

CITY OF LOS ALAMITOS

10911 Oak Street
Los Alamitos, CA 90720

SPECIAL AGENDA PARKS, RECREATION, AND CULTURAL ARTS COMMISSION REGULAR MEETING

Wednesday, January 8, 2020 – 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 Murphy
 - Vice Chair Duran
 - Chair Olveda
3. **PLEDGE OF ALLEGIANCE**
4. **INSTALLATION OF NEW COMMISSIONER**
 - Install Joe Orosco as a Parks, Recreation and Cultural Arts Commissioner.

5. 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.

6. MINUTES

Approval of the Minutes for the Regular Meeting of October 2, 2019 and November 6, 2019.

7. PR&CA COMMISSION REORGANIZATION

A. Annual PR&CA Commission Reorganization

This report provides relevant information for the PR&CA Commission's annual reorganization by the election of the Chair and Vice Chair.

Recommendation: It is recommended that the Parks, Recreation, and Cultural Arts Commission nominate and elect:

1. Chair
2. Vice Chair

8. STAFF REPORTS

A. 2020 Music and Movie Event Series – Movie Selections

This report provides the Parks, Recreation & Cultural Arts Commission an opportunity to vote on movie selections for the 2020 Music and Movies Event Series.

Recommendation: Commission review and vote.

B. Race on the Base 2020 Update

This report provides the Parks, Recreation & Cultural Arts Commission a preview on the 2020 Race on the Base event.

Recommendation: Commission receive and file.

C. Weekend of Art Preview

This report provides the Parks, Recreation & Cultural Arts Commission with a preview of the 2020 Weekend of Art.

Recommendation: Commission receive and file.

9. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT

10. 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.

11. 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 20th day of December 2019.


Trini Zenovka, Department Secretary

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

REGULAR MEETING – WEDNESDAY, November 6, 2019

1. CALL TO ORDER

The Parks, Recreation and Cultural Arts Commission (PR&CA) met in a Regular Session at 7:01 p.m., Wednesday, November 6, 2019, in the Council Chambers, 3191 Katella Ave., Chair Olveda presiding.

2. ROLL CALL

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

Absent: Commission Members: Duran (excused)

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

3. PLEDGE OF ALLEGIANCE

Chair Olveda 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: None

Abstain: Crans/Doby

Motion Carried: The Parks, Recreation and Cultural Arts Commission deferred approval of the Regular Meeting of October 2, 2019 to the next scheduled meeting due to lack of quorum.

6. PRESENTATIONS

A. Los Alamitos Volunteer Program (LAVP) Recognition Presentation.

7. STAFF REPORTS

A. Facility and Park Maintenance Update

Recreation Manager Ron Noda provided the Parks, Recreation and Cultural Arts Commission with a biannual update on the maintenance efforts and results made throughout the City. The update provided the Commission on previous maintenance, repairs, future repairs, and any changes in regulations pertaining to parks, sports fields, or playgrounds (McAuliffe Field, Laurel Park, Little Cottonwood Park, Orville R. Lewis Park, Roberts Park, Stansbury Park, Labourdette Park, Sterns Park, Soroptimist Park, Coyote Creek Park, and the Community Center/Youth Center).

B. Los Alamitos Volunteer Program Scholarship

Recreation Manager Ron Noda provided the Parks, Recreation and Cultural Arts Commission with an opportunity to select the first recipients of the Los Alamitos Volunteer Program (LAVP) Scholarships. The Los Alamitos Volunteer Program offered three members of the LAVP program scholarships to assist in funding for their educational goals. Applicant packets were provided to the PR&CA Commission for review. After review, they submitted their nominations by secret ballot to staff.

The following recipients were awarded the first LAVP Scholarships:

- Norma Pena, Gold Scholarship - \$750.00
- Travis Kimbrell, Silver Scholarship - \$500.00
- Brooklyn Davis, Bronze Scholarship - \$250.00

Awards and Presentation will be conducted at December 16, 2019, Los Alamitos City Council Meeting where the winners will be invited to attend along with their family and friends.

8. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT

Ron Noda, Recreation Manager

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

- Please review your email referencing terms of expiration for PR&CA Commissioners in December 2019. For those Commissioners who plan on refiling please do so by November 27, 2019 as there will be four vacancies. Appointments will be announced at the December 16, 2019 City Council Meeting.
- The Master Joint Use Agreement (MJUA) between the City of Los Alamitos and Los Alamitos Unified School District expires in November 2019 and it will be extended to November 2020.

Megan Shimada, Recreation Supervisor

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

- Winter Brochure will be available soon, it is currently at the printers and will be mailed in two weeks.
- Escape Los Al - provided an update on the ongoing escape rooms offered at the Community Center during the months of October to November. Escape Los Al will be extended to the end of December. Registrations are currently being taken.
- Announced My Rec Rewards offerings:
 - November 29, 2019 Drop N' Shop 8:00 a.m. – Noon
 - December 21, 2019 Holiday Kids Crafts Workshop 9:30 a.m. – 11:30 a.m.
 - January 24, 2020 Family Movie Night 7:00 p.m. – 10:00 p.m.
 - February 14, 2020 Valentine's Day Los Al Kids Club 6:00 p.m. – 10:00 p.m.

- MemorialCare Miller Children's & Women's Hospital Long Beach Winter Wonderland will be held on December 7, 2019 on Pine Street and at St. Isidore Historical Plaza from 4:00 p.m. – 7:30 p.m.

Emeline Noda, Recreation Manager

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

- Holiday Decorating Contest will be held on Wednesday, December 11, 2019 from 6:00 p.m. – 9:00 p.m., PR&CA Commissioners are invited to judge. Chair Olveda, Commissioners Doby, Hill and Crans volunteered to judge the Holiday Decorating Contest.
- The Annual Commissioner Holiday Dinner will be held on Thursday, December 12, 2019 beginning at 5:30 p.m. with a social and then followed at 6:00 p.m. with a dinner buffet and hot cocoa bar at the Old Ranch Country Club.
- Race on the Base (ROTB) is scheduled for February 21-22, 2020 and registration is now available on the website. New this year is the Los Alamitos School District principals will be team captains and will encourage families to participate and compete for title winner. Also new this year we will be offering Race on the Base Weight Loss Challenge offered by CrossFit Tribe Functional Fitness (7 weeks), space is limited to the first 50 individuals, cost \$99 beginning January 6 – February 22, 2020, registration will be available online in December.

ROTB Weight Loss Challenge Includes all of the following:

- Cash prizes for top winners (3 winners: Total weight lost, Total % bodyweight lost, participation challenge)
- Weekly challenges
- Nutrition tips
- Coaching & Support
- 5K and Strength Training Programs
- Weekly Workshops
- Recreation staff will be presenting a session at the upcoming 2020 California Parks and Recreation Society (CPRS) conference that will be in Long Beach.

9. COMMISSIONER REPORTS

Commissioner Crans

- Requested an update relating to the CIP Resurfacing project of the Little Cottonwood Park blacktop. Staff will provide an update at the next scheduled PR&CA Commission meeting.

Commissioner Hill

- Thanked staff for a fantastic Trunk or Treat Event on October 26, 2019 at Little Cottonwood Park. Commissioner Hill requested staff to provide more lighting and improve visibility at the Costume Contest stage area.

Commissioner Murphy

- Expressed how much she enjoyed being a Judge at the Trunk or Treat event and thanked staff for a wonderful event. Recommended for staff to provide additional stairs (an entrance and an exit) for easier movement of participants entering and exiting the stage area.

Commissioner Doby

- Thanked staff for putting on such a wonderful Trunk or Treat event and expressed how much she loves this event and was amazed at the quality of costumes. Commissioner Doby also wanted to share with the Commission about MemorialCare Millers Children's & Women's Hospital Long Beach Family Dance held on September 28, 2019 at the Oak Middle School Gymnasium. The Family Dance was outstanding, the Gymnasium was transformed into an elegant venue, entertainment was phenomenal, the food was delicious, it was truly a night to remember. Commissioner Doby encouraged all Commissioners to attend next year's event. Commissioner Doby also expressed how much she loves all of the offerings that staff provides to the community.

Chair Olveda

- Expressed his appreciation of all of the events staff that provides and amazed how well they are attended as it says a lot about the staff and the quality of offerings that they provide to the community. Chair Olveda announced that his term will expire at the end December 2019 and he will not be refiling. He thanked staff and the PR&CA Commissioners and has enjoyed his terms on the Commission the past three years.

10. ADJOURNMENT

The Parks, Recreation, and Cultural Arts Commission adjourned at 8:10 p.m.
Motion/Second: Chair Olveda / Commissioner Doby.

Attest:

Steven Olveda, Chair

Emeline Noda, Recreation Manager
Recreation & Community Services Department

City of Los Alamitos

PARKS, RECREATION & CULTURAL ARTS

AGENDA REPORT

MEETING DATE: January 8, 2020

ITEM NUMBER: 8A

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

Presented By: Ron Noda, Recreation Manager

Subject: 2020 Music and Movies Event Series Movie Selections

SUMMARY

This report provides the Parks, Recreation & Cultural Arts Commission an opportunity to provide input on the movie options for the 2020 MemorialCare Miller's Women & Children's Hospital Long Beach Music and Movie Event Series.

RECOMMENDATION

Commission review and recommend movie choices for the 2020 Music and Movie Event Series.

BACKGROUND

The City of Los Alamitos Recreation and Community Services Department annually holds four (4) Music and Movies events during the summer months. This series of free events provides the community with a fun-filled evening of activities including a live band, children's activities, arts and crafts followed by a movie. The event series are held at Little Cottonwood Park, Laurel Park, and Orville R. Lewis Park and includes give-a-ways, raffle prizes, and refreshments that are available for a nominal fee.

DISCUSSION

The Recreation and Community Services Department, along with the Parks, Recreation, and Cultural Arts Commission, invites the community to attend the MemorialCare Miller's Women & Children's Hospital Long Beach Music and Movies Event Series with neighbors, friends, and family again in 2020.

The evenings will begin at 6:30pm with live music and will conclude with a movie under the stars. While listening to live music, guests can enjoy games, arts and crafts, and food vendors.

This year, there will be four (4) events during the summer months. Below are the tentative 2020 dates and locations:

- Saturday, June 13, 2020 at Little Cottonwood Park
- Saturday, June 27, 2020 at Orville R. Lewis Park
- Saturday, July 11, 2020 at Laurel Park
- Saturday, July 25, 2020 at the Los Alamitos School District Field

Bands for the live entertainment will be chosen in the upcoming months. Members of the Parks, Recreation and Cultural Arts Commission will have the opportunity to select the movies for each Music and Movie event date.

Attachment #1 is the Commissioner's voting sheet. Commissioners will find the voting sheet to have each Music and Movie date. Under each Music and Movie date will be 3 movie choices. Commissioners are asked to rank the movie choices for each date from #1 – #3 with #1 being their first choice. In the event of a tie, Recreation staff will provide the tie-breaking vote.

Attachment #2 provides a brief synopsis of each of the movies listed in Attachment #1.

FISCAL IMPACT

Funding for the event is provided by the Recreation and Community Services Department budget in the Special Events budget. MemorialCare Miller's Women & Children's Hospital Long Beach's sponsorship assist with offsetting the event budget. City staff will continue to see funding from food trucks, vendors, and sponsors to further assist with offsetting the budget.

Voting Sheet

Instructions:

Please select one movie per event date

Please rank the movies in order from #1 to #3, with #1 being your first choice

	Saturday, June 13, 2020
	Toy Story 4 – rated G
	The Lego Movie 2: The Second Part – rated PG
	Pokémon Detective Pikachu – rated PG
	Saturday, June 27, 2020
	Aladdin (live action)– rated PG
	Mary Poppins Returns – rated PG
	How to Train Your Dragon: The Hidden World – rated PG
	Saturday, July 11, 2020
	Frozen 2 – rated PG
	Smallfoot – rated PG
	Abominable– rated PG
	Saturday, July 25, 2020
	The Lion King (live action) – rated PG
	Dolittle – rated PG
	The Secret Life of Pets 2 – rated PG

Brief Movie Synopses**Saturday, June 13, 2020**

- “Toy Story 4” (2019) Rated G – When a new toy called “Forky” joins Woody and the gang, a road trip alongside old and new friends reveals how big the world can be for a toy.
- “The Lego Movie 2: The Second Part” (2019) Rated PG – Its been five years since everything was awesome and the citizens are facing a huge threat: LEGO DUPLO invaders from outer space, wrecking everything faster than they can rebuild.
- “Pokémon Detective Pikachu” (2019) Rated PG – In a world where people collect Pokémon to do battle, a boy comes across an intelligent talking Pikachu who seeks to be a detective.

Saturday, June 27, 2020

- “Aladdin (live action)” (2019) Rated PG– A kind-hearted street urchin and a power-hungry Grand Vizier vie for a magic lamp that has the power to make their deepest wishes come true.
- “Mary Poppins Returns” (2018) Rated PG – Decades after her original visit, the magical nanny returns to help the Banks siblings and Michael’s children through a difficult time in their lives.
- “How to Train Your Dragon: The Hidden World” (2019) Rated PG– When Hiccup discovers Toothless isn’t the only Night Fury, he must seek “The Hidden World”, a secret Dragon Utopia before a hired tyrant named Grimmel finds it first.

Saturday, July 11, 2020

- “Frozen 2” (2019) Rated PG – Anna, Elsa, Kristoff, Olaf and Sven leave Arendelle to travel to an ancient, autumn-bound forest of an enchanted land. They set out to find the origin of Elsa’s powers in order to save their kingdom.
- “Smallfoot” (2018) Rated PG – A Yeti is convinced that the elusive creatures known as “humans” really do exist.
- “Abominable” (2019) Rated PG – Three teenagers must help a Yeti return to his family while avoiding a wealthy man and a zoologist who want it for their own needs

Saturday, July 25, 2020

- “The Lion King (live action)” (2019) Rated PG – After the murder of his father, a young lion prince flees his kingdom only to learn the true meaning of responsibility and bravery.
- “Dolittle” (2020) Rated PG – A physician discovers that he can talk to animals.
- “The Secret Life of Pets 2” (2019) Rated PG – Continuing the story of Max and his pet friends, following their secret lives after their owners leave them for work or school each day.

City of Los Alamitos

PARKS, RECREATION & CULTURAL ARTS

AGENDA REPORT

MEETING DATE: January 8, 2020

ITEM NUMBER: 8B

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

Presented By: Emeline Noda, Recreation Manager

Subject: Race on the Base 2020

SUMMARY

This report provides the Parks, Recreation & Cultural Arts Commission with pertinent information regarding the 2020 Race on the Base.

RECOMMENDATION

Commission receive and file.

BACKGROUND

The Race on the Base has grown to be the City's largest special event. Held annually on the 4th weekend of February, the event draws thousands of people to Los Alamitos and the Joint Forces Training Base. The race has now become a year-round planning effort involving the dedication of Recreation and Community Services full-time and part-time staff to prepare for the event. The goals for the event are:

- To create a positive image of the City of Los Alamitos and the Joint Forces Training Base.
- To create a memorable community event for all participants, sponsors, vendors, volunteers, and spectators.
- To create a sustainable event and program for the City and the Department that benefits the 4th of July Fireworks Spectacular.

DISCUSSION

Registration Update

Registration is down from last year with approximately 704 total registrations received as of the beginning of December compared to over 984 at this point last year. With the delay of the start of registration for several months due to the determination of fees for utilization of the Joint Forces Training Base Airfield, registration lost a bit of momentum.

Last year's overall registration number was down by 700 with 3,300 participants. The highest number of registration in the event's history was at 4,444 participants in 2015. Staff continues to hear from several other local races and many continue to experience lower registrations in the last several years. This is likely due to many more competing events, specialized in a variety of themes from color runs to adventure races that make it difficult for runners to choose an event.

Charity Campaign

This year's campaign includes Community Charity Partners and Official Charity Partners. These two tiers will allow non-profit organizations to fundraise for their cause while participating in the event. An application process is involved with specific requirements for each category. This involvement serves to increase community participation, awareness of the event, and add military enhancements by working with military non-profit organizations.

This year the Race on the Base already has two Charities as seen below. The Race on the Base Crowdrise page allows individuals to donate to a cause or join one of the official charity teams.

Official Charity Partners:

Honoring Our Fallen – Honoring Our Fallen is an organization dedicated to serving our nation's fallen and the families these heroes have left behind by providing comprehensive support. This organization offers family support upon death of a military or first responder hero and lifetime family support through programs and services that support families during the cycles of grief and remembrance of sacrifice.

Rock For Vets – Rock For Vets is a music rehabilitation program within the Veterans Administration (VA) Health Care System, offering music therapy/instruction classes to Veterans of all ages and genders, whether they can already play an instrument, sing or if they just have the desire to learn. Rock For Vets offers Veterans returning from Iraq and Afghanistan, OIF to OEF to Vietnam Veterans and beyond suffering from post traumatic stress disorder (PTSD) and other illnesses a chance to build their social skills in a supportive and educational environment.

Community Charity Partners:

The Community Charity Partners include the local nonprofits that participate in the annual Serve Los Al event including:

- Casa Youth Shelter
- Grateful Hearts
- Lestonnac Health Clinic
- Los Alamitos Museum
- Precious Life Shelter
- St. Isidore Historical Plaza

- Summer Harvest
- The Youth Center
- We Care
- LAEF
- Kiwanis Club of Los Alamitos

Two ways charities can fundraise on behalf of their charities at Race on the Base include:

Charity Participation Challenge:

- Recruitment of as many participants representing their charity to participate in one of the Race on the Base events (no minimum required, must specify which charity to benefit in registration process).
- Crowdrise fundraising page Race on the Base will provide for every registered event participant, Race on the Base will donate \$5 back to the charity.

Charity Cheer Station Challenge:

- Charity will provide: At least 20 participants for a “Themed Cheer Station” on the Course.
- Recruitment of as many participants representing their charity to participate in one of the Race on the Base events (no minimum required, must specify which charity to benefit in registration process).
- Crowdrise fundraising page Race on the Base will provide for every registered event participant, Race on the Base will donate \$5 back to the charity.

How to Win or Fundraise more for your Charity:

- \$500 Extra for charity with the best themed Cheer Station by vote from ROTB participants via social media.

This challenge was created to add to the course excitement and to encourage participants during their race through creative themed cheer stations in addition to fundraising for local charities.

Strategies to Increase Participation

Staff opened registration for the 39th Annual Southland Credit Union Los Alamitos Race in late September of 2019. A Facebook and Twitter post on the Race on the Base pages and via email blast to the ROTB database. A Veterans Day Contest was held and two winners received full refunds on registrations. A discount code for \$5 off for a Race on the Base Holiday Gift took place in December and ended 12/25/19.

Staff sends out email blasts reminders of registration deadlines and promote various aspects of the race on a consistent basis through our own 20,000+ race database, RUN Racing's 100,000+ database, Gemini Timing database of 100,000+, and continuing this year through Raceplace a popular website and race magazine that thousands of runners look to plan their race calendars.

Staff is attending five different racing events throughout the region leading up to Race on the Base to promote with the travelling Race on the Base Booth and branded ROTB promo items.

Race on the Base posters and 40,000 brochures printed by Trend Offset Printing (all as in-kind donations) distributed around Los Alamitos and surrounding cities.

Staff continues to make contact with large businesses to encourage them to sign up employees as part of a healthy initiative and receive a group discount of \$5.00 off per entry.

Race on the Base's Facebook Community page and Twitter page are both growing in popularity with over 9,256 "likes" on Facebook, 422 followers on Twitter, 374 followers on Instagram. Periodic drawings for free race entries act as an incentive to "like" a post or follow the Race on the Base and the response has been well received as a result of the drawings.

Staff constantly evaluates marketing efforts and evaluates the return on investment when committing marketing dollars towards any publication/website calendar and is always brainstorming on ways to keep Race on the Base fresh and up to date in current trends by adding new "Go Ruck" 5K Rucking Division (walking with a weighted back pack) in 2019 and adding the Glow in the Dark "Donut Run" in 2020.

Official Charity Honoring Our Fallen continues to partner with Race on the Base to present the Honoring Our Fallen 5K Run/Walk to Remember in honor of fallen soldiers who have given their life in service to our country. Similar to last year, there are over 30 teams this year participating on behalf of a fallen soldier to honor their memory. There is also an Honoring Our Fallen Virtual 5K Run/Walk to Remember that supporters can participate from all over the nation.

Race on the Base has partnered with the Los Alamitos Unified School District for the LAUSD Race on the Base School District Challenge in two categories of the Elementary Schools and the Middle Schools. LAUSD participants can receive a \$5 discount by joining a school's team and earn credit towards their school. The code can be used by any student, faculty, friend or family member.

The school with the most race entries by their school code receives:

- 1) The winning school name on a traveling championship belt
- 2) \$500 towards their school

Sponsors

Sponsors play a significant role in offsetting expenses through cash and in kind support. To date, \$18,000 has been raised in cash and \$31,250 in-kind to date with the following sponsors:

Returning Sponsors:

Southland Credit Union
Republic Services
95.9 The Fish
OptumCare
Trend Offset Printing
Event News Enterprise
Ganahl Lumber
Los Alamitos Medical Center
Kelly Paper
Orange County Breeze
Tri-Zone
Power Crunch
Pacific Coachways
OCFA
Honoring Our Fallen
Care Ambulance
Go Ruck

New Sponsors:

Grocery Outlet
CrossFit Tribe Functional Fitness

The strategy when working with sponsors is to not only individualize their sponsorship package, but to focus on the return on investment for each of them, since each company or organization has a different purpose for being a part of the Race on the Base.

We strive to learn every sponsor's goals and consciously work hard to surpass them on every level. The sponsors invest in us and in our event and we invest our time and efforts into exceeding their expectations.

In-kind sponsorship is also very valuable because this can enhance the experience for the participants and/or save money for the City.

New! Weight Loss Challenge

Race on the Base has teamed up with CrossFit Tribe Functional Fitness for a New Year's Weight Loss Challenge. It is a seven week challenge limited to 50 spots at a cost of \$99.

The challenge includes all of the following:

Cash prizes for top winners (3 winners: Total weight lost, Total % bodyweight lost, participation challenge)

- Weekly challenges
- Nutrition tips
- Coaching & Support
- 5K and Strength Training Programs
- Weekly Workshops

Registration & Expo

This year the expo is expected to be smaller this year with 30 - 40 vendors. The expo is going to include:

- Giveaways
- Sampling booths
- Sponsor booths
- Race shirt distribution (long-sleeved sublimated race shirts)
- Stage with entertainment and awards

The tent provides protection from the elements in rain or shine and an opportunity to corral the participants and spectators, funneling them through the expo to provide them with numerous opportunities to interact with the vendors. This tent is the focal point for the event offering a centralized area for participants, spectators, and volunteers.

Parking

Parking will be handled by City staff and contracted parking personnel in order to maximize efficiency. The majority of parking for vendors, volunteers, participants, and spectators will be on the tarmac again this year. Placing the Expo Tent off of the airfield also enables more cars to park on the tarmac, hopefully accommodating all participants' and spectators' vehicles. Traffic into and out of the base will be through both the Lexington and Orangewood gates.

Event Schedule

To better serve the participants, staff rearranged the schedule this year and consolidated the Expo Tent/Registration and the Start and Finish Line of the 5K/10K and Triathlon Finish to the area by the JFTB Pool.

Friday, February 21, 2020

- 1:30 pm Health & Fitness Expo / Packet Pick Up Opens
- 5:15 pm Jr. Reverse Triathlon Start (Ages 7 to 8) (Mandatory meeting 15 min. prior to Start)
- 5:30 pm Jr. Reverse Triathlon Start (Ages 9 to 12) (Mandatory meeting 15 min. prior to Start)
- 6:00 pm Live Band Performance
- 6:30 pm All Ages! Glow in the Dark Donut Run
 - Wave 1 at 6:30 pm (8 & under w/ family 1/2 mile)
 - Wave 2 at 6:50 pm (Open all ages 1 mile)
- 7:30 pm Health & Fitness Expo / Packet Pick Up Closes
- 8:00 pm Outdoor Festival Concludes

Saturday, February 22, 2020

5:30 am Health & Fitness Expo / Registration Opens
6:30 am Wave 1 Reverse Triathlon Mandatory Meeting
6:55 am Opening Ceremonies: National Anthem and Color Guard
7:00 am Wave 1 95.9 The Fish Reverse Triathlon Start (Finishers with max time of 1 hr 30 min and Relay Teams)
7:40 am 10K Handcycle/Wheelchair Start (max 1 hr 30 min)
7:45 am 10K Run Start (max 1 hr 30 min)
7:50 am Honoring Our Fallen 5K Run to Remember Start (max 1 hr 30 min)
7:55 am Honoring Our Fallen 5K Walk & GORUCK 5K Rucking Division Start (max 1 hr 30 min)
8:30 am Wave 2 Reverse Triathlon Mandatory Meeting
9:00 am Wave 2 95.9 The Fish Reverse Triathlon Start (Finish times over 1 hour 30 min+, Athena, Clydesdale, Challenged Athletes)

Park, Recreation and Cultural Arts Commission Race on the Base Challenge:

Last year, the Parks, Recreation and Cultural Arts Commission challenged the City Council and the other City Commissions to the Race on the Base Challenge. The friendly competition and Participation Award Recognition takes place among the City Council and each of the Commissions in two categories: 1) largest number of representatives and 2) the highest percentage of representatives per group. This provides for an opportunity to discuss the criteria and methods to spread the word about the challenge to the other Commissions and the City Council. Last year, the winners of the 2018 Race on the Base Council & Commission Participation Challenge was a tie between the Parks, Recreation & Cultural Arts Commission and the City Council with the Largest Number Attending the event of five Commissioners (due to two vacancies at the time) and Council Members and Highest Percentage of Participation at 100%.

FISCAL IMPACT

Expenditures allocated for the Race on the Base are funded through the City's General Fund. Revenue from the Race on the Base is derived from participant registration, sponsor participation, and the Vendor Expo booth rentals. The Race on the Base typically produces more revenues than direct expenditures; however, the only question this time of year is how much due to the late start of registration and vendor/sponsor recruitment. More revenue than direct expenditures is expected, but is difficult to determine this early in the planning stages as registration is currently taking place.

City of Los Alamitos

Parks, Recreation, & Cultural Arts Commission

Agenda Report

MEETING DATE: January 8, 2020

ITEM NUMBER: 8C

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

Presented By: Megan Shimada, Recreation Supervisor

Subject: Preview of 2020 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 receive and file.

BACKGROUND

The Parks, Recreation, & Cultural Arts Commission and the Recreation & Community Services Department celebrates visual and performing arts annually with the Weekend of Art Event. The two-day visual art exhibition is held at the Los Alamitos Community Center. Last year, the event featured over 300 works of art and 150 performing artists. Due to the increase in visual art pieces, the event footprint expanded from two rooms to four rooms of the community center to allow for all pieces to be displayed.

DISCUSSION

This year, the event is scheduled for Friday, March 20, 2020 from 5-8pm and Saturday, March 21, 2020 from 10am-8pm. The event will feature all performing and visual arts mediums and will continue to include demonstrators, arts & crafts vendors, and mini art activities throughout the event.

The following awards will be given to visual artists:

- Mayor's Award: 1st place
- Curator's Award: 1st place
- Commissioner's Award: 1st place
- Art Educator's Award: 1st place
- People's Choice Award: 1st place
- Most Artistic School in Los Alamitos Unified School District

Two Dimensional Awards:

- Elementary Division (Pre-K-5th grade) Awards: 1st-3rd place
- Middle School Division (6th-8th grade) Awards: 1st-3rd place
- High School Division (9th-12th grade) Awards: 1st-3rd place
- Adult (High School Graduate+) Division Awards: 1st-3rd place

Three Dimensional Awards:

- Elementary Division (Pre-K-5th grade) Awards: 1st-3rd place
- Middle School Division (6th-8th grade) Awards: 1st-3rd place
- High School Division (9th-12th grade) Awards: 1st-3rd place
- Adult (High School Graduate+) Division Awards: 1st-3rd place

Award winners will receive a ribbon, certificate, and gift card to the Art Supply Warehouse: 1st Place- \$100, 2nd Place- \$50, 3rd Place- \$25. The Most Artistic School will have art displayed for 30 days in the Los Alamitos Community Center and receive a large ribbon to display at their school.

Parks, Recreation and Cultural Arts Commissioners are requested to attend the event on Friday, March 20th from 5-6pm to select the winners of the Commissioner's Awards and on Saturday, March 21st at 7:00pm for the Awards Ceremony.

FISCAL IMPACT

Funding for the event is appropriated by the City Council at \$5,000 for supplies and \$687 for staffing in the Recreation and Community Services Department Special Events budget. Sponsors and arts & crafts vendors will be sought to help support and expand the event.