

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

REGULAR MEETING – WEDNESDAY, November 4, 2015

1. CALL TO ORDER

The Parks, Recreation and Cultural Arts Commission met in Regular Session at 7:04 p.m., Wednesday, November 4, 2015, in the Council Chambers, 3191 Katella Ave., Vice Chair Wilson presiding.

2. ROLL CALL

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

Absent: Commission Members: Carvajal

Present: Staff: Corey Lakin, Recreation & Community Svcs. Dir.
Emeline Noda, Recreation Manager
Ron Noda, Recreation Manager
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/Decker

Unanimously Carried: The Parks, Recreation, and Cultural Arts Commission approved the minutes of the regular meeting of October 7, 2015.

6. STAFF REPORTS

A. October Events Recap

October was a big event month and staff shared some of the exciting things done last month. The first event was the movie screening of *Fear No Fruit* held at the Los Alamitos Community Center on Thursday, October 15, 2015. The documentary movie was about Frieda Caplan's life and tremendous accomplishment in the community, the produce industry as well as her Los Alamitos business and the wonderful things that they have done in the produce industry. There was a sampling of 5-6 different fruits, and a contest to see who could make the best dish using something that Frieda distributes. Councilmen Warren Kusumoto led a Q&A at the end of the evening. This was a great evening purple carpet, purple drinks, purple balloons and purple

decorations as Frieda's color is purple. A canned food drive took place where the canned goods were donated to 2nd Harvest Food Bank.

The next event a few days later was the Los Alamitos Volunteer Program (LAVP) recognition dinner on Monday, October 19, 2015. All 120 participants were invited and about 25-30 came along with their families. The evening had a photo booth, games and activities with the City Council serving a picnic-themed dinner to the volunteers and their families. The volunteers were also recognized in the Council Chambers by the City Council with a certificate of recognition. Four of the participants were awarded with trophies for the highest number of hours, most diverse, and two of them for the longest tenure in the program.

The last event was the Trunk or Treat event on Saturday, October 24, 2015, which was a tremendous success. Leading up to the event staff did not expect much of a crowd as there was a lot of competition - the Race Track was having a Halloween event, Seal Beach was celebrating their centennial with big carnival for \$10 all you can ride all day long and fireworks and local churches had a Halloween event. It was really exciting as this was the largest trunk or treat that we ever had an estimated crowd of 2,500 people which is up over 1,000 from last year's. Trunks were well represented with JFTB Fire and Los Alamitos Police Department in addition to nine other trunks. Commissioner Bell was an excellent Emcee, the committee who choose the best customs had a very difficult time as there were so many cute and clever costumes. The Branch Church decorated a van as an M&M bag and they dressed up as small M&M's winning the best "Tricked out Trunk" award. Kudos to Ron and his staff as they did a fantastic job, staff also wants to thank Commissioner Bell for being the evening Emcee and Commissioner Decker for being a costume contest judge.

The Trunk or Treat event had \$3000 in expenditures and \$1000 in staffing for the event. The movie screening and LAVP Recognition was an estimated \$500-\$700 each in expenditures that were not previously budgeted and will come out of department supplies and administrative budget accordingly.

B. Art Exhibition

Parks, Recreation and Cultural Arts Commissioner Jorge inquired about last month's discussion on the art exhibition and how it was developing.

Director of Recreation and Community Services Department, Corey Lakin, explained how it all came about with Commissioner Bell requesting to reinvigorate the photo contest and at last month's meeting all the commissioners had an opportunity to discuss the concept. The direction that it went was why limit it just to photo contest and requested staff to meet with Commissioner Bell and collectively discuss what is feasible from an art exhibition to a three day art festival. Staff along with Commissioner Bell came up with what was deemed a great event for this community and not trying to take too much the first year for this type of venture. The event will cater toward a crowd that does not get whole individualized attention and spring board from there. This maybe a three day visual art exhibition Friday evening, Saturday late morning into the early evening, Sunday later in afternoon and into the early evening as this will be the awards day. Event to be in the in the Spring or the Fall (late April or May / Late September or November). Visual arts include:

Sculptures, pottery, ceramics, jewelry, photography, painting, drawing and weaving. Awards to age division for each category of arts and limit to one item or piece per person, size is limited and recommend artists to submit ready for display. The artist will label item, submit a resume and history, there will be no entry fee, all ages and geographic limitation be determined by commission. Commissioner Bell has volunteered to be the curator for this event.

We wanted to bring these ideas back to the PRCA Commission for additional recommendation and feedback. One of our goals is to have this commission lead the vision. Depending on the timing this will impact the fiscal side as it is not budgeted and will need to bring to Council during mid-year. Details and a preliminary budget, prizes, number of prizes and location logistics in the Community Center due to class programming need to be finalized. A rough estimate cost with marketing \$3,000-\$4,000 and Commissioner Bell has offered his expertise.

