a 3" x 5" label for their piece to include:
 - Artist Name
 - Title of Piece
 - Year Made
 - Medium (type of materials used)
 - Whether the piece is for sale or not (no selling during the exhibition)
- Each artist is welcome to submit a one-page resume and a one-page history about him/herself and back-story about the piece, etc.
- No entry fee
- All ages and abilities welcome
- Possible geographic limitations to artists

All of the recommendations are open for discussion. The ideas included in this staff report came from the brainstorming session between staff and Commissioner Bell to provide a manageable framework for an art exhibit. PRCA Commissioners are invited to provide their own ideas or change the recommendations to assist staff in meeting the goals of the community. Once the event proves successful and becomes established, it could be expanded to include other forms of fine arts or expand into other arenas. Staff will continue to seek other local government agencies who offer similar types of events to determine other regulations, policies or procedures. As the event planning proceeds, staff will continue to bring back plans to the PRCA Commission for additional feedback.

Fiscal Impact:

The art exhibition is not currently budgeted in the 2015-2016 City Budget. Staff is still seeking more concrete estimates on awards and staff responsibilities, but rough

estimates for staff time, marketing and awards are \$3,000-4,000, but are dependent on the number of categories offered and number and type of prizes provided to the winners. If sponsors and/or vendors are sought for the event, some revenue could be generated, but the amount is unknown since it is a first-time event and the attendance is difficult to predict. Currently, the Recreation and Community Services Department seeks sponsorships for all special events and several programs. Each time a new program or event needs sponsorship dollars, it is becoming more of a challenge to find new donors while competing with several local non-profit, school organizations and other City programs/events.

Submitted & Approved By:



Corey Lakin
Recreation & Community Services Director

City of Los Alamitos

Recreation & Community Services

Agenda Report
Staff Report

November 4, 2015
Item No: 6C

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

Via: Corey Lakin, Director of Recreation & Community Services

From: Emeline Noda, Recreation Manager

Subject: Los Alamitos Senior Programs

Summary: This report provides the Parks, Recreation & Cultural Arts Commission an update regarding Los Alamitos Senior Programs.

Recommendation: Commission receive and file.

Background:

The City of Los Alamitos offers a wide variety of programs, activities and services to seniors. These programs help seniors in the community maintain an active and healthy lifestyle, while building friendships and community awareness.

Discussion:

Los Alamitos Senior Club

The Los Alamitos Senior Club is a non-profit organization established in 1976 and falls under the auspice of the City of Los Alamitos. The club meets every Thursday at the Community Center from 10:00am to 3:15pm. The Senior Club has its own board of directors and provides opportunities to meet new friends, develop new interests and socialize with one's peers. Club activities include: crafts, bingo, cards, table games, luncheons, holiday parties, birthday celebrations, guest speakers, entertainment, charity projects, and volunteer opportunities. Guests are welcome to attend twice before becoming a member. The annual membership fee is \$10.

Holiday Senior Club Special Events

Club members will celebrate Halloween in costume and pass out candy to Ready, Set Go Preschool participants. Additional Holiday events include a catered Thanksgiving luncheon and winter event as well as Easter hat decorating.

Bunco

Bunco is an exciting game of dice, luck and prizes. This event is organized by members of the Los Alamitos Senior Club on the 3rd Wednesday of every month. The cost for game entry is \$5 which goes toward prizes for the winners. Due to the popularity of this activity, an additional day of Bunco has recently been added to Senior Club offerings.

Bingo Fundraiser

In 2012, the Los Alamitos Senior Club hosted its first bingo fundraiser at the Los Alamitos Community Center with over 150 people in attendance. The Club raised over \$1,000 from ticket and refreshment sales. Several of the participants inquired about other City recreation programs and a few guests joined the Senior Club following the event. Senior Club board members worked hard advertising the event to several bingo venues and with senior living communities. The board members were very pleased with the turnout of the event. As a result of the successful Bingo day that the Senior Club conducted, new members and visitors have attended the Club on a weekly basis with nearly 100 participants each week. Prior to the fundraiser, the Club was averaging 70-75 members per week. Senior Club hosts these fundraisers at least three times per year to offset the cost of programs and activities offered by the club, and act as a recruitment tool throughout the year. The next fundraiser will be taking place on Thursday, November 19, 2015.

Senior Club Travel

Los Alamitos Senior Club is in its third year of planning and offering trips to various locations. With at least two trips every month, seniors have the opportunity to visit local casinos, historical landmarks, museums, and theater performances. In addition to day trips, overnight trips are also available to locations such as Las Vegas, San Francisco, Death Valley, and Yellowstone National Park. The Los Alamitos Senior Club Travel Club originated as a recommendation from the City of Los Alamitos in late 2009 after, the City discontinued their excursion program and recommended to the Senior Club that this new addition to their Club activities would be a good revenue generator as well as a means to recruit new members. The Travel Club operates under the umbrella of the Los Alamitos Senior Club Board. With a portion of the profits above and beyond what is required to sustain the trips, the Travel Club transfers money on a regular basis to assist in supplementing the revenue for the Club to offset the expenses of activities and luncheons. Upcoming trips this Holiday season include Pala, Autry Museum, Huntington Harbor Lights Cruise, Palm Springs, Laughlin, and a Murder Mystery Train Ride. The annual Riverside Holiday Party trip sold out three months early this year in which

seniors will enjoy the historic Mission Inn and tree lighting ceremony over two days mid-December.

Senior Lunch & Bread Program

The Senior Lunch Program is available Monday through Friday to all persons 60 years of age and over, and their spouses of any age. Participants enjoy playing bingo, card games, and movies prior to lunch. Donations are suggested at \$3 and reservations are required at least two days in advance. Meals cost \$5 per person for individuals under the age of 60. Meals are served at the Youth Center. Until recently, hot meals were delivered daily to the site by Community SeniorServ, however, now the program's gracious volunteers prepare the delivered food onsite in the Community Center's kitchen. Guests enjoy hot tasty meals as well as warm conversation and fellowship. A monthly menu of meals is available for those who are interested, showing the wide variety of delicious, healthy lunches that are served. Transportation to and from the program is available through SeniorServ free of charge for a limited number of seniors. Those individuals, who are homebound, can have meals delivered to their door. The Senior Lunch and Bread Program also offers seniors and low income families breads and pastries from local markets and restaurants for a suggested nominal donation. Revenue from bread sales helps to offset the cost of senior lunches.

Senior Transportation

The City of Los Alamitos works with the transportation company Abrazar to provide seniors free transportation to non-emergency medical appointments. This includes trips to dialysis, therapy, doctor appointments, health education, prescription pick-up, lab tests, and x-rays. Participants must be 60 years or older and complete an application. Applications are available through Abrazar or can be picked up at the Community Center.

Balance and Fitness Class

The Balance and Fitness Class for Seniors is a free exercise program that takes place on Tuesday mornings from 9:30am to 11:00am at the Los Alamitos Community Center. The class is designed specifically for older adults and covers balance techniques, exercise and fitness activities in a safe training environment. This class is offered through the North Orange County Community College District under their Lifeskills Education Advancement Program. Many of the college's free classes have been discontinued due to budget reductions and Los Alamitos is fortunate to continue to offer this free class to the senior community. Since beginning in 2008 the class has increased in popularity and doubled its attendance reaching up to 40-50 students each week. Instructor Molly Knox is a well-liked instructor and teaches classes in various Orange County cities.

Additional free classes for seniors are offered at Katella Senior Living Community. These classes include: History of Comedy and Humor, Physical Fitness for Seniors,

Creative Arts, Senior Topics, Music Arts, Books Come Alive, and Journey Back into Time.

New! Health & Wellness for Older Adults

With the success of the Balance and Fitness Class, the North Orange County Community College District has added a new class for older adults to learn the benefits of adopting behaviors associated with healthy and successful aging by incorporating exercise and fitness. The intent of the class is to encourage older adults to be proactive with their health and incorporates daily living tips to age well and stay fit. This class is conducted on Thursday mornings prior to Senior Club activities in hopes of generating more participants.

Contract Classes & Programs

The Recreation and Community Services Department offers several contract classes that appeal to senior interest. These classes include: Portrait Workshop, Needlecrafts, Cooking, Yoga, Tai Chi Chih, Pilates, Dance Classes, iPhones & iPads, Mah Jongg, Tennis, Recreational Swimming, Los Alamitos FINS, and Deep Water Aerobics. Seniors can sign up for any of these contract classes or programs at the Community Center. Prices and dates vary for each class.

Other Services

Seniors have access to several health and legal services through the Recreation and Community Services Department. Health screenings (such as blood pressure and glucose) and lectures are provided by several healthcare companies free of charge. Screenings and lectures take place on Thursdays during Senior Club. HICAP counseling is available the 2nd Monday of every month, and legal aid is available by appointment. All require an appointment but are free of charge.

