

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

REGULAR MEETING – WEDNESDAY, June 5, 2019

1. CALL TO ORDER

The Parks, Recreation and Cultural Arts Commission met in a Regular Session at 7:01 p.m., Wednesday, June 5, 2019, in the Council Chambers, 3191 Katella Ave., Vice Chair Duran presiding.

2. ROLL CALL

Present: Commission Members: Doby, Duran, Hunter, Murphy

Absent: Commission Members: Crans, Hill, Olveda

Present: Staff:
Ron Noda, Recreation Manager
Emeline Noda, Recreation Manager
Megan Shimada, Recreation Supervisor
Trini Zenovka, Department Secretary
Erika Halberg, Community Service Coordinator

3. PLEDGE OF ALLEGIANCE

Vice Chair Duran led the Pledge of Allegiance.

4. ORAL COMMUNICATION

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

5. MINUTES

Motion/Second: None

Abstain: Duran May 1, 2019, Crans/Hill/Olveda June 5, 2019

Motion Carried: The Parks, Recreation and Cultural Arts Commission deferred approval of the Regular Meeting of May 1, 2019 to the next scheduled meeting due to lack of quorum.

6. STAFF REPORTS

A. Facility Preview - Music and Movie Event Series

Recreation Manager Ron Noda provided the Parks, Recreation & Cultural Arts Commission a preview of the Los Alamitos Recreation and Community Services Department's MemorialCare Miller Children's & Women's Hospital Long Beach 2019 Music and Movie Event Series. Four (4) Music and Movies events are held during the summer months. MemorialCare Miller Children's & Women's Hospital Long Beach is the title sponsor for the 2019 event series. All events are free to attend and provides the community with a fun-filled evening of activities including a live band, food vendors, children's activities, bounce houses, photo area and arts and crafts followed by a movie. Events will begin

at 6:30pm with live entertainment with the movie beginning at approximately 8:00pm, dates and locations are as follows:

- Saturday, June 15, 2019 at Little Cottonwood Park and will feature the band Southland Mega Groove. After the live entertainment, the featured movie for the night will be Trolls. The “Crazy Hair Company” will come out and style kids with crazy hair to mimic the trolls in the movie.
- Saturday, June 29, 2019 at Sunburst Field at the Joint Forces Training Base and will have live music provided by the 4 Alarm Band. The featured movie for the night will be Star Wars: The Force Awakens. Arts & craft area will feature Star Wars Legos, and a dress up contest. Attendees are encouraged to come dressed as their favorite Star Wars character for a chance to win a prize.
- Saturday, July 13, 2019 at Orville R. Lewis Park and will have live music from the Mike Sullivan Band, presented by Randy Hill, Realtor. The band will also be raffling off a guitar to an audience member. The featured movie for the night will be Wreck-It-Ralph: Ralph Breaks the Internet and will have a video game truck from 6:30pm-8:00pm.
- Saturday, July 27, 2019 at the Los Alamitos School District Office Field and will have live music from the band – Hollywood Blonde. The featured movie for the night will be Disney’s Incredibles 2 and a visit from Elastagirl herself.

The Recreation and Community Services Department along with the Parks, Recreation, and Cultural Arts Commission invites the community to attend one or all of the MemorialCare Miller Children’s & Women’s Hospital Long Beach Music and Movies Event Series with family, neighbors, and friends.

B. Preview - 4th of July Fireworks Spectacular

Recreation Manager Ron Noda provided the Parks, Recreation & Cultural Arts Commission with information regarding the upcoming 32nd annual 4th of July Fireworks Spectacular scheduled for Thursday, July 4, 2019 at the Joint Forces Training Base. The annual 4th of July Fireworks Spectacular will be held at the Joint Forces Training Base (JFTB), marking its 32nd year of the event. Event is co-sponsored by the cities of Los Alamitos and Seal Beach and the Joint Forces Training Base. Approximately 15,000 people attend the free event to celebrate America’s birthday by viewing a spectacular firework display.