Commissioner Bell began the discussion of a three day event Friday, Saturday and part of Sunday (evening awards night) and advertise this event as a visual arts and not as fine arts as the academic community will expect the seven fine arts. We are focusing on 2 of the 7 fine arts, broadly speaking painting and sculpture.

Vice Chair Wilson what are the other 5 fine arts?

Commissioner Bell response, Architecture, Drama, Dance, Music, Literature/Poetry. Commissioner Bell has done both and this idea is an annual arts festival. Not recommending segregating children's art, no separation, all in the same category along with a local master. The artist brings object/piece to the location, labeled and ready for display and pick up on Sunday evening. Staff will look into insurance and will provide each artist a receipt and waiver. Receipt says will have all the essential information and value. Do not dispute the value of an item, so the staff will look into a blanket or individual insurance for item being submitted for display.

Chair Jorge asked Commissioner Bell from his experience what will we expect on the range of value on an item when we open this up to the community of liability are we expecting?

Commissioner Bell responded anywhere from \$20 - \$5,000, pieces are going to be fairly small 4'x8'. Smaller things tend to be valued at a lower price, we may draw out of the woodwork the unusual artist who is a pro who may submit and range \$5,000.

Director of Recreation and Community Services, Corey Lakin, stated that artists must sign a waiver, if something was deemed very valuable and extravagant, we would recommend for that artist bring it back and forth. If we get a ton of pieces and insurance company recommends it, then we would hire a security guard. We will do further research with agencies and municipalities with similar events and see what they recommend.

Chair Jorge is very excited on how this will develop and recommends that he would love to see and incorporate this event with the schools.

Commissioner Bell volunteered to do an outreach to the schools for an opportunity to display their art with the masters.

Commissioner Jempsa was happy how this event will encourage the children in our schools and suggested that this event be held in the spring, April or May.

Vice Chair Wilson agreed that the spring would be a better option to do this event and also asked to get some clarification about excluding filming from visual arts.

Commissioner Bell said that will exclude film for this year because of technical problem of displaying it for three days. If we should get a local film maker, we could see what we can do, not to advertise would be better.

Vice Chair Wilson asked who will be judging and what will be the prize.

Commissioner Bell said that there will be no judge, an individual will self identify as an artist, fall within the geographic confines, submit item along with label. I will be serving as guest curator and the items will be handled in a curatorial manner by an experienced curator and installed just so. We have not discussed in specificity how we will handle the prizes, this is something that we will need to discuss. Up to now we were thinking of awards in a form of a plaque for the wall, all the same except for the category inscription.

Vice Chair Wilson recommended that we should not limit to geographic limitations as our regular channels of marketing reaches so many people outside of our confines and open in having a very broad geographic location. Speaking to prizes, as we cannot have a large cash prize, I think this would be a great way to display the winners within the Council Chambers, city building and museum within the next year. The top prize winners will have a sense of pride and this may attract artists to our event. This is the biggest thing I push for is to display the winners art work within city buildings and it is not just a three day festival and then it is done.

Commissioner Jempsa recommended staff refer all of our guidelines and ideas to our City Attorney for review and recommendations.

Commissioner Decker inquired about the categories and if they were suggestions? Instead of weaving can it be fiber arts and not limited to just one type of fiber arts, would we allow woodworking and furniture? Loves all of the ideas and is very excited.

Commissioner Bell stated these were just suggestions and yes we can add your recommendations to our existing list.

Vice Chair Wilson, also supports this event, with Commissioner Bell's expertise and curator experience it will lend itself in getting credibility that we are looking for. I don't know who to market an art festival and I am optimistic that we are going to do a great job.

Corey Lakin responded that one of the things that we talking about was the name for the event, things that might speak to you and the community as the title is important

and the specifications underneath. Please submit your recommendations, suggestions, guidelines, and rules for a future commission meeting. If you wanted to push before 2016, we will have to ask for an appropriation from Council and get the word out in Facebook, word of mouth, Race on the Base and Spring Carnival and get it into the inside cover of the summer Activities Guide.

Vice Chair Wilson asked in respect to scheduling based on community event and contract classes what is the preferred time frame for Recreation to hold this type of event? Logistically budget time is January and February, can we take it to Council in February?