Fiscal Impact:

The Senior Nutrition Site Manager and Recreation Coordinator positions that support senior services are funded through the General Fund. The donations from the Bread Program offset the costs to operate the Senior Lunch program to purchase program supplies. The Los Alamitos Senior Club is a 501(c)3 non-profit organization and maintains and supports its own finances through the Senior Club Board treasury.

Submitted By:



Emeline Noda
Recreation Manager

Approved By:



Corey Lakin
Recreation & Community Services Director

City of Los Alamitos Recreation & Community Services

**Agenda Report
Staff Report**

**November 4, 2015
Item No: 6D**

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

Via: Corey Lakin, Director of Recreation & Community Services

From: Emeline Noda, Recreation Manager

Subject: Race on the Base 2016

Summary: This report provides the Parks, Recreation & Cultural Arts Commission with pertinent information regarding the 2016 Race on the Base.

Recommendation: Commission receive and file.

Background:

Over the past six years, the Race on the Base has grown to be the City's largest special event. Held annually on the 4th weekend of February, the event draws thousands of people to Los Alamitos and the Joint Forces Training Base. The race has now become a year-round planning effort involving the dedication of Recreation and Community Services full-time and part-time staff to prepare for the event. The goals for the event are:

- To create a positive image of the City of Los Alamitos and the Joint Forces Training Base
- To create a memorable community event for all participants, sponsors, vendors, volunteers, and spectators
- To create sustainable event and program for the City and the Department

Discussion:

Registration Update

Registration is currently down a bit with approximately 900 total registrations received as of the last week of October. This same week last year, 1,000 total registrations were received with all the events combined. Staff inquired with several other local races and many are experiencing lower registrations as well in the last few years likely due to many more new competing events, specialized in a variety of themes from color runs to adventure races that make it difficult for runners to decide which event to commit to. Last year's overall registration number was the highest in the event's history at 4,444 participants.

Charity Campaign

This year's campaign includes Community Charity Partners and Official Charity Partners. These two tiers will allow non-profit organizations to fundraise for their cause while participating in the event. An application process is involved with specific requirements for each category. This involvement serves to increase community participation, awareness of the event, and add military enhancements by working with military non-profit organizations.

This year the Race on the Base already has an assortment of Charities as seen below. The Race on the Base Crowdrise page allows individuals to donate to a cause or join one of the official charity teams: <https://www.crowdrise.com/RaceontheBase2016>

Official Charity Partners:

Honoring Our Fallen – Honoring Our Fallen is an organization dedicated to serving our nation's fallen and the families these heroes have left behind by providing comprehensive support. This organization offers family support upon death of a military or first responder hero and lifetime family support through programs and services that support families during the cycles of grief and remembrance of sacrifice.

Rock For Vets – Rock For Vets is a music rehabilitation program within the Veterans Administration (VA) Health Care System, offering music therapy/instruction classes to Veterans of all ages and genders, whether they can already play an instrument, sing or if they just have the desire to learn. Rock For Vets offers Veterans returning from Iraq and Afghanistan, OIF to OEF to Vietnam Veterans and beyond suffering from post traumatic stress disorder (PTSD) and other illnesses a chance to build their social skills in a supportive and educational environment.

Strategies to Increase Participation

Staff promoted the 35th Anniversary with a contest to kick off registration. A Facebook and Twitter post on the Race on the Base pages and via email blast to the ROTB database was announced for a drawing of 35 lucky randomly selected winners to win a Race on the Base Goody Bag of ROTB giveaways. Those registered within the first

week of registration were eligible. Over 100 people were registered and eligible for the contest compared to 20 people registered at the same week the previous year.

Also new this year to boost involvement, staff is introducing two ways charities can fundraise on behalf of their charities at Race on the Base:

Charity Participation Challenge:

- Recruitment of as many participants representing their charity to participate in one of the Race on the Base events (no minimum required, must specify which charity to benefit in registration process)
- Crowdrise fundraising page Race on the Base will provide for every registered event participant, Race on the Base will donate \$5 back to the charity

Charity Cheer Station Challenge:

- Charity will provide: At least 20 participants for a “Themed Cheer Station” on the Course
- Recruitment of as many participants representing their charity to participate in one of the Race on the Base events (no minimum required, must specify which charity to benefit in registration process)
- Crowdrise fundraising page Race on the Base will provide for every registered event participant, Race on the Base will donate \$5 back to the charity

How to Win or Fundraise more for your Charity:

- \$1,000 Extra for Highest Number of Participants representing a charity for Race on the Base
- \$1,000 Extra for Highest Number of Cheer Participant Volunteers per charity
- \$500 Extra for charity with the best themed Cheer Station by vote from ROTB participants via social media.

