

CITY OF LOS ALAMITOS

3191 Katella Avenue Los Alamitos, CA 90720

AGENDA PARKS, RECREATION, AND CULTURAL ARTS COMMISSION REGULAR MEETING

January 6, 2021 – 6:00 p.m.

SAFETY ALERT – NOTICE REGARDING COVID-19

Due to COVID-19, the City of Los Alamitos Parks, Recreation and Cultural Arts Commission on January 6, 2021 will be conducted by videoconference pursuant to the provisions of the Governor's Executive Orders N-25-20 and N-29-20. The public may access the meeting electronically or telephonically.

Pursuant to Executive Orders and given the current health concerns, members of the public may not attend the meeting in person. Members of the public can access the meeting by phone by dialing +1 (301) 715-8592 and enter the Meeting ID: 858 5375 5544. Your microphone will be disabled upon entry for the duration of the meeting.

The public can submit comments to enoda@cityoflosalamitos.org with the subject line "PUBLIC COMMENT ITEM #" (insert the item number relevant to your comment) or "PUBLIC COMMENT NON-AGENDA ITEM." Comments **received by 12:00 p.m.** will be compiled, provided to the Parks, Recreation and Cultural Arts Commission and made available to the public before the start of the meeting. Staff will not read email comments at the meeting but the official record will include all email comments received until the close of the meeting.

Members of the public wishing to verbally deliver comments via the telephone conference can submit their requests to enoda@cityoflosalamitos.org **until the close of the public comment period.** The Department Secretary will compile a list of speakers who have indicated a desire to speak. Before the close of the meeting, the Department Secretary will announce each speaker, enable the speaker's microphone, and begin the three minute timer. The speaker's microphone will automatically be disabled at the end of three minutes.

All speakers shall observe civility, decorum and good behavior. Any item submitted to the Parks, Recreation and Cultural Arts Committee during the meeting shall become public record and subject to applicable disclosure laws.

NOTICE TO THE PUBLIC – 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 City Hall in the City Clerk's Office or on the City's website at www.cityoflosalamitos.org once the agenda has been publicly posted.

Each matter on the agenda, no matter how described, shall be deemed to include any appropriate motion, whether to adopt a minute motion, resolution, payment of any bill, approval of any matter or action, or any other action. Items listed as "for information" or "for discussion" may also be the subject of an "action" taken by the City Council at the same meeting.

Any written materials relating to an item on this agenda submitted to the City Council after distribution of the agenda packet are available for public inspection online at www.cityoflosalamitos.org.

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 City Clerk's Office at (562) 431-3538, extension 220, 48 hours prior to the meeting so that reasonable arrangements may be made.

1. CALL TO ORDER

2. ROLL CALL

Commissioner Bandak
Commissioner Crans
Commissioner Hill
Commissioner Orozco
Vice Chair Murphy
Chair Duran

3. ORAL COMMUNICATIONS

The public can submit comments to enoda@cityoflosalamitos.org with the subject line "PUBLIC COMMENT ITEM #" (insert the item number relevant to your comment) or "PUBLIC COMMENT NON-AGENDA ITEM." Comments **received by 12:00 p.m.** will be compiled, provided to the Parks, Recreation and Cultural Arts Commission, and made available to the public before the start of the meeting. Staff will not read email comments at the meeting but the official record will include all email comments received until the close of the meeting.

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4. APPROVAL OF MