

CITY OF LOS ALAMITOS

3191 Katella Avenue
Los Alamitos, CA 90720

AGENDA PARKS, RECREATION, AND CULTURAL ARTS COMMISSION REGULAR MEETING

Wednesday, October 2, 2019 – 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 Crans
Commissioner Doby
Commissioner Hill
Commissioner Hunter
Commissioner Murphy
Vice Chair Duran
Chair Olveda

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 September 4, 2019.

6. PRESENTATIONS

A. Building Fiscal Sustainability

7. STAFF REPORTS

A. Preview – 2019 Trunk or Treat Event

This report provides the Parks, Recreation & Cultural Arts Commission a preview of the Los Alamitos Recreation and Community Services Department's 2019 Trunk or Treat Event scheduled for Saturday, October 26, 2019 at Little Cottonwood Park.

Recommendation: Commission receive and file.

B. Preview – 2019 Winter Wonderland Event

This report provides the Parks, Recreation & Cultural Arts Commission a preview of the Los Alamitos Recreation and Community Services Department's 2019 Winter Wonderland Event scheduled for Saturday, December 7, 2019 at St. Isidore Historical Plaza.

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 27th day of September 2019.



Trini Zenovka, Department Secretary

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

REGULAR MEETING – WEDNESDAY, September 4, 2019

1. CALL TO ORDER

The Parks, Recreation and Cultural Arts Commission (PR&CA) met in a Regular Session at 7:05 p.m., Wednesday, September 4, 2019, in the Community Center, 10911 Oak St., Chair Olveda presiding.

2. ROLL CALL

Present: Commission Members: Crans, Doby, Duran, Hill, Murphy, Olveda

Absent: Commission Members: Hunter

Present: Staff: Ron Noda, Recreation Manager
Emeline Noda, Recreation Manager
Megan Shimada, Recreation Supervisor
Trini Zenovka, Department Secretary

3. PLEDGE OF ALLEGIANCE

Commissioner Crans led the Pledge of Allegiance.

4. ORAL COMMUNICATION

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

5. MINUTES

Motion/Second: Duran/Doby

Abstain: N/A

Motion Carried: The Parks, Recreation and Cultural Arts Commission approved the Regular Meeting of August 7, 2019.

6. STAFF REPORTS

A. 2019 Summer Recap

Recreation Supervisor Megan Shimada provided the Parks, Recreation & Cultural Arts Commission a recap of the Los Alamitos Recreation and Community Services Department's 2019 summer programs, classes, camps and events. The nine weeks of summer is the busiest period of the year with the largest number of participants along with the variety of summer events, programs, classes and activities as follows:

The Los Alamitos Volunteer Program (L.A.V.P.) is a volunteer-based program for middle and high school students who give back to their community while assisting them in completing their community service requirements necessary for high school graduation. This summer the L.A.V.P. program had an all-time high of 108 registered volunteers who volunteered a combined 4800+ hours in various programs and events.

The Summer Parks Program is a free drop-in program held at Little Cottonwood Park and Orville R. Lewis Park. The nine week program has Recreation Leaders organize, plan, and implement structured activities including sports, arts and crafts, tournaments, and special events along with a weekly excursion for over 2,000 children this summer.

The Los Alamitos Summer Day Camp program provided 12 weeks of camp programming for children ages 5-12. Weekly themes included cooking, ocean, space, sports, the environment, and cultural arts. Over 3,300 campers participated in crafts, activities, and excursions centered around the weekly theme.

Ready, Set, Go! Preschool Program operated for nine weeks with two classes – a 4 to 5 year old class held three times a week and a 3-year-old class held twice a week. The 4 to 5 year old class had 16 participants registered and the 3-year-old class had 10 participants with a total number of 36 children enrolled each week. Summer highlights include learning about 3-D shapes and ten frames, making dinosaur fossils, making a volcano and watching it erupt, and learning to tie shoes.

Events

- Serve Los Al - The 2nd annual Serve Los Al event occurred on Saturday, June 21-22, 2019.
- Fourth of July Fireworks Spectacular - the 32nd Annual 4th of July Fireworks Spectacular took place on Thursday, July 4th at the Joint Forces Training Base (JFTB) in Los Alamitos.
- Music and Movies Event Series - The MemorialCare Miller's Children's & Women's Hospital Long Beach Music and Movies Event Series presented by the Parks, Recreation, & Cultural Arts Commission took place on four Saturdays throughout the summer at the following locations.
 - June 15 at Little Cottonwood Park
 - June 29 at Sunburst Field at the Joint Forces Training Base
 - July 13 at Orville R. Lewis Park
 - July 27 at the Los Alamitos School District Office Field

B. 2019 Family Dance

Recreation Manager Ron Noda provided the Parks, Recreation & Cultural Arts Commission a preview of the 2019 MemorialCare Miller Children's & Women's Hospital Long Beach Family Dance. The event will be held on Saturday, September 28 from 6:00 p.m. to 9:00 p.m. in the Oak Gymnasium. The event is a fundraiser for the elementary schools in the Los Alamitos Unified School District as 50% of the ticket sales will go back to elementary school or the Recreation & Community Services Department's scholarship fund.

The theme for the night will be "Fly Me to the Moon" and include a video game truck, a Nerf shooting gallery, balloon twisters, caricature artists, glitter tattoos, inflatable games, and a dance floor with DJ. Heavy appetizers, a candy station, a s'mores bar, and a donut wall, along with all of the activities, are included in the price of the ticket

C. Teen Expo

Recreation Manager Emeline Noda provided the Parks, Recreation & Cultural Arts Commission with a report on the upcoming Teen Expo scheduled for Saturday, April 4, 2019. The event will be held at the Los Alamitos Community Center.

The Los Alamitos Recreation and Community Services Department offers a wide variety of events and programs for all ages. The Parks, Recreation & Cultural Arts Commission met on two separate sessions to brainstorm on program and/or events to supplement existing Recreation program offerings. These sessions assisted staff with direction of future programming to address the community's teen population. Recreation staff along with an offshoot group from the Serve Los Al Committee came up with the idea of a Teen Expo. The Teen Expo session topics that will be offered in this first year:

1. Life After High School
2. Self-confidence, self-worth, self-care
3. Safety
4. Special Interests
5. Adulting 101

Staff met with Dr. Jerry Friedman, Director of Safety and Student Services for Los Alamitos Unified School District, about the upcoming event and sought support for assistance in promoting through the School District. Dr. Friedman was receptive to the event and said that he would bring the event forward to promote at Los Alamitos High School and to both Oak and McAuliffe Middle Schools.

7. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT

Ron Noda, Recreation Manager

- Thanked staff for their hard work and dedication in providing exceptional programming and a job well done this summer:
 - Recreation Coordinator – Steve Kim
 - Community Services Coordinators – Dani Cullens, Erika Halberg, Jayme Smith
 - Recreation Specialists – Katie Howard, Samantha Kenny, Andy Kim, Davika Kim, and Sheena Moore
- Building Fiscal Sustainability presentation will be given to the PR&CA Commission at the October 2, 2019 meeting.
- Announced a 9/11 Ceremony will be held at Fire Station #2 in Los Alamitos on Wednesday, September 11, 2019 at 9:00 a.m.
- Announced that staff will be attending the Los Alamitos Unified School District's State of the District on Friday, September 13, 2019.
- Announced the Los Alamitos Volunteer Program (L.A.V.P.) Recognition Night will be on November 6, 2019 prior the PR&CA Commission meeting. Dinner will be served at 6:00 p.m. at the Community Center and L.A.V.P. members will be recognized at the PR&CA Commission meeting that begins at 7:00 p.m.

- The PR&CA Committee will select the first LAVP Scholarship recipients at the November 6, 2019 Commission meeting.
- The Los Alamitos Recreation & Community Services Department will have a booth at Taste for Los Al on Saturday, October 12, 2019.

Emeline Noda, Recreation Manager

Provided the PR&CA Commission an update on the following programs and events:

- Escape Room - provided new preliminary information on the upcoming Escape Rooms offered at the Community Center during the months of October to November. Registration will be available soon.
- Race on the Base (R.O.T.B.) is scheduled for February 21-22, 2020, and information will be available on the website within the next two weeks.
- Family Dance – MemorialCare Miller Children’s & Women’s Hospital Long Family Dance will be held on Saturday, September 28, 2019 from 6:00 – 9:00 p.m. in the Oak Middle School Gymnasium. Please join us and invite everyone you know.
- MemorialCare Miller Children’s & Women’s Hospital Long Beach Trunk or Treat presented by AYSO Region 159 will be held on October 26, 2019 from 5:00-7:30 p.m. at Little Cottonwood Park.
- City Staff will be presenting the Building Fiscal Sustainability presentation at the upcoming five dates and locations. The PR&CA Commissioners are highly encouraged to spread the word about the dates and attend if possible.
 - September 18 at the Los Alamitos Community Center at 6:30 p.m.
 - September 21 at Orville R. Lewis Park at 10:00 a.m.
 - October 3 at Stansbury Park at 6:00 p.m.
 - October 12 at Little Cottonwood Park at 10:00 a.m.
 - October 24 at St. Isidore Historical Plaza at 6:00 p.m.
- Serve Los Al – Recreation Department staff painted the large picnic shelter at Little Cottonwood Park as this project did not occur during the Serve Los Al event.
- Winter Wonderland - the Los Alamitos Chamber of Commerce is no longer involved with the planning and implementation of the event and therefore City staff has assumed all duties associated with the event. MemorialCare Miller Children’s & Women’s Hospital Long Beach is confirmed as the title sponsor, Arrowhead Products is confirmed as the presenting sponsor, and AYSO is confirmed as a sponsor of the event as well. Sponsorship opportunities is still available and can be viewed on the City’s website.

Megan Shimada, Recreation Supervisor

Provided the PR&CA Commission an update on the following programs and events:

- Trunk or Treat – the Halloween event will be held on Saturday, October 26, 2019 at Little Cottonwood Park from 5:00 – 7:30 p.m.
- Winter Wonderland – the City of Los Alamitos will host the annual Winter Wonderland event on December 7, 2019 on Pine Street.
- Donation Drive – new and unwrapped toys are currently being accepted at the Los Alamitos Community Center. Deadline for donations is December 7, 2019.

8. COMMISSIONER REPORTS

Commissioner Crans

- Nothing to report.

Commissioner Doby

- Nothing to report.

Vice Chair Duran

- Nothing to report.

Commissioner Hill

- Nothing to report.

Commissioner Murphy

- Nothing to report.

Chair Olveda

- Nothing to report.

9. ADJOURNMENT

The Parks, Recreation, and Cultural Arts Commission adjourned at 8:39 p.m.
Motion/Second: Commissioners Duran/Murphy

Attest:

Steven Olveda, Chair

Emeline Noda, Recreation Manager
Recreation & Community Services Department

City of Los Alamitos

PARKS, RECREATION & CULTURAL ARTS

AGENDA REPORT

MEETING DATE: October 2, 2019

ITEM NUMBER: 6A

To: Chair Steven Olveda & Members of the Parks, Recreation and Cultural Arts Commission

Presented By: Steve Kim, Recreation Coordinator

Subject: Preview of 2019 Trunk or Treat Event

SUMMARY

This report provides the Parks, Recreation & Cultural Arts Commission a preview of the Los Alamitos Recreation and Community Services Department's 2019 MemorialCare Miller Children's & Women's Hospital Long Beach Trunk or Treat Event presented by AYSO 159.

RECOMMENDATION

Commission receive and file.

BACKGROUND

The Recreation and Community Services Department will be hosting the 8th Annual MemorialCare Miller Children's and Women's Hospital Long Beach Trunk or Treat event presented by AYSO 159 on Saturday, October 26 from 5:00 p.m. to 7:30 p.m. at Little Cottonwood Park.

DISCUSSION

This event attracts an estimated 3,000 people to Little Cottonwood Park to partake in fun activities for the entire family. The event will feature the popular costume contest, selfie photo areas, carnival game booths, inflatables, trick-or-treating from trunks, food trucks, a festive train ride, and an adult pie eating contest.

Train Ride

The train ride will begin and end on the east end of the park near the restrooms and will circle the perimeter of the park along the walk way. Guests on the train ride will enjoy static displays of sponsored "train-ride stations". The train-ride stations will consist of fun

and spooky Halloween themed décor such as a pumpkin patch, ghosts in the graveyard, and a witch's lair. Each train ride sponsor is being asked to donate \$250 in supplies which staff will utilize to decorate each area. The ride will consist of a trackless train ride conducted by a rental company's driver. 14-18 guests will be able to fit on the train at a time.

Costume Contest

The popular costume contest will give a chance for all youths from infants to 13 years old & family groups to strut down the runway showing off their costume. The costume contest will begin at approximately 6:00 p.m. and will be separated into three age divisions along with a separate family division. Prizes will be awarded to the top three winners of each division.

Pie Eating Contest

A pumpkin pie eat contest for adults is also included to get adults involved in the fun as well. The pie eating contest will take place on the main stage prior to the costume contest at approximately 5:45 p.m. A prize and trophy will be given to the winner of the contest.

Trunks

Community members, local organizations, and businesses are invited to decorate their vehicles and participate in the event as "trunks." A game or activity is highly encouraged for the trick-or-treaters to engage in. This is a great opportunity for local businesses to market themselves to approximately 3,000 residents. Those that are interested in being a trunk may find the application on the City's website.

Sponsors

MemorialCare Miller Children's & Women's Hospital Long Beach has committed to be the title sponsor and AYSO Region 159 has committed to be the presenting sponsor for the 2019 Trunk or Treat event. MemorialCare Miller Children's & Women's Hospital Long Beach and AYSO's logo will be added to all marketing materials, email blasts, and press releases for the event.

The Parks, Recreation and Cultural Arts Commissioners are invited and encouraged to participate in this year's event. Commissioners' are requested for the following tasks: judging the costume contest and judging and awarding the prizes to the best trunk winner.

Below is the schedule that Commissioners are being requested for:

- 6:00 p.m. - Judge the costume contest
- 7:15 p.m. - Judge the "best trunk" contest and award prizes

Commissioners who will be attending this year's event and/or would like to volunteer at the event, please contact Megan Shimada. She will provide you additional information along with a preferred parking pass.

FISCAL IMPACT

Funding for the event is budgeted in the Recreation and Community Services Department in the Special Events Division. The total budget for the event is \$5,000 with \$3,000 for supplies and \$2,000 in staff time. Trunk or Treat will also gain additional revenue funds from food trucks, vendors, and sponsors. The additional funding will assist in purchasing supplies and equipment and offsetting expenditures for the event.

Reviewed By: Ron Noda, Recreation Manager

City of Los Alamitos

PARKS, RECREATION & CULTURAL ARTS

AGENDA REPORT

MEETING DATE: October 2, 2019

ITEM NUMBER: 6B

To: Chair Steven Olveda & Members of the Parks, Recreation and Cultural Arts Commission

Presented By: Emeline Noda, Recreation Manager

Subject: Preview of 2019 Winter Wonderland Event

SUMMARY

This report provides the Parks, Recreation & Cultural Arts Commission a preview of the Los Alamitos Recreation and Community Services Department's 2019 MemorialCare Miller Children's & Women's Hospital Long Beach Winter Wonderland Event presented by Arrowhead Products.

RECOMMENDATION

Commission receive and file.

BACKGROUND

The City of Los Alamitos and the Los Alamitos Area Chamber of Commerce Young Professionals created the Winter Wonderland event in 2012. Both agencies discussed hosting a collaborative event in Los Alamitos to celebrate the holidays and bring families and businesses together. The inaugural event had an estimated 1,200 attendees with a few stage performances, a snow area with two sled runs, a small snow play area, photos with Santa, and a tree lighting ceremony. Due to annual unknown funding sources for the event, the Los Alamitos Area Chamber of Commerce has withdrawn from the event this year. The City of Los Alamitos has assumed all the duties in the planning and implementation for the event but the Chamber of Commerce will continue to assist by promoting the event to businesses and the local community. The event continues to grow in attractions and attendance every year with the 2018 event maintaining an estimated 6,000+ event attendees filling Pine Street and St. Isidore Historical Plaza for the three and a half hour event.

DISCUSSION

Event

The 8th Annual Winter Wonderland event will take place Saturday, December 7, 2019 from 4:00 p.m. – 7:30 p.m. The event moved to Pine Street instead of Reagan Street in 2016 due to the space needed to accommodate the increased crowd capacity and event expansion.

The focus still remained at St. Isidore Historical Plaza with the snow, the snowman, Santa and Mrs. Claus, and arts and crafts. Moving the remainder of the event onto Pine Street allowed for more space due to the wider street and use of the adjacent parking lots for parking and activities. Additional improvements include the relocation of the “snow” machines to allow for more areas of “snow.”

This year due to additional revenue, staff has inquired about enhancing the snow play area with snow pools and targets for snowballs. A large sledding area with four sled runs will be available for all ages to experience the snow, along with a snow play area, and the chance to take a photo with a snowman under the “snowy” sky. Los Alamitos-based Elite Special Events provides 25 tons of snow for the event spread out to three different areas and allowed more participants to enjoy the snow simultaneously. All of these activities are free to the public.

Toy Drive

The Toy Drive is presented by Southland Credit Union and will benefit the local charities such as Summer Harvest, Casa Youth Shelter, Grateful Hearts, The Youth Center, We Care and Precious Life to distribute to local families in need. New and unwrapped toys may be dropped off at the Los Alamitos Community Center and at the Winter Wonderland Event. Deadline for the Toy Drive is December 7, 2019.

Stage Performances

The stage is fully booked with musical performances from local schools and community groups. Alamitos Eye Care will provide the sound for the stage at no charge.

TIME:	ON STAGE:
4:00-4:10pm	Parks, Recreation, & Cultural Arts Commission kicks off the event and introduce Ready Set Go Preschool
4:05-4:10pm	Santa Arrives
4:10-4:30pm	Lee Elementary Choir
4:30-4:50pm	Trisha Murphy (Instructor Demo)
4:50-5:00pm	Douglas Klug (Instructor Demo)
5:00-5:15pm	McAuliffe Choir
5:15-5:30pm	Oak Showcase Choir
5:30-5:40pm	COUNCIL ANNOUNCEMENTS & TREE LIGHTING (Oak and McA Choirs sing during tree lighting)
5:40-6:00pm	Hopkinson Elementary Choir
6:00-6:20pm	Dance West
6:20-6:40pm	On Stage Dance
6:40-7:30pm	Impact Show Troupe

Santa's Village

Santa Claus is provided thanks to the generosity of Alamitos Eye Care and will make his grand entrance aboard an Orange County Fire Authority (OCFA) Fire Truck. The Youth Center is donating a Christmas tree that will be decorated and lit up during a tree lighting ceremony at 5:30 p.m. Once the event concludes, the tree will be moved in front of St. Isidore Plaza and lit nightly throughout the holiday season.

Vendors

Food vendors, sales vendors, sponsors, churches, and nonprofits will line Pine Street providing visitors opportunities to shop, receive information, or donate to their favorite causes. Winter Wonderland is an event for residents, businesses and neighbors of all ages to enjoy. Vendor applications are on the City's website for those interested in participating in the Winter Wonderland event.

Sponsors

Returning sponsors have all been contacted. Total cash sponsorships to date is \$39,500. The following cash & in-kind sponsors have been secured for the event to date:

Title Sponsor:

MemorialCare Miller Children's & Women's Hospital Long Beach

Presenting Sponsor:

Arrowhead Products

Platinum Sponsor:

Friday Night Lights Flag Football

Gold Sponsor:

Charles Abbott Associates

Silver Sponsor

McDonald's – Los Alamitos

Bronze Sponsors

Southland Credit Union
AYSO Region 159
Republic Services

Alamitos Eye Care

Community Sponsor:

Dr. Dora Lee Dentistry
Ganahl Lumber
Wicorek Family Dentistry
Event-News Enterprise
OC Breeze
The Branch Church

The City of Los Alamitos is proud to provide another excellent event for the community we serve. The Parks, Recreation and Cultural Arts Commission is invited to open the event and introduce the first performance. The Chair typically personalizes the 140 Winter Wonderland thank you cards that are mailed one week after the event to all who made the event possible.

The community support for the event continues to grow making Winter Wonderland one of the largest events in the City. Volunteers are being sought to assist with the event and the link can be found on the Winter Wonderland page on the City's website.

FISCAL IMPACT

In total, \$28,825 in revenue was raised by the 35 businesses/organizations vendors/sponsors six food trucks who participated in the 2018 Winter Wonderland at the Plaza. All the proceeds collected from the trucks, vendors and sponsors help to keep Winter Wonderland a revenue-direct expenditure neutral event for both the City and the Chamber for the seventh consecutive year. The largest donations for 2019 are from Arrowhead Products at Presenting Sponsor level of \$10,000 and Friday Night Lights at Platinum Sponsor level of \$7,500. Last year there was more revenue generated than expenditures and staff deposited \$4,950 into a set-aside Winter Wonderland carryover account. This year sponsors total \$39,500. Funding goes into the Special Events revenue account in the Recreation and Community Services budget.