This challenge was created to add to the course excitement and to encourage participants during their race through creative themed cheer stations in addition to fundraising for local charities.

Staff sends out email blasts reminders of registration deadlines and promote various aspects of the race and Southland Credit Union free race entries on a consistent basis through our own 20,000+ race database, RUN Racing’s 100,000+ database, Gemini Timing database of 25,000+, and new this year through Raceplace with 50,000+ email database and a popular website and race magazine that thousands of runners look to

plan their race calendars. Race on the Base full page ad will be featured on the inside cover of their January/February 2016 issue which is a distribution of 33,000 magazines distributed all over Southern California where runners frequent.

Staff is attending ten different racing events throughout the region leading up to Race on the Base to promote with the travelling Race on the Base Booth and branded ROTB promo items with an invitation to Southland Credit Union staff to attend as well.

Race on the Base posters will be printed and 50,000 brochures distributed around Los Alamitos and surrounding cities.

Staff continues to make contact with large businesses to encourage them to sign up employees as part of a healthy initiative and receive a group discount of \$5.00 off per entry. Local business Arrowhead Products participates on an annual basis with approximately 60 employees sponsored by the company.

Staff has requested JFTB tenant groups to run as a squad (which is competitive) and for more military static displays to line the course. Both assist in adding a military feel to the event, which many participants have requested in last year's post-event survey.

Race on the Base's Facebook Community page and Twitter page are both growing in popularity with over 7,735 "likes" on Facebook and 384 followers on Twitter. Periodic drawings for free race entries act as an incentive to "like" a post or follow the Race on the Base and the response has been well received as a result of the drawings.

Staff constantly evaluates marketing efforts and evaluates the return on investment when committing marketing dollars towards any publication/website calendar and is always brainstorming on ways to keep Race on the Base fresh and up to date in current trends by introducing new events like the Glow in the Dark 1K Kids Run. Depending on the success of this year's Kids Run, staff will determine whether or not to expand the Glow Run to include families and all ages at a longer distance next year.

Sponsors

Sponsors play a significant role in the Race on the Base, not only financially, but by helping to spread the word about the event to the patrons who frequent their businesses. Staff has been working to obtain new sponsors for Race on the Base. To date, \$76,750 has been raised in cash and \$46,535 in-kind to date with the following sponsors:

Returning Sponsors:

Southland Credit Union
Republic Services
Sir Speedy
CARE Ambulance

Ganahl Lumber
Pacific Coachways
Cottonwood Church
Los Alamitos Medical Center
Long Beach Memorial
UPS
Kelly Paper
Rotary Club of Los Alamitos/Seal Beach
Orange County Breeze
100.3 The Sound FM
Feds Get Fit
Penhall Rentals
Powercell Communications

Contact with potential sponsors began in August with returning sponsors and companies or organizations that staff made contact with over the past year. Staff looks for sponsors who will enhance the racing experience for the participants, as well as businesses from other races or events that would have a stake in the targeted market the Race on the Base provides. Los Alamitos-based businesses and organizations are a focus of this effort, which results in more than 52% of the sponsors being located in Los Alamitos.

The strategy when working with sponsors is to not only individualize their sponsorship package, but to focus on the return on investment for each of them, since each company or organization has a different purpose for being a part of the Race on the Base. For example, Southland Credit Union wants to be a part of the Race on the Base in order to:

- Recruit new members
- Get involved in the community
- Expand the Southland name beyond the Los Alamitos border

Southland will measure their success (return on investment) by tracking the number of new members and by seeing their name and logo on all the marketing pieces produced and publicized. This year we are promoting their credit card option to obtaining a free triathlon race entry. We have also researched various races staff can attend near local Southland branches to assist in branding Southland Credit Union and inviting their staff to attend the events with us with the travelling Race on the Base Promo Booth. We strive to learn every sponsor's goals and consciously work hard to surpass them on every level. The sponsors invest in us and in our event and we invest our time and efforts into exceeding their expectations.

