

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

REGULAR MEETING – WEDNESDAY, December 6, 2017

1. CALL TO ORDER

The Parks, Recreation and Cultural Arts Commission met in a Regular Session at 7:01 p.m., Wednesday, December 6, 2017, in the Council Chambers, 3191 Katella Ave., Chair Carvajal presiding.

2. ROLL CALL

Present: Commission Members: Carvajal, Doby, Hill, Jorge

Absent: Commission Members: Olveda, Estrada

Present: Staff: Emeline 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

The Parks, Recreation, and Cultural Arts Commission deferred approval of minutes of November 1, 2017 to next scheduled meeting.

6. STAFF REPORTS

A. Recap of 2017 Trunk or Treat Featuring the Treasure Hunt

Megan Shimada, Recreation Coordinator provided the Parks Recreation and Cultural Arts (PR&CA) Commission a recap of the 2017 Trunk or Treat featuring the Treasure Hunt event. On Saturday, October 28, 2017 the Los Alamitos Recreation and Community Service Department hosted its 6th Trunk or Treat featuring the Treasure Hunt. The event featured a costume contest and newly added Family Division, photo areas, carnival game booths, treasure hunt areas, inflatables, trick-or-treating from trunks, food trucks, an adult pie eating contest, and a spooky hayride.

The PR&CA Commission recommended staff to provide a movie screen and a Halloween movie for the public to enjoy at next year's Trunk or Treat event. The Commission recommended to move the stage to a visible location with more lighting. Staff was requested to provide cards to include category, name, description and add judges' scores for the Costume Contest. It was also recommended barricades or security guard be positioned along the hayride path for safety of the guests. The Commission requested to sign thank you cards for

future events that staff send out to supporters of the City events (i.e. sponsors, etc.)

B. Winter/Spring 2018 Youth Sports Preview

Megan Shimada, Recreation Coordinator provided the Parks, Recreation and Cultural Arts Commission with an update regarding the Winter 2018 Youth Sports Programs. In the Winter, the City conducts a Youth Basketball League for coeds in K-8th grades. In the Spring, the City conducts a Youth Track and Field Program. The Department will be slightly modifying the programs by adding after-school intramural co-ed sports and adding a Song Team program to complement the Youth Basketball Programs.

New this year, the City has partnered with the Los Angeles Jr. Clippers with the popular Youth Basketball League. The Clippers Partnership will include several benefits to both the participants and the City. Chang Orthodontics is the "Official Youth Sports Sponsor" since 2013. The brand new Song Team, will be offered for 10 weeks for cheerleaders in grades K-8. Registration includes pom poms, a uniform and hair bows. A new Young Runners Club program will be offered in the Winter to enhance the growth of the Track and Field and Cross Country programs and partnering with the 2018 Race on the Base (ROTB). The Young Runners Club will be offered for 8 weeks at Oak Middle School beginning on January 3, 2018 and ending on Race on the Base weekend. Registration fee will include a race shirt, race medal, and admission into the Glow in the Dark Whimsical Fun Run or \$25 towards an ROTB event of their choosing.

Commissioner Hill recommended to include a shirt along with the registration fee for the Young Runners Club to promote the program.

C. Race on the Base Update

Emeline Noda, Recreation Manager provided the Parks, Recreation and Cultural Arts Commission with pertinent information regarding the 2018 Race on the Base. ROTB is the City's largest special event held on the 4th weekend of February. Registration is currently down compared at this point last year, with the delay of the start of registration due to the determination if the event would take place in 2018.

Staff constantly evaluates marketing efforts and evaluates the return on investment and is always brainstorming on ways to keep the ROTB fresh and up to date in current industry trends. Staff added a new "Whimsical" theme to the Glow in the Dark Fun Run to attract more participants.

Sponsorship is significantly lower this year compared to this time last year. Contact with potential sponsors began late this year due to not knowing if the event would take place. For a variety of reasons, sponsors have either significantly decreased their sponsor dollars or have not returned due to competing sponsor dollars, layoffs in their organization and reduced budgets, etc. This year's Registration and Vendor Expo Tent will also be significantly smaller due to the late start in vendor recruitment, the military restrictions and new application procedures.

Colonel Bond has signed a Memorandum of Agreement (MOA) for 2018 and said that he also plans to sign an MOA for 2019 before he leaves office.

Chair Carvajal requested staff to inform the Commission on the dates of the Council and the other City Commissions for the promotion of the Race on the Base Challenge.

7. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT

Emeline Noda, Recreation Manger invited the PR&CA Commission to volunteer to be a judge for the Holiday Decorating Contest on December 13, 2017. Emeline Noda asked the Commission to save the date for Weekend of Art on March 16-17, 2018 at the Community Center and reminded the Commission of the Special Meeting to be held on January 10, 2018 at the Community Center at 7:00 p.m.

8. COMMISSIONER REPORTS

Commissioner Hill and Doby had no items to report.

Commissioner Jorge, commented how much he has enjoyed serving on the PR&CA Commission for the past three years and thanked staff for a wonderful job that they do.

Chair Carvajal expressed how awesome the Winter Wonderland was and apologized for not being able to attend Trunk or Treat event in October. Chair Carvajal thanked the City Manager and City Council for providing the City's Commissions with a wonderful Commissioner Dinner Event. Chair Carvajal recommended to add an agenda item in the next few months to discuss the future of the Recreation and Community Services Department and staffing.

9. ADJOURNMENT

The Parks, Recreation, and Cultural Arts Commission adjourned at 8:19 p.m.



Pete Carvajal, Chair

Attest:



Emeline Noda, Recreation Manager
Recreation & Community Services Department