



Recreation and Community Services Commission
Adjourned Regular Meeting
April 10, 2019

MEETING WAS CALLED TO ORDER at 6:00 p.m. by Chairperson Dave Allen.

PLEDGE OF ALLEGIANCE was led by Commissioner Ted Spaseff.

ROLL CALL: PRESENT: Chairperson Dave Allen
Vice Chairperson Ted Spaseff
Commissioner Ben Delarosa
Commissioner Winnie Heiss

ABSENT: Commissioner Kirk Real

APPROVAL OF MINUTES: Meeting of March 13, 2019. A motion was made by Commissioner Winnie Heiss and seconded by Commissioner Kirk Real. Minutes were approved as submitted with Commissioner Ben Delarosa abstaining.

ANNOUNCEMENTS AND PRESENTATIONS:

Parks Superintendent Philip Lopez provided the commission with an update on the ongoing construction project at Rynerson Park, stating that the contractor had completed their work and staff had begun the process of renovating the turf. Currently, staff was said to be dialing into the irrigation system to confirm the system is in good shape prior to laying the seed and topper. Mr. Lopez mentioned that due to the construction, the wild flower meadow had not yet been planted. It was said that it is staff's goal to begin seeding for both grass and wild flowers in the upcoming weeks.

Assistant Director Kevin Bright provided information regarding programming and upcoming events. He reported that Volunteer Day 2019 will take place on Saturday, April 13, and mentioned that a list of sites and a map had been provided in the agenda packet. He asked that the commission notify their secretary if interested in participating. He noted that the 31 sites and 26 volunteer groups would begin work at 8 a.m. and mentioned that lunch would be hosted at the Youth Center following completed work. A 65th Anniversary event was said to be taking place following Volunteer Day. It was said that members City Council would exit the Youth Center, tour Del Valle Park in classic 1950s cars, and convene between the Veterans Memorial and Airplane Playground for a small event. Next, on Wednesday, April 17, the Older Adult Volunteer Luncheon was said to be taking place in the Ballroom at The Centre, beginning at 3:00 p.m. Mr. Bright mentioned that the event would recognize Jerry and Georgia Wendt and for their volunteerism with the Brown Bag Lunch Program at Weingart Senior Center. Finally, the commission was reminded that on Saturday, April 20, the LYS Coaches Recognition night would take place at Palms Park beginning at 4:00 p.m. with buses bound for Angel Stadium at 5:00 p.m.

Next, Mr. Bright reported that Spring Break had arrived and mentioned park operations and hours would be affected. Bellflower Unified School District was said to be working on a different week than both the Long Beach and ABC Unified School Districts. Bellflower will be out the week of

April 15, while Long Beach and ABC will be on break the week following, beginning April 22. Parks serving each district will program with Spring Break activities and park hours accordingly. Park staff will run programs beginning at 11 a.m., including indoor and outdoor games, as well as a variety of arts and crafts projects. The highlight of the week will be a visit from the Easter Bunny at each park on Saturday, April 20. Egg hunts will be coordinated around his arrival at each facility. Next, he provided the commission with an important reminder, stating that the All-City Track and Field Meet would not be held this year as it was cancelled as part of the budget initiatives. Lastly, it was reported that the annual Mother's Day Brunch would once again be hosted in the Weingart Ballroom at The Centre on Sunday, May 12. TGIS will wow the mothers in attendance with a selection of gourmet brunch stations, along with a complimentary photo booth and entertainment. Reservations may be made by contacting the TGIS Catering Office.

Director Valarie Frost provided an update from a recent Park Development Committee Meeting. She reported that the committee met to discuss second floor occupancy at the Burns Community Center. She reported that after staff's presentation and discussion, the Park Development Committee provided staff with the following direction:

1. Seek opportunities for creating a free and/or low-cost fitness center with activities for older adults
2. Investigate and coordinate a United States passport service
3. Solicit tenants with health related services to occupy office space on the second floor
4. Solicit community partners with which to work to offer health and fitness seminars and learning opportunities.

It was said that staff was currently investigating the viability of the proposed options.

Next, Director Valarie Frost provided an update from a recent City Council Study Session. She mentioned that at the direction of the city council, RCS staff investigated the feasibility of offering a fireworks display in June of 2020 and made a formal presentation to the council. Staff presented a proposal to host a fireworks show at Del Valle Park on June 27, 2020. After discussion, the city council decided to revisit staff's proposal in December, when a better assessment of the city's fiscal ability to host such an event could be made part of the discussion.

Lastly, Ms. Frost noted that the next Lakewood Celebrates is scheduled on Tuesday, May 14, beginning at 6 p.m. at The Centre in the upstairs ballroom. Volunteers who support the city will be recognized including Lakewood Youth Sports coaches, Volunteer Day groups, and Meals on Wheels volunteer, Rosie Shepperson, who was previously recognized with a Volunteer Merit Award from California Park and Recreation Society District 10. She asked that the commission confirm their attendance with their secretary.

Chairperson Dave Allen inquired as to whether or not the city would rent or lease space on the second floor at the Burns Community Center or if it would be provided to the tenant free of charge. Ms. Frost informed him that if the city were to take on a passport service office the city would run and manage it. She mentioned if the city were to lease out the space to a chiropractor or other commercial based entity there would be a lease fee.

Mr. Allen shared that he was able to attend the latest travel trip to the Pantages Theatre to see *Cats*. He expressed his appreciation to staff for a well-coordinated event and mentioned the show was fantastic.

REPORTS:

1. Pan Am Fiesta Preview

Community Services Manager Nicole Duran provided a preview of activities planned during the Pan American Fiesta on May 9-12, 2019. The report was supplemented with a slide presentation. Ms. Duran described the site plan and set-up for the various components of the event. She noted with the storm water capture project taking place, the event would see significant changes this year. The event will commence on its normal weekend with modifications to the site plan. The entertainment and food court will now be located in the east parking lot, the amusement rides will occupy Lisa Fernandez Field, the craft show will be located parallel to Fidler Avenue, inside the basketball courts, and the Children's Cultural Booth will be in the courtyard on the south side of the pool.

Ms. Duran then highlighted the dates, times and costs of other activities as noted in the written report, including the Children's Cultural Booth, the Pan American Association Historical Display, craft vendor booths, food booths, and amusement rides. On Friday, May 10, evening entertainment was said to begin at 5 p.m. and feature Kick It Up Dance Studio. Later in the evening, Stone Soul, a very popular Motown tribute band, will take the stage. Saturday, May 11, will offer free live music and dance lessons that will keep the audience entertained. The Mayfair High School youth band and choral group will open on Saturday at 11 a.m. and immediately following, Boy Scouts of America, Troop 65, will participate in the Pan Am Fiesta Welcome and Flag Ceremony. A parade of flags from 35 countries in the Organization of American States is part of the Pan Am Fiesta's traditional opening. Saturday's concert lineup also includes a performance by Polynesian and Jazz dancers. The concert schedule continues with Suave the Band, a Latin Jazz band at 4:30 p.m. and Knyght Ryder will close out the night from 7 to 9 p.m. This high-energy band has been a crowd favorite at many Summer Concerts in the Park.

Ms. Duran reported that because of the changes to the event due to construction, staff anticipated additional difficulties in securing parking at the facility. To reduce the stress of finding a parking space around the vicinity of Mayfair Park, a free shuttle will run from City Hall to Mayfair Park every 15 minutes on Friday, May 10, beginning at 4 p.m. and ending at 9:30 p.m. and on Saturday, May 11, beginning at 10 a.m. and ending at 9:30 p.m. Fiesta participants can park in the east parking lot of City Hall and get shuttle service to the Pan Am Fiesta event site.

Vice Chairperson Ted Spaseff commented stating that staff did a great job modifying the layout for this year's fiesta. He mentioned that it was surely a challenge to work around the construction of the storm water capture project.

The Commission received and filed the report.

2. Lakewood Youth Sports Programs Annual Report

Community Services Supervisor Jonathan Gorne provided information regarding the Lakewood Youth Sports (LYS) program as it approaches its 63rd year. He mentioned that the annual review of the program would focus on program participation in the 2018/2019 season and note the advent of the 3-on-3 basketball league offered for 14-15 boys and 14-17 year old girls.

Mr. Gorne provided the commission with the program's participation numbers for the past three years as noted in the written report. Next, he provided details on the new 3-on-3 basketball league, stating that prior to the 2019 basketball season, the traditional 14-15 boys division was expanded to include sixteen and seventeen year olds, and a new 3-on-3 league format was instituted for both the boys and girls 14-17 age groups. In its inaugural year, 3-on-3 participants played games on Wednesday evenings at Del Valle Park. Teams were created with a maximum of five players. He noted that the goal of the league was to create a more social atmosphere for older teens, and encourage their participation in the program. To create a more relaxed, social atmosphere amongst the participants, music was played on the basketball courts during games and the game room at the Youth Center was made available to the participants following games. There they were provided with pizza and beverages; the goal being to encourage them to stay after games and socialize with other teens.

Mr. Gorne mentioned teams played an abbreviated seven game season, as opposed to the traditional 12 game LYS season, and a post-season tournament was organized to determine the overall league champion. Unfortunately, due to the large amount of rain experienced, the post-season tournament was unable to be played, and the league champion was determined based on regular season play. 30 teens were said to have registered for and participated in the new 3-on-3 league. It was said that the change to a 3-on-3 format offered an opportunity to run a program where traditionally the division would have failed without sufficient participation.

Mr. Gorne continued the report by providing information on the Protecting Young Victims from Sexual Abuse and Safe Sport Authorization Act of 2017 as noted in the written report. The Safe Sport Act expands the list of individuals required to report child sexual abuse. Any adult who is authorized to interact with youth athletes will be required to report suspicions of abuse to the appropriate law enforcement agencies within 24 hours. Therefore, all staff and volunteers working with youth could be considered mandatory reporters. He stated that volunteer coaches who are in regular contact with amateur athletes who are minors must be provided consistent training. In addition, subject to parental consent, participants who are minors, must also receive training regarding "prevention and reporting child abuse." It was noted that the required training must include preventative measures. Therefore, the training must not only focus on reporting or identifying those that have been abused, but it must also train individuals in actual prevention techniques such as understanding "grooming" practices. Mr. Gorne informed the commission that this training must be completed before regular contact with a minor begins and mentioned that it would be incorporated into the existing training format for all volunteer coaches. The majority of coaches will receive the training prior to baseball and softball, with new coaches getting the training as they sign up prior to each new sports season.

Mr. Gorne confirmed for Vice Chairperson Spaseff that the training would in fact be provided by staff in-house.

Commissioner Ben Delarosa inquired as to whether or not staff felt the new concussion protocol had been successful in its first full year of implementation. Mr. Gorne informed him that it was very successful and mentioned that staff has done an excellent job of recognizing when a participant needs to be removed and in following the proper protocol after removing said child.

Mr. Gorne confirmed for Chairperson Allen that in 3-on-3 basketball there is one referee and one scorekeeper. Chairperson Allen then inquired if the Sexual Abuse and Safe Sport Authorization Act of 2017 was state or federally mandated. Mr. Gorne informed him that it was federally mandated.

The Commission received and filed the report.

3. Department Marketing Annual Review

Community Services Manager, Nancy Hitt displayed slides and provided information regarding the department's marketing program as noted in the written report. She reported that in order to promote the many activities the Recreation and Community Services Department has to offer, an RCS marketing program with a related schedule for publications, purchase and distribution of promotional items has been developed and consistently followed. The marketing program was said to consist of various marketing outlets in order to reach all residents of varying ages and demographics. Marketing channels were said to include postings in the Lakewood Community News, Lakewood Connect E-magazine, City of Lakewood website, and postings on the various social media outlets including Facebook, Instagram and Twitter. It was mentioned that the Recreation and Community Services Department also maintains a park banner promotional schedule.

Ms. Hitt noted the central marketing piece for the department is the Recreation and Community Services catalog, published seasonally. Included in the catalog is a listing of approximately 600-650 contract classes, articles for upcoming special events, park and facility hours of operation, and more. In addition, each season the catalog features a vibrant, eye-catching cover featuring photographs of participants enjoying city facilities and programs for the upcoming season. It was mentioned that once the theme of the Recreation and Community Services Catalog is decided each summer, inexpensive promotional items are purchased based on the theme and are handed out at the marketing booth at summer events, such as Concerts in the Park, or given out as prizes at events such as FUN-Tastic Family Nights.

Next, Ms. Hitt informed the Commission that new, attractive logos had been created for select facilities, programs and events in order to create a brand identity for these aspects of the department. This brand identity was said to be a marketing tool used to create product or service recognition. The *Parks Make Life Better!* brand and logo was created by the California Parks and Recreation Society to raise awareness about the benefits of parks and

recreation throughout California and to raise the status of parks and recreation as an essential community service. More recently, logos have been designed to provide targeted marketing for such programs as Active+, events such as the Pan Am Fiesta, and facilities such as The Centre.

In addition to the Recreation and Community Services catalog, Ms. Hitt reported the department seeks other avenues for promoting the many activities and events available to the public. Each month, the community services manager responsible for marketing solicits potential article ideas from department staff for further promotion. Articles are then written and submitted to the Public Information Department for monthly inclusion in the Lakewood Community Newspaper, Lakewood Living Magazine, City of Lakewood website posts, and Lakewood Connect E-magazine, which is emailed to subscribers each week. Furthermore, it was reported that visually appealing brochures had been created and utilized to advertise job announcements regarding part-time jobs as lifeguards/swim instructors and sports officials, in order to attract more applicants by displaying photos of typical duties associated with the job.

Lastly, Ms. Hitt provided information regarding the park banner program. She mentioned that each Lakewood Park has a sign holder built for hanging four-foot by eight-foot vinyl banners located on a prominent corner of the park. These banners rotate in anticipation of dates of upcoming events and are typically posted for about a month, sometimes multiple times per year. Events marketed through the Park Banner Program include: Activity Zone, Lakewood Volunteer Day, Parks Make Life Better!, Pan Am Fiesta, Lakewood Youth Sports Registration, Recreation Classes, Summer Concerts in the Park, Don't Use Illegal Fireworks, Tot Lot Registration, Lollipop Lane, College Fair, Halloween Carnivals, Project Shepherd, and Sport's Illustrated Sportstown.

Vice Chairperson Spaseff commended staff for doing such a great job with the recreation catalog.

Commissioner Delarosa expressed that he is happy to see staff using social media as a means of marketing, stating that is how most people are getting their information these days.

The Commission received and filed the report.

4. Park Maintenance Spring/Summer Report

Community Services Manager Michael Cracium displayed slides and provided information on park maintenance during the spring and summer as noted in the written report. Mr. Cracium reported that in Lakewood, playground maintenance is a top priority. Trash and debris is removed promptly and playground equipment is inspected for damage daily in order to provide the public with a safe environment for their enjoyment. Sand levels are monitored for high and low areas and adjusted as needed. During this fiscal year, over 150 tons of sand have been added to Bolivar, Del Valle, San Martin, Palms, and Bloomfield Parks collectively.

Next, it was reported that the hydraulic irrigation valves at Del Valle Park were converted to an electric system this winter, in anticipation of the busy warmer months to come and the vast array of programs and events to take place at the facility.

Mr. Cracium then introduced ERD Lead Worker Joe Sheldon to the commission. Mr. Sheldon displayed slides and provided the commission with a detailed explanation on the difference between hydraulic and electric irrigation valves. The hydraulic system was said to have been installed during the 1960s and parts for repairs are no longer available. Mr. Sheldon explained that the original system had become problematic affecting both planned programs and passive use of the turf areas of the park. It was said that the new electric system is sustainable and reliable.

Mr. Cracium added that another benefit of the “smart” equipment is the capability of the Rain Bird smart clock’s watering schedule to be adjusted, using a mobile device, from any location and at any time. He noted that maintenance staff would not have to be onsite to mitigate issues should there be a malfunction, or if there is a need for less irrigation due to weather changes. The conversion project was said to have been completed in-house by an Irrigation Repair Worker, thus saving the city over \$5000.

Next, it was reported that Park maintenance staff spend hours preparing for the many special events the City of Lakewood hosts in the spring and summer months. Responsibilities were said to include sanitizing restrooms, detail cleaning activity building interiors and waxing floors. The light equipment operator uses a vacuum attachment to remove excess leaves from meadows. Planters around activity buildings are refreshed and bare spots in the turf are filled with mulch. Fields are aerated and fertilized weeks in advance and watering schedules are adjusted a few days prior to avoid wet grass or active sprinklers during events. Mr. Cracium stated that these measures provide a pristine, groomed and lush facility for attendees.

The Commission received and filed the report.

4. Activities and Maintenance Report No. 9

A written report and discussion of the Recreation and Community Services Department Programs, Services and Maintenance Activities for the month of March and a listing of upcoming activities for May 2019.

WRITTEN COMMUNICATIONS:

1. Letter to Employee of the Month – Riley Keester, February 2019

ORAL COMMUNICATIONS:

None.

ADJOURNMENT:

There being no further business to be brought before the Recreation and Community Services Commission, Chairperson Dave Allen adjourned the meeting at 6:55 p.m. to April 10, 2019 at 6 p.m. in the City Council Chambers.

Michelle Williams, Administrative Secretary
Recreation and Community Services Commission