In-kind sponsorship is also very valuable because this can enhance the experience for the participants and/or save money for the City. This year for post race food, staff will be looking for items to put into a post race goody bag for all participants to be distributed at the finish line and avoid long lines after their event.

Registration & Expo

There will be a large Registration and Vendor Expo Tent, adjacent to the Start and Finish again this year. Hundreds of local companies and organizations have been contacted to join the sponsors in the Vendor Expo. There is space for approximately 70-75 vendors depending on their footprint, which for several years in a row, has sold out. The expo is going to include:

- Giveaways
- Sampling booths
- Sponsor booths
- Race shirt distribution (New long-sleeved sublimated race shirts)
- Stage with entertainment and awards

The tent provides protection from the elements in rain or shine and an opportunity to corral the participants and spectators, funneling them through the expo to provide them with numerous opportunities to interact with the vendors. This tent is the focal point for the event offering a centralized area for participants, spectators, and volunteers.

Continued from last year is an expansion of the health and wellness component of the event with the expansion of the Los Alamitos Medical Center Health and Wellness Expo. This expansion of the vendor expo will provide the participants an opportunity to meet local medical, wellness and health-related businesses and organizations who want to be a part of the event, with a smaller footprint. Companies can utilize a 6-foot table or just provide us with literature about their company to have a presence at the Expo.

Parking

Parking will be handled by City staff, volunteers from the Civil Air Patrol and contracted parking personnel from 24/7 Event Services in order to maximize efficiency. The majority of parking for vendors, volunteers, participants, and spectators will be on the tarmac again this year. Placing the Expo Tent off of the airfield also enables more cars to park on the tarmac, hopefully accommodating all participants' and spectators' vehicles. Traffic into and out of the base will be through both the Lexington and Orangewood gates.

Event Schedule

Friday, February 26, 2016	
1:30 pm	Health & Fitness Expo / Packet Pick Up Opens
5:30 pm	Live Band Begins
6:30 pm	NEW! Glow in the Dark 1K Kids Run (ages 14 and under)
7:30 pm	Health & Fitness Expo / Packet Pick Up Closes

Saturday, February, 27, 2016	
6:50 am	Opening Ceremonies: National Anthem and Color Guard (for 5K/10K)
6:55 am	10K Handcycle/Wheelchair Start (max 1 hr 30 min)
7:00 am	10K Run Start (max 1 hr 30 min)
7:00 am	Jr. Reverse Triathlon Start (Ages 7 to 8) (Mandatory meeting 15 min. prior to Start)
7:10 am	5K Run Start (max 1 hr 30 min)
7:15 am	5K Walk Start (max 1 hr 30 min)
7:30 am	Jr. Reverse Triathlon Start (Ages 9 to 12) (Mandatory meeting 15 min. prior to Start)
8:15 am	Wave 1 Reverse Triathlon Mandatory Meeting
8:45 am	Wave 1 Reverse Triathlon Start (Finishers with max time of 1 hr 30 min and Relay Teams)
9:45 am	Wave 2 Reverse Triathlon Mandatory Meeting
10:15 am	Wave 2 Reverse Triathlon Start (Finish times over 1 hour 30 min+, Athena, Clydesdale, Challenged Athletes, and Beginner Triathletes)

Park, Recreation and Cultural Arts Commission Race on the Base Challenge:

Last year, the Parks, Recreation and Cultural Arts Commission challenged the City Council and the other City Commissions to the Race on the Base Challenge. The friendly competition and Participation Award Recognition takes place among the City Council and each of the Commissions in two categories: 1) largest number of representatives and 2) the highest percentage of representatives per group. This provides for an opportunity to discuss the criteria and methods to spread the word about the challenge to the other Commissions and the City Council. Last year, the Parks, Recreation and Cultural Arts Commission placed first in both categories.

Fiscal Impact:

Expenditures allocated for the Race on the Base are funded through the City's General Fund. Revenue from the Race on the Base is derived from participant registration, sponsor participation, and the Vendor Expo booth rentals. The Race on the Base produces more revenues than direct expenditures; however, the only question this time of year is how much. There are several elements to the event this year which add to the expenditure side of the ledger including: the race management company, the large tent in which to house the registration, higher quality shirts, and the parking company. More revenue than direct expenditures is expected, but is difficult to determine this early in

the planning stages as sponsors are currently still being sought and registration is currently taking place.

Submitted By:



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Approved By:



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