



MINUTES
Recreation and Community Services Commission
Adjourned Regular Meeting held
April 13, 2016

MEETING WAS CALLED TO ORDER at 6:00 p.m. by Chairperson Ben Delarosa

PLEDGE OF ALLEGIANCE was led by Commissioner Ted Spaseff

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

ABSENT: Commissioner Kirk Real

APPROVAL OF MINUTES: Meeting of March 16, 2016. A motion was made by Commissioner Dave Allen, and seconded by Commissioner Ted Spaseff to approve minutes. The motion was carried by unanimous roll call vote.

ANNOUNCEMENTS AND PRESENTATIONS:

Director Lisa Litzinger provided details on upcoming events including a photo opportunity at the new Rynerson Park Playground on April 16, and Volunteer Day with luncheon at the Youth Center also on April 16, the Older Adult Volunteer Recognition event at The Centre on April 20, LYS Volunteer Coaches Barbeque at the Youth Center and trip to an Angels baseball game on April 23, and the El Comienzo Luncheon on April 28 at The Centre. Then, on May 5-8, The Fiesta will be held at Mayfair Park with the Welcome and Flag Ceremony on May 7 at 12:15 p.m. This year, one Memorial Day Ceremony will be held at Del Valle Park on May 30, at 11 a.m.

Ms. Litzinger confirmed for Vice Chairperson Heiss that check in for the El Comienzo Luncheon begins at 11:30 a.m.

Commissioner Allen commented on the amazing creativity of staff once again this year on the Arbor Day performance.

REPORTS:

1. The Fiesta Preview

Community Services Manager Alex Bauman displayed a slide presentation and expanded on information provided in the written report regarding the activities, schedule and changes to this year's Fiesta. Mr. Bauman explained that the name of the event has been changed simply to The Fiesta, which is more marketable and is more consistent with what the public refers to it as. A new logo, in various forms, using the updated name, has been designed and will be included on all promotional items as well as event signage. The layout of components of The Fiesta has also been changed to allow for a grass concert seating area in front of the stage where families can bring blankets and low back chairs to enjoy a picnic during live performances. The Pan American Association's Historical Display will be set up outside on the basketball courts rather inside the park building. The display will be located directly next to the Children's Cultural Booth and should draw much more attention to this important historic component of the event.

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Mr. Bauman explained that on Saturday, May 7, all components of The Fiesta are scheduled. Carnival rides, community group food booths, craft booths, the Pan American Historical Display, Children's Cultural Booth, and live entertainment will be in full swing all day and into the evening, with the traditional Welcome and Flag Ceremony kicking off the festivities beginning at 12:15 p.m. Free Shuttle service between City Hall and Mayfair Park will be in operation from 10 a.m. to 9:30 p.m. on Saturday.

Carnival rides and concessions will again be provided by Guadagno and Son Amusements on May 5-8. Friday and Saturday evenings will be augmented by community group food booths, a food truck each evening, and a high energy concerts on the stage with Knyght Ryder performing on Friday and LA Allstars performing on Saturday. Both of these bands have been crowd favorites in the past at Summer Concerts in the Park and the Civic Center Block Party.

Mr. Bauman added that the El Comienzo Luncheon is on Thursday, April 28 at The Centre where the Pan American Scholarship winners will be recognized. The event is a joint meeting of the Rotary Club of Lakewood and the Pan American Association.

Mr. Bauman concluded by stating that the event is anticipated to be great with the changes to the schedule and layout, and the additional evening concerts. Sunday will be promoted to encourage the public to enjoy Mother's Day Brunch at The Centre or at one of the other restaurants in Lakewood, and then bring the entire family to enjoy the afternoon and evening at The Fiesta.

Commissioner Allen stated that he likes the retooling of the event and he loves the logo. He asked if the changes will save staff time. Mr. Bauman acknowledged that the new schedule will reduce the number of staff hours required for the event as a whole.

Commissioner Spaseff also likes the changes, noting that by changing and adding elements, the event will be refreshed. He asked how the community food groups and craft vendors reacted to the changes. Mr. Bauman stated that there were some initial questions about the changes from these participants, but once the changes were explained, these groups were receptive. Commissioner Spaseff commended staff for making the changes and believes that all involved will reap rewards as a result.

Commissioner Allen asked if the marketing for the event is going to change due to the addition of the two high energy concerts scheduled. Mr. Bauman replied that many of the standard promotional items such as the flyer will still be used, but social media will also be utilized to reach more people and promote both the traditional and new components of the event.

In response to Commission Spaseff's questions, Mr. Bauman stated that a banner with the new logo advertizing The Fiesta is already displayed at Mayfair Park and can be used for years to come. The banner does not include specific information such as the names of the bands performing. Ms. Litzinger added that all of the marketing that Mr. Buaman has referred to highlights the changes to the event. Department staff is working closely with the Public Information Office to highlight the bands, the food and all other elements.

Chairperson Delarosa asked if most of the changes were made in an effort to attract more people to the event. Mr. Bauman responded that the goal is to boost attendance. He added that the hope is to attract new people to the event and to bring people back who may have stopped coming.

Commissioner Spaseff suggested that it may take a little time for the changes to be fully effective. Word will spread among attendees from year to year. He added that the retooling fits the city's motto, "Times Change, Values Don't."

Chairperson Delarosa acknowledged the value in keeping the original intent of the event and sees that effort has been made to do this. He asked if any input or negative feedback has been received as a result of the name and other changes. Ms. Litzinger responded that feedback from the community survey, along with evaluations from the food groups and crafters, supported the event changes.

2. Sports Programs Annual Report

Community Services Manager Kevin Bright announced that this year marks the 60th year of Lakewood Youth Sports (LYS). Some fun things are scheduled for the year beginning with LYS Opening Day at Mayfair on June 18. Activities at the afternoon event will be augmented this year with some bigger special attractions, as well as snow cone and cotton candy machines. Each LYS participant present at the Opening Day event will receive a drawstring tote in one of four designs (baseball, volleyball, football or basketball). A 60th year logo will be incorporated throughout the course of the year. Sign-ups for baseball/softball season will be held May 14-21. The program is still free for Lakewood residents, and non-residents will still be charged only a \$20 registration fee.

Mr. Bright displayed a slide presentation highlighting the Lakewood Youth Sports Officials Training Program. He explained that, over the past several years, there has been some change in staff overseeing and administering this program. These changes in staff have brought new ideas and ways of looking at the same program resulting in adjustments that are benefitting the sports officials and the LYS program as a whole. The LYS Sports Officials training program is a series of trainings over a 2-3-week period. The first training is an orientation which is an overview and introduction for all applicants. The second training session is a rules meeting where rules for the particular season are presented in a variety of ways to applicants. An on field/on court practical application training session is held next. At this meeting, applicants have the opportunity to see positioning, mechanics, and to get a walk through on some of the things that will be experienced during games. It is presented by staff and some veteran officials. All applicants must then pass a written examination that includes multiple choice and fill-in-the-blank sections. The applicants are also tested by staff on their ability to demonstrate knowledge of mechanics. Once applicants have participated in these training sessions and passed the examinations, but before officiating their first game, a practice game is held. At this full dress practical application, officials will work a mock game alongside veteran officials to gain on court/field experience. By using the veteran officials in the training program, mentoring relationships are built further strengthening the program and continuing the cycle as the newer officials themselves become the mentors. Hiring and training Sports Officials in-house has other benefits as well. Sports Officials are also hired as Student Recreation Assistants, which

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allows them to work shifts at parks. This is a great teaching and mentoring opportunity for the city to then move these employees into Recreation Leader positions at parks. Many members of the current part-time and management staff in RCS have come through the ranks as Sports Officials.

Commissioner Spaseff asked if there may be some way to contact people who may have been part of the very first LYS season so they can be invited to participate in the Opening Day event. Mr. Bright will research the possibility of this great idea.

3. Activities and Maintenance Report No. 10

A written report was provided describing the Recreation and Community Services Department Programs, Services and Maintenance Activities for the month of March 2016, and a listing of upcoming activities for May 2016.

There being no comments, the Commission received and filed the report.

WRITTEN COMMUNICATIONS:

1. Letter to Part-Time Employee of the Month, Adam Richard - February 2016.

Commission received and filed the report.

ORAL COMMUNICATIONS:

None.

ADJOURNMENT:

There being no further business to be brought before the Recreation and Community Services Commission, Chairperson Ben Delarosa adjourned the meeting at 6:46 p.m. to May 11, 2016, at 6:00 p.m. in the Council Chambers.

Barbara Di Iorio, Secretary to the
Recreation and Community Services Commission