Corey Lakin responded based on our scheduling windows, there is never a down time. All of the timeframes mentioned are doable, in talking with Commissioner Bell we want to avoid start of school, holidays, AP testing and Spring Break. Spring (Late April and Early May) or Fall (Late September and Mid November before Thanksgiving) works the best with all the different types of scheduling. We can take this at mid-year in February, asking for an appropriation or alteration to the budget. We will have our December, January and February meeting, if the Commission wants to have a motion with a recommendation to Council with your full support to have this appropriated. Early on Commissioner Bell spoke of a possible sponsor and Commissioner Carvajal recommended that City Council appropriate funds for this event. We can look for funding different ways, Commission Bell already has someone in mind and would like to see a proposal or we can go to Council for an appropriation from staff prospective. This can be denied and we bring it back next year or if may be fully supported this year and then we will move forward.

Vice Chair Wilson recommend a motion to move forward to have this event in Spring of 2016.

Chair Jorge, asked staff if they need any type of motion to take to council?

Corey Lakin, my recommendation at this time is to allow staff an opportunity to gather additional research, insurance aspect, add the fiber arts, woodworking, furniture, advertising/market, awards categories selection and let this evolve. Staff would like the opportunity to discuss this with Commissioner Bell and bring back more developed program along with some recommendations with titles to our December meeting. We will need a more formal proposal before a motion can be made.

C. Los Alamitos Senior Program

The senior program is very near and dear to all of our hearts, and know that our senior population is really going booming in the next several year and trying to be proactive in programming in all ages of the seniors. There are seniors who don't consider themselves seniors, the seniors who currently attend and the older ones that need transportation, homebound and home delivered meals. We are looking to establish different programming for all ages.

Los Alamitos Senior Club was established in 1976 by the City of Los Alamitos as a Non-Profit organization 501(c3) which now has evolved to a 501(c7). They have maintained both of those non-profit statuses due to their popular travel club funding.

We get about 80-100 seniors that come to the Community Center every week, they play bingo, cards, socialize, have contests, dress-up days, have speakers come in, they do events and have Wii Bowling tournaments. This gives our senior population an opportunity to come to a place, meet new friends and socialize a place where they can look forward to being here each week. We are really happy to welcome them each week.

We provide Los Alamitos Volunteer Recognition for the club, every January where the City Council recognizes all of the hours of dedication these seniors put in. There is at least 60 recognized each year, these volunteers run the club, we are there to support them as staff, but they do a lot of work to run this club every week. The Senior Club is offering bunco, which has become really popular, it used to be once a month now it is twice a month, they play for gift cards.

Los Alamitos Senior Lunch program that is a little unique and is offered Monday - Friday 8am-12noon and operates out of the Youth Center which is a city facility. We have a bread program where we get pastries from local business and food finders, it is available to the community, this is not just for seniors it is for anyone who needs it. It can be for low-income, we do not ask questions, we do take donations to offset the cost of the senior lunch program. We partner with SeniorServ which is a non-profit that provide senior meals to North Orange County agencies and get funding from the county. This program offered is for those 60 years and older and suggested donation is \$3 dollars. The meals are very tailored for seniors nutritional elements and dietary restrictions. We have a lot of seniors that have aged and gotten sick or gone to nursing home, we are trying to refill the program with new members part of the purpose to bring this to you is to help us spread the word. We are always looking for drivers and volunteers either once a week or as their schedule permits. Our senior meals programs is a rewarding and giving service to our seniors.

We have an exercise program Balance and Fitness, this is a very popular program offered by North Orange County Community College District. We are proud to offer this free class and try to keep these costs at a minimal or free. This program is booming, with 40-50 participants. The seniors really look forward to this exercise class each week and Commissioner Jempesa comes to this program as well. They make friends, socialize, get educated on how to prevent falls and maintain independence to remain a in their homes longer.

We have a lot of programs and services and are open to new ideas. We are working on senior transportation and grants to get doctor, hair appointments, grocery store, and get them here to bingo.

Commissioner Jempesa recommended the senior meals program as they have many activity and plenty of socialization. This is a great place to be at instead of staying home with no one to talk to.

Chair Jorge mentioned that he had read an article how they have combined day care with senior. I think this is valuable to both age groups. Is this is something we may consider as this may be rewarding for all involved?

Commissioner Bell offered to provide the seniors with a free seminar or class on art collection and will coordinate this with Emeline Noda, Recreation Manager.

Commissioner Wilson how many residents of Los Alamitos attend Senior Club

Recreation Manager, Emeline Noda, is researching into offering some new intergenerational programs with our seniors. We currently have club members that come from Seal Beach, Long Beach and Cypress. The travel club attracts a lot of the younger seniors and they share with their friends' information about our programs. We also have a couple that is getting married that met here at senior meals. We will be writing a story and have received approval to submit an article on how and where they met.

D. Race on The Base 2015

Celebrating the 35th Annual ROTB, we brought this to you earlier in the year and to show you some preliminary things that we were thinking and talking about. The OC California Race Medal, the new design incorporates, Seal Beach, Cypress, and Los Alamitos races and all represented. Cypress has the runner and sun rays, Los Al's is the star and jet, and Seal Beach is the Seal and Seal Beach pier. This brand new design is being offering to returning series participants who have already completed the series. Seal Beach and Cypress do not offer finisher medals. There is a lot of people that come up after the event and are told that they do not receive a finisher medal, but if the complete all 3 they receive series medal. They can start at any 3 races; they are really popular with 700 who were eligible at the last event. Commissioner Wilson has a one of these medals. We encourage you to spread the word.

The ROTB medals have the star is on top of the circle, is well backed and swivels, there is a glow run. Introduced the Neon – Glow Run, Red - Participant, and Blue - Volunteer shirts, it is sublimated which means that you can't feel the design. We are not offering a free meal this year, and we want to give back to the participants by upgrading on the medals and quality of the shirt.

The Charity, Sponsor and Vendor packets are available, so the challenge to each of you is to hand it out to someone that you think maybe interested. They can contact us and we can provide them with all the information necessary. We are reaching out to Charity Groups to raise funds for their charity and challenge them to dress up and have a presence on the course to excite and encourage participants during their race through creative themed cheer stations in addition to fundraising for local charities. See all the details on the website listed under Charities.

Race registration is not doing bad, but currently down about 100 from last year. We have been in constant contact with those in the racing industry and there is a steady decline due to competing events such as Tough Mudder, Warrior Dash, Color Run, themed runs and obstacle races. We are anticipating for the glow run to increase the 1K kids run numbers and if this even is successful, we will look into opening the 5K for families. There are so many different races out there that many participants are waiting longer to make a decision as to what race to participate in.

We are looking for Sponsors for Race on the Base, we lost a clinic sponsor and some other sponsors have not returned this year. Sponsor levels are not set in stone, we will be able to customize a package and there are also several branding opportunities. We are also in need of volunteers. Event will begin on Friday, February 26, 2016 with Health Expo/Package Pick Up from 1:30-7:30 p.m. To commemorate the 35th anniversary we hope to have an 80's cover band at the event. The Glow Run will begin at 6:30 p.m. and will be split into age groups. The course will be well lit, there will be lasers and black lights, glow necklaces, glow paint.

Vice Chair Wilson asked what is the status display of the MOA. Also will there be Food Vendors are allowed at ROTB?

Corey Lakin, this year we will be open to food vendors, as we will not have Denny's.

Commissioner Bell said that Baja Sonora is new in town and maybe interested in Sponsorship opportunities for ROTB. Do you have a Glow in the Dark cards and may we get approval to distribute this information in the schools.

Recreation Manager, Ron Noda will submit a request for ROTB event be approved for school distribution.

7. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT

Next Activities Guide should be delivered to your homes next week, cover featuring Race on the Base.

Winter Wonderland is on December 5, 2015, from 4-7:30 p.m., we are looking for business interested in being a part of this event. Last year was our 3rd annual and we almost tripled our participation from the first year, this is a great collaboration with the Los Alamitos Chambers of Commerce Young Professionals. Everything is free except for food and if you wish to buy goodies from the several vendors. This is an awesome event and Commissioners are encouraged to attend.

Commissioner Holiday Dinner, Tuesday, December 8, 2015, please RSVP to Trini for that if you are going to attend along with a guest/spouse. We will honor you for your service and commitment over the past year and encourage all of you to attend.

We are in need judges for the Holiday Decorating Contest for December 15, 2015 beginning at 6pm at the Community Center. Vice Chair Wilson volunteered along with Commissioner Bell and Decker.

Wishing you and your families a Happy and Wonderful Thanksgiving.

8. COMMISSIONER REPORTS

Commissioner Jempsa, wanted to apologize for being late and as she has a caretaker driving her to her appointments.

Vice Chair Wilson, attended Wings, Wheels, and Rotors event and said that is was a great success. Also at this event staff was promoting ROTB 2016. I am also involved with the Winter Wonderland Committee and we are in need of sponsors and vendors.

Commission Decker, wanted to share how pleased she was with the Trunk or Treat event and loved being a costume contest judge and mentioned that it was a challenge and not easy to select a winner.

Commissioner Bell, mentioned that he and his wife enjoyed being part of the Trunk or Treat event, he was the Emcee and Linda a costume contest judge.

Chair Jorge, also mentioned that he attended the Wings, Wheels, and Rotors event and that it was well attended and commended the Chambers for organized event.

9. ADJOURNMENT

The Parks, Recreation, and Cultural Arts Commission adjourned at 8:59 p.m.



Emil Jorge, Chair

Attest:



Corey Lakin, Director
Recreation & Community Services Department