CITY OF LOS ALAMITOS
3191 Katella Ave.
Los Alamitos, CA 90720

AGENDA
PARKS, RECREATION, AND
CULTURAL ARTS COMMISSION
REGULAR MEETING
Wednesday, November 1, 2017 – 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 Chirco
Commissioner Doby
Commissioner Hill
Commissioner Jorge
Commissioner Olveda
Vice Chair Estrada
Chair Carvajal

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 4, 2017.

6. **STAFF REPORTS**
   A. **Preview of 2018 Weekend of Art in Los Alamitos**
      This report provides the Parks, Recreation & Cultural Arts Commission a preview of the upcoming Weekend of Art in Los Alamitos.

      Recommendation: Commission review and recommend possible revisions for the 2018 Weekend of Art.

   B. **Los Alamitos Streetlight Banner Policy Development**
      This report continues the Parks, Recreation & Cultural Arts Commission's development of a uniform and consistent policy for the attachment of banners to the new street light poles located within the center median of Los Alamitos Boulevard between Cerritos and Katella Avenues.

      Recommendation: Tonight, the Commission should review the Draft Streetlight Banner Program for Los Alamitos that staff has prepared, combine any ideas, thoughts, improvements and alterations to the document and provide further direction to staff.

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 26th day of October 2017.

   [Signature]

   Trini Zenovka, Department Secretary
1. CALL TO ORDER
The Parks, Recreation and Cultural Arts Commission met in a Regular Session at 7:01 p.m., Wednesday, October 4, 2017, in the Council Chambers, 3191 Katella Ave., Chair Carvajal presiding.

2. ROLL CALL
Present: Commission Members: Carvajal, Chirco, Doby, Estrada, Hill, Jorge, Olveda
Absent: Commission Members: None
Present: Staff: Corey Lakin, Recreation & Community Svcs. Dir.
Stephen Mendoza, Development Services Director
Ron Noda, Recreation Manager
Megan Shimada, Recreation Coordinator

3. PLEDGE OF ALLEGIANCE
Chair Carvajal led the Pledge of Allegiance.

4. ORAL COMMUNICATIONS
Chair Carvajal opened Oral Communications. There being no one present wishing to speak, Chair Carvajal closed Oral Communications.

5. MINUTES
Motion/Second: Estrada/Olveda – August 2, 2017
Abstain: Carvajal, Hill and Jorge
Motion/Second: Carvajal/Chirco – September 6, 2017
Abstain: Estrada/Jorge/Olveda
Motion Carried: The Parks, Recreation, and Cultural Arts Commission approved the special meeting minutes August 2, 2017 and regular meeting of September 6, 2017.

6. STAFF REPORTS
A. Los Alamitos Street Light Pole Banner Guidelines
Steven Mendoza, Development Services Director provided the Parks, Recreation and Cultural Arts Commission research and background information for developing guidelines, processes, and procedures for the street light poles located within the center median of Los Alamitos Boulevard between Cerritos and Katella Avenues. The PR&CA Commission has been requested to provide a uniform and consistent policy for the use and permitting of the banners.

The Commission agreed to use Redding California Street Light Banner Application and Program document as a working draft in developing the city's policy. After the
Commission provides input to staff, the City Attorney’s office will be consulted to provide analysis of the program and then forward to the City Council. Chair Carvajal recommended the following to be included in the draft:

- Who is allowed to apply for permits (categorize by groups)?
- Blackout dates?
- Dates available to applicants (how will this be determined if different groups requested the same dates)
- Duration (consistent start and end date)
- Cost (application, permit, cost for art work, review, approval, installation, take down and advertisement fees)
- Patriotic Banners – No advertisement allowed
- Annual Review of Policy

Commissioner Jorge recommended a surcharge fee for replacement cost of the banners.

B. Preview of 2017 Trunk or Treat featuring the Treasure Hunt

Megan Shimada, Recreation Coordinator provided the Parks, Recreation & Cultural Arts Commission a preview of the 6th Annual Trunk or Treat featuring the Treasure Hunt event at Little Cottonwood Park on Saturday, October 28, 2017. The event will feature the 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. Newly added this year is a spooky hayride circling the perimeter of the park along the sidewalk and guests will enjoy static displays of sponsored “hayride stations”. Another new addition this year will be an adult pumpkin pie eat contest.

Community members, local organizations, and businesses are invited to decorate their vehicles and participate in the event as “trunks” to market themselves to approximately 2,500 residents.

The Parks, Recreation and Cultural Arts Commissioners are invited and encouraged to participate by emcee the event, judge the costume contest, announce treasure hunt, judge and award prizes to the best trunk winners. Commissioner Doby, Olveda and Vice Chair Estrada volunteered for any area as needed.

C. 2017 4th of July Fireworks Spectacular Overview & Wrap-Up

Ron Noda, Recreation Manager provided the Parks, Recreation, and Cultural Arts Commission an update and overview of the 2017 4th of July Fireworks Spectacular. This event is co-produced by the cities of Los Alamitos, and Cypress, with financial support from the city of Seal Beach and the Community of Rossmoor. The Joint Forces Training Base provided the facility for the show. The 2017 event went back to a Memorandum of Agreement (MOA) with increased stipulations that the cities of Los Alamitos and Cypress had to abide by such as a decrease in food and sales vendors, elimination of the Kids Fun Zone and the fee for parking was eliminated in accordance with the MOA. Staff will do all that is possible to maintain 4th of July and Race on the Base to keep these events alive.
7. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT
Corey Lakin, Director of Recreation and Community Services Department reminded Commissioners to RSVP for the Commissioner Dinner on December 5, 2017 at Old Ranch Country Club, Winter Wonderland at the Plaza on December 3, 2017, email Megan Shimada, Recreation Coordinator and sign up to volunteer for Trunk or Treat event on October 28, 2017, and email your policy recommendations to begin establishing Los Alamitos Street Light Pole Banner Guidelines to me within the next two weeks. Corey Lakin, Director of Recreation and Community Services Department announced that he accepted a position with Culver City as Director of Parks, Recreation and Community Services an opportunity that was difficult to pass up in his career and future endeavor. He gave a heartfelt thank you to each commissioner for their support.

Ron Noda, announced that he will be out of the office beginning November 1, 2017 through January 5, 2018, Emeline Noda, Recreation Manager will return to the office on November 1, 2017.

8. COMMISSIONER REPORTS
Commissioner Olveda, Hill and Vice Chair Estrada congratulated Corey Lakin, Director of Recreation and Community Services Department on his new position.

Commissioner Jorge, stated that for the past three years he has been marveled on how great your dream team is to the City, congratulation on your new opportunity. I am very sad for the City as it will be difficult to replace you, wishing you the best. As you all know the Chambers cancelled Wing Wheels and Rotors event this year due to JFTB increased situations, we will regroup and offer a new version of this event next year. On October 30, 2017 the Chambers will host Silver Cup Challenge Golf Tournament at the Navy Golf Course

Commissioner Doby stated that she was very happy for Corey and wished him much success.

Commissioner Chirco thanked Commissioner Jorge for the update on Wings Wheels and Rotors, congratulated Corey on his new position and thanked him for all that he has done.

Chair Carvajal, said that what you have done in this department is GREAT in consideration with the budget constraints, it is miraculous. The experience that you are taking from this and all of the challenges that you faced are going to serve you very well. I am beyond proud of your accomplishments.

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

Attest:

Pete Carvajal, Chair

Corey Lakin, Director
Recreation & Community Services Department
City of Los Alamitos
Parks, Recreation & Cultural Arts Commission

Agenda Report
Staff Report

November 1, 2017
Item No: 6A

To: Chair Pete Carvajal & Members of the Parks, Recreation and Cultural Arts Commission
Via: Corey Lakin, Recreation & Community Services Director
From: Megan Shimada, Recreation Coordinator
Subject: Preview of 2018 Weekend of Art in Los Alamitos

Summary: This report provides the Parks, Recreation & Cultural Arts Commission a preview of the upcoming Weekend of Art in Los Alamitos.

Recommendation: Commission review and recommend possible revisions for the 2018 Weekend of Art.

Background:

The Parks, Recreation, & Cultural Arts Commission and Recreation & Community Services Department held the second annual Weekend of Art in Los Alamitos on Friday, March 17 – Sunday, March 19, 2017. The three-day visual art exhibition was held at the Los Alamitos Community Center and featured 152 visual artists and 14 performing arts groups.

Discussion:

The third annual Weekend of Art in Los Alamitos is scheduled for Friday, March 16 from 5-8pm and Saturday, March 17, 2018 from 10am-8pm. The event will feature all performing and visual arts mediums, and will continue to include demonstrators, vendors, and mini activities throughout the event. The two-day format (formerly three-days) should help the performers, artists and vendors better showcase their items to participants and attendees. Each of the past two years, the middle day has been very lightly attended in spite of free activities, live performances and demonstrations.
During the 2017 event, the following awards were given. Staff is requesting the Commission to review the following awards and provide feedback on possible revisions.

- Mayors Awards: 1st, 2nd, & 3rd place
- Curator’s Awards: 1st, 2nd, & 3rd place
- Commission’s Awards: 1st, 2nd, & 3rd place
- Art Educator’s Awards: 1st, 2nd, & 3rd place
- Elementary School (Pre-K- 5th grade): 1st, 2nd, & 3rd place
- Middle School (6th-8th grade): 1st, 2nd, & 3rd place
- High School (9th-12th grade): 1st, 2nd, & 3rd place
- Adult (18+) awards: 1st, 2nd, & 3rd place
- “People’s Choice” award: 1st place

Based on the 2017 survey responses, feedback throughout the event and evaluation among the staff, below are some changes staff is considering implementing for the 2018 event to address some of these criticisms and improve the overall event. Staff is requesting the commission to review the following suggestions and provide feedback on possible revisions.

- Consider adding medium to the note cards next to each artwork
- Consider having each medium placed together

Parks, Recreation and Cultural Arts Commissioners are requested to attend the event on Friday, March 16th from 5-6pm to select the winners of the Commissioner’s Awards and on Saturday, March 17th at 6pm for the Awards Ceremony.

**Fiscal Impact:**

Funding for the event is appropriated by the City Council at $5,000 in the Recreation and Community Services Department Special Events budget. Sponsors will be sought to help support and expand the event.

Submitted By:  
Megan Shimada  
Recreation Coordinator

Approved By:  
Corey Lakin  
Recreation & Community Services Director
City of Los Alamitos
Parks, Recreation & Cultural Arts Commission

Agenda Report
Staff Report
November 1, 2017
Item No: 6B

To: Chair Pete Carvajal & Members of the Parks, Recreation and Cultural Arts Commission

From: Steven Mendoza, Development Services Director

Via: Corey Lakin, Recreation & Community Services Director

Subject: Los Alamitos Streetlight Banner Policy Development

Summary: This report continues the Parks, Recreation & Cultural Arts Commission's development of a uniform and consistent policy for the attachment of banners to the new street light poles located within the center median of Los Alamitos Boulevard between Cerritos and Katella Avenues.

Recommendation: Tonight, the Commission should review the Draft Streetlight Banner Program for Los Alamitos that staff has prepared, combine any ideas, thoughts, improvements and alterations to the document and provide further direction to staff.

Background

At the October 4, 2017 Parks, Recreation and Cultural Arts Commission Meeting, the Commissioners received a report from Development Services Director Steven Mendoza about an element of the Los Alamitos Boulevard Beautification project that involved the inclusion of ten new "Old Town" street light poles in the newly installed medians. Each light pole will have allow for two double-sided display banners (one on each side of the pole).

Dekra-Lite, the City's current contractor for the installation and removal of the Holiday Banners provided the Commission with a PowerPoint presentation on what a banner program could look like and a sample banner with the specifications that make Dekra-Lite products unique.
Discussion

The Parks, Recreation and Cultural Arts Commission is being tasked with helping to develop guidelines, processes and procedures for use and permitting of the banners. The purpose for these guidelines is to provide uniform and consistent policy for the attachment of banners to the new street light poles.

Commissioners were provided with sample policies and procedures from nine other cities to review, compare and take various aspects from one and combine it with another to create a complete document that meets the needs for Los Alamitos. The Commission determined they wanted to begin with the sample from Redding, CA and take various aspects from other samples and revisit the item in November to compile the document.

As the Commission puts together a recommendation for a policy guide for the banners, they should the following in mind:

- Providing a cost effective program
- Providing for ease of administration
- Simplistic review process
- Insurance Requirement
- Legally defensible

Tonight, the Commission should review the Draft Streetlight Banner Program for Los Alamitos that staff has prepared, combine any ideas, thoughts, improvements and alterations to the document and provide further direction to staff. There are several aspects of the policy to consider including, but not limited to:
• Who can place banners
• How often can an organization place banners
• How long should they remain in place
• Should streetlights should be reserved individually or all together or a mixture
• How often/long the City should place banners and for which events/programs
• Should the City require the banners be made by one company or can the banners be provided by the organization
• Appeal process if Director denies banner(s) access
• Financial deposit for damages – on banner
• Add “Glossary” or “Definitions” or “FAQ” to help counter questions

After the Commission provides input to staff, the City Attorney’s office will be consulted to provide an analysis of the program as well. Ultimately, the City Council will finalize the program and fees prior to its implementation.

Fiscal Impact

There is no known fiscal impact yet for helping to develop a light pole banner program.

Submitted By:  

[Signature]
Steven Mendoza  
Development Services Director

Approved By:  

[Signature]
Corey Lakin  
Recreation & Community Services Director

Attachments:  1. Draft of the Los Alamitos Streetlight Banner Program
STREETLIGHT BANNER APPLICATION

Applicant Information
Organization/Company Name___________________________ Date__
Address___________________________ State________ Zip Code_____
Phone___________________________ E-mail___________________________
Contact Information Same as above☐
Name___________________________ Date__
Address___________________________ State________ Zip Code_____
Phone___________________________ E-mail___________________________

Banner Information
Time period requested (30 days maximum)___________________________
Poles Requested: ☐ All Available Poles
☐ Specific poles:
☐ 1E ☐ 2E ☐ 3E ☐ 4E ☐ 5E ☐ 6E ☐ 7E ☐ 8E ☐ 9E ☐ 10E
☐ 1W ☐ 2W ☐ 3W ☐ 4W ☐ 5W ☐ 6W ☐ 7W ☐ 8W ☐ 9W ☐ 10W

Indemnification: Signature below indicates Permittee shall defend, indemnify and hold the City, its officials, officers, employees, agents and volunteers, free and harmless from any and all claims, demands, orders, causes of action, costs, expenses, liabilities, losses, penalties, judgments, arbitration awards, settlements, damages or injuries of any kind, in law or in equity, including but not limited to property or persons, including wrongful death, in any manner arising out of, pertaining to, related to, or incident to any alleged acts, errors or omissions, or willful misconduct of Permittee in connection with performance under this Permit, or in any manner arising out of, pertaining to, related to, or incident to an alleged breach of this Permit, including without limitation the payment of all consequential damages, expert witness fees and attorneys' fees and other related costs and expenses, regardless of whether or not the City approved plans or specifications or inspected any of the signs erected pursuant to this Permit.

Fee calculation: Administrative = $100 (non-refundable)
# of 2-sided Banners ___ x $90 per banner = $___ (Installation, Removal & Storage for 1 year)
Total due = $___

I represent of the above Organization/Company and agree to abide by the Streetlight Banner Program provisions:
______________
Signature of Permittee
FOR OFFICE USE:
Approved___________________________ Date___________________________
Approved Dates for Display___________________________
Comments/Conditions:

Page 1 of 1
All streetlight banners for this program are located in the center median of Los Alamitos Boulevard between Katella Avenue and Cerritos Avenue within the City of Redding, Los Alamitos public right-of-way shall comply with Chapter 18.42 of the Redding Municipal Code. Only those streetlight banners approved and permitted by the Development Services Director as being in compliance with the City's Street Banner Program may be installed within the public right-of-way.

Permits for streetlight banners issued pursuant to Chapter 18.42 shall be granted only to nonprofit civic organizations or governmental bodies for the purpose of bringing to the attention of the public events which are of a general public interest and shall be subject to such terms and conditions as shall be reasonably imposed.

No permits shall be issued to further political or religious purposes or purposes primarily involving private financial gain. Nothing in this chapter shall be construed to prohibit the issuance of a permit for a street banner welcoming the convention or similar gathering of a private, religious, or political organization. Permits for streetlight banners shall be granted for a period of not more than 30 days unless a longer period is specifically requested and justified due to special or extraordinary circumstances.

**PERMIT PROCESS**

A. No temporary streetlight banner shall be installed within any public right-of-way without first obtaining a permit issued by the Development Services Director in accordance with regulations provided in Chapter 18.42 of the Redding Municipal Code, the standards set forth in this Temporary Streetlight Banner Program, and Electric Construction Standards 558.00 through 558.03.

B. Applications for a temporary banner permit shall be submitted to the Development Services Director on a form supplied by the City of Redding, Los Alamitos at least 30 days prior to the desired installation date. Streetlight banner permits may be requested up to one year in advance of the desired installation date and will be approved on a first-come, first-served basis.

C. All streetlight banner applications shall contain a sketch of the proposed banner(s), depicting banner content and dimensions.

D. The Development Services Director shall determine if the application complies with the standards specified in this policy.

E. The Development Services Director shall approve or deny the application within 5 business days.

F. The Development Services Director shall approve the permit if the application conforms within the standards contained in this policy and the requirements of Chapter 18.42 of the Redding Municipal Code.
G. The Development Services Director shall deny the permit if the application does not conform to the standards in this policy and/or the requirements of Chapter 18.42 of the Redding Municipal Code. The applicant shall be given written notice of, and the reasons for, the denial.

H. The Development Services Director shall impose an "Administrative" fee to cover the processing cost of the streetlight banner sign permit and collect the fee at the time of application.

I. The Permittee shall agree to indemnify and hold harmless the City of Redding/Los Alamitos from any damages resulting from the failure or malfunction of permittee's banner(s).

J. The City of Redding/Los Alamitos will not be responsible for theft or damage of banners.

K. Banner installation is allowed only on decorative streetlight standards in the following areas in the center median on Los Alamitos Boulevard in between Cerritos Avenue and Katella Avenue:
   - Parkview Avenue between State Route 273 and State Street.
   - South Bechelli Lane.
   - Cypress Avenue.
   - Hilltop Drive between Cypress Avenue and State Route 44.
   - Churn Creek Road south of Arizona Street.
   - Other locations as may be specifically authorized by the City Council.
   * North Market Street is not regulated by this program and is solely authorized by separate agreement with Caltrans.

L. Only banner types meeting the definitions set forth in Exhibit "A" to this policy shall be allowed under the provisions of the Streetlight Banner Program.

L-M. City will remove any banners that are frayed, ripped, or otherwise unsightly at the expense of the Permittee.

STANDARDS FOR BANNERS

A. Manner of Installation/Banner Manufacturing

1. Banners on decorative streetlight poles shall be 2.5 feet (24 inches) wide and 5.0 feet (60 inches) high.

2. No banners shall be installed on any decorative streetlight pole supporting 2 lighting fixtures.

3. No more than one banner shall be installed on any decorative streetlight pole supporting a single lighting fixture.

4. Banners mounted toward the street and subject to being struck by vehicular traffic must be mounted at least 14 feet above the road surface. Banners mounted away from the road and not subject to vehicular traffic must be mounted at least 11 feet above the sidewalk.
6. All banner brackets on streetlight poles must be installed using stainless steel band clamps, and the brackets and arms must be sufficiently strong to withstand wind loads generated by 80-mile-per-hour winds. Banner arms shall have "flex" capabilities to reduce the wind loading that occurs on the pole as a result of the banner.
6. All streetlight pole(s) being used must be inspected and approved by the Electric Department prior to installation.

7. Banners shall be installed only at locations specified on the permit.

2. Banners shall be installed and removed by City Contractor or City personnel in strict compliance with the traffic control, signage, and warning-device criteria specified in the Caltrans manual of traffic control. The cost of banner installation and removal shall be paid by the Permittee two (2) weeks prior to installation of the banners.

3. Banners must be manufactured by Dekra-Lite OR Banners must be manufactured by a reputable company who with the specifications listed below. Manufacturer must provide the City of Los Alamitos with a minimum of a $1,000,000 Certificate of Liability Insurance and name the City as an Additional Insured. Ability to purchase insurance through City's contractor?

8. SPECS (size, type, weight of material, wind-load of material, grommet locations, stitching, pocket sizes, reinforcement, etc.)

B. Time of Installation

1. Permittee shall deliver the banner(s) to the City of Redding Electric Department, 20065 Viking Way #2, Redding, CA 96003, a minimum of five (5) business days prior to the installation of any banner on streetlight poles pursuant to the permit.

2. All banners and supporting material shall be removed within 30 days after the date of installation unless an extension of time is specifically requested by the applicant and approved by the Development Services Director. The length of the time extension shall be as specified by the Development Services Director.

C.B. Place of Installation

1. Banners shall only be installed on City-owned poles and standards in the center median on Los Alamitos Boulevard in between Carritos Avenue and Katella Avenue.

2. Banners shall not be installed on any pole or standard which could create sight-distance problems for pedestrian or vehicular traffic.

3. Banners shall only be installed at the approved locations indicated on the plan submitted with the banner application.

4. Two weeks prior to installation, organization needs to provide City with a $1,000,000 Certificate of Liability Insurance and name the City of Los Alamitos, its officials, officers, employees, agents and volunteers as Additional Insured.
5. Installation date or time may be affected by weather conditions or unforeseen events. The City is not liable for any loss caused by a delay in the installation of banners or a reduction in the display time.

6. At any time, there may be banner sites that are not available because of construction, repairs, missing hardware, accident, maintenance, or other reasons. Additionally, the banner program can be cancelled by the City at any time, at which time, refunds will be provided to permittees for any permit time that was not used.

C. Design Specifications

3. Size of letters/numbers. Color scheme, logo, % of message, % advertising, etc. (see Santa Clarita sample)

1. 

2. Banner Art will not give the appearance or impression that any commercial product or service is endorsed or recommended by the City or any of its agencies, departments, officers or employees. Banners are not to display the word “stop,” “drive,” “danger,” or any word, phrase, symbol, lighting, or any device or any components thereof, or character likely to interfere with or mislead pedestrian or vehicular traffic.

3. Banners will not contain (SPECIFICS, like Long Beach sample)
EXHIBIT "A" TO COUNCIL POLICY "STREETLIGHT BANNER PROGRAM"

DEFINITION OF BANNER TYPES (AND/OR WHO CAN APPLY – CITY, LAUSD, LOS ALAMITOS-BASED NON-PROFIT)

1. Community Event
   Defined as an event or a series of related events involving a subject matter of interest to a significant portion of the residents of the city that promotes civic pride in a local community within the city or for the city as a whole, that is not a purely commercial enterprise, and where the proceeds, if any, will directly benefit either a charitable or nonprofit organization.

2. Charitable Event
   Defined as an event or a series of related events involving a subject matter of interest to a significant portion of the residents of the city, where the proceeds, if any, will directly benefit a charitable organization that maintains its charitable status pursuant to Internal Revenue Code Sec 501(C)(3).

3. Nonprofit or Not-for-Profit Event
   Defined as an event or series of related events involving a subject matter of interest to a significant portion of the residents of the City that is sponsored by an organization which is incorporated or otherwise organized as a nonprofit organization pursuant to the laws of the State of California or the United States and where the proceeds, if any, will directly benefit either a charitable or nonprofit organization.

4. City Event
   Defined as an event or series of related events involving a subject matter of interest to a significant portion of the residents of the city that is also an event sponsored by the City, any of its operating departments, boards, commissions, or bureaus, and that has been approved by the City Council.

5. Noncommercial Civic Identification
   Defined as area or community identification public service or civic announcement or recognition of the existence of a neighborhood or commercial district in the city.