The main stage will have live entertainment provided by the 40th Infantry Division Band and The King Salmon Band. Event will be on the airfield with parking on the tarmac. The Family Area will be open from 4:00pm to 8:00pm and feature activities for the family to enjoy. A second stage will be in the family area and it will host a magic show performance beginning at 6:00pm. The second stage will also feature a donut eating and pie eating contest. Other activities will include large games such as corn hole, “Jenga”, and “Connect Four.” Free Face painters, balloon twisters, and caricature artists will also be located in the Family Area.

Staff is currently working with companies to obtain quotes for equipment rentals (light towers, port-a-potty units, traffic equipment rental, etc.) and contracted services (parking personnel, security, etc.). Due to the loss of the City of Cypress and the Community of Rossmoor sponsorship, there are increased costs in security, event staff and rental of the stage and sound this year.

Staff has submitted an amendment requesting for the Memorandum of Agreement (M.O.A.) between the Joint Forces Training Base and the City of Los Alamitos to include use of the Airfield. Also requested were static displays for aerial equipment and ground vehicles as well as the color guard and other military support. The JFTB is providing the licensing for the installation in-kind again this year due to the patriotic nature of the event and the partnership for the event. Due to some new regulations, Race on the Base net gain proceeds have been determined that they must benefit soldiers or the funds will need to go towards the U.S. Department of Treasury. Staff has determined that the 4th of July event does benefit soldiers with the patriotic holiday and the event will be offset by the Race on the Base net gain proceeds approximately \$30,000.

Sponsorships are a large source of revenue to support the 4th of July Fireworks Spectacular and a total of \$36,000 has been secured. Staff is currently recruiting food and commercial vendors for the 4th of July Fireworks Spectacular. The Los Alamitos City Council, Commission members and the community are invited to the Joint Forces Training Base to celebrate the 2019 4th of July event. The event will have live music, food that will be available to purchase, and concludes with a 22-minute long fireworks show beginning promptly at 9:00 pm. Entrance onto the Joint Forces Training Base will be on Lexington Drive and Orangewood Avenue.

C. Recreation & Community Services Department's Loyalty Program

Recreation Manager Emeline Noda provided the Parks, Recreation & Cultural Arts Commission a report on the Los Alamitos Recreation and Community Services Department's Loyalty Program. The Los Alamitos Recreation and Community Services Department has developed a new Loyalty Program sponsored by MemorialCare Miller Children's and Women's Hospital Long Beach where participants can receive benefits year-round.

The program is similar to other private industry rewards programs/customer loyalty programs. The Loyalty Program is proposed for a fee of \$49 (resident) or \$52 (non-resident) per family per year. Once a family signs up for the program, they will receive invitation to Loyalty Program events, waived fees, contests for experiences, swag, priority registration, discount on City merchandise and programs, and preferred parking at selected City special events.

D. Recreation Capital Improvement Project List

Recreation Manager Ron Noda provided the Parks, Recreation and Cultural Arts Commission the 2019-2020 Capital Improvement Projects (C.I.P.) list relating to the Recreation and Community Services Department. C.I.P. is a planning document that identifies projects and equipment purchases funded by the Park Development Fund. The City of Los Alamitos C.I.P. list assists with

the maintenance/improvement City infrastructure whether it is new construction, expansion, renovation, or replacement.

Staff provided a list of 2019-2020 C.I.P. projects pertaining to the Recreation and Community Services Department for the PR&CA Commission to review and discuss. The Los Alamitos City Council will review the projects at the June 17, 2019 meeting along with the entire City of Los Alamitos 2019-2020 budget planning/implementation.

7. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT

Ron Noda, Recreation Manager

- Encouraged the PR&CA Commissioners to attend June 17, 2019 City Council meeting to receive proclamation for Parks Make Life Better month. July is recognized by the California Parks and Recreation Society (CPRS) as “Parks Make Life Better” month which is a statewide initiative to promote parks, recreational activities, and community services for people of all ages. To celebrate the Recreation & Community Services Department is offering the following FREE programs to the community:
 - Free admission during the month of July for pick-up sports
 - Pick-up soccer at Laurel Park on Tuesdays from 7:00pm-8:30pm
 - Pick-up basketball at Oak Gymnasium on Tuesdays from 8:30pm-10:00pm
 - Pick-up pickle ball at Laurel Park Tennis Courts on Tuesdays from 9:00am-11:00am
 - Pick-up volleyball at Oak Gymnasium on Thursdays from 8:30pm-10:00pm
 - Free arts & craft workshop for children ages 5 to 12 years old at the Los Alamitos Community Center on Saturday, July 20 from 1:30pm-3:30pm. **pre-registration is required*
 - Free contract classes
 - Line Dancing
 - U-Jam Fitness
 - Yoga
 - Visit the pop-up dog park with your furry family member at Laurel Park from July 8 to July 29. Pop-up dog park hours are Monday to Sunday from 8:00am-7:00pm.
 - Social media contest and prizes such as fall Friday Night Lights Flag Football registrations, fall AYSO Region 159 registrations, gift certificates from local businesses, and gift certificates for Los Alamitos Recreation & Community Services classes and programs.
- The Recreation and Community Services purchased gift items for the Police and Public Works Department to show thanks for their hard work throughout the year.
- Encouraged the PR&CA Commission to invite all of their coworkers, friends, family and neighbors to attend one or all of the MemorialCare Miller Children’s & Women’s Hospital Long Beach Music and Movies Event Series.
- Requested that the July PR&CA Commission meeting be held on Wednesday, July 10, 2019 at the Community Center due to the 4th of July Fireworks Spectacular.

Emeline Noda, Recreation Manager

- Invited the PR&CA Commission to spread the word to encourage people to sign up for Serve Los Al, visit the MemorialCare Miller Children's & Women's Hospital Long Beach Health Expo, and participate in the Donation, Backpack, and Fleece Drives. The City of Los Alamitos collaborates with the Los Alamitos nonprofits on the Citywide volunteer service event that is scheduled June 21 and 22, 2019. Over 200 volunteers are needed to assist in a variety of service projects around the City, at several of the nonprofit locations, and City parks and facilities. Marketing for the event included 2,500 door hangers.
- Provided an overview on the Recreation and Community Services Department annual Staff In-Service training which included a guest motivational speaker, outline the Department's goals and objectives, scenarios to encourage sound judgement, and team building activities.
- City of Los Alamitos Staff will be presenting the Fiscal Sustainability presentation at the June 7 Los Alamitos Chamber Breakfast held at Madera's Steakhouse and encouraged the PR&CA Commission to attend.
- Updated the PR&CA Commission on summer programs.
 - Day Camp with an average of 50-60 campers and 6-8 Counselor in Training (C.I.T.)
 - Park Program with an average of 20-25 participants at each site.
 - Summer Preschool with 20 participants in each session.
 - Los Alamitos Volunteer Program (L.A.V.P.) with 80 members this summer.
- Informed the PR&CA Commission that one of the part time recreation employees have recently been diagnosed with cancer and will begin treatment shortly. Requested the PR&CA Commission to keep the employee in their thoughts.

Megan Shimada, Recreation Supervisor

- Thanked Vice Chair Duran for being the emcee at the MemorialCare Miller Children's and Women's Hospital Long Beach Spring Carnival presented by AYSO Region 159.
- The Los Alamitos Recreation & Community Services Department Fall Brochure & City News will be sent out to residence the week of July 8, 2019.
- Encouraged the PR&CA Commission to attend Serve Los Al. Informed the PR&CA Commission there are 30 volunteers registered for the Pet Shelter Blanket Service Project.

Erika Halberg, Community Services Coordinator

- School supplies donation for the quarterly donation drive will be accepted at the MemorialCare Miller Children's & Women's Hospital Long Beach Music and Movies Event Series.

8. COMMISSIONER REPORTS

Commissioner Doby

- Nothing to report

Commissioner Hunter

- Nothing to report.

Vice Chair Duran

- Nothing to report

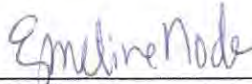
Commissioner Murphy

- Nothing to report.

9. ADJOURNMENT

The Parks, Recreation, and Cultural Arts Commission adjourned at 8:21 p.m.
Motion/Second: Commissioners Hunter/Murphy.

Attest:



Emeline Noda, Recreation Manager
Recreation & Community Services Department



Steven Olveda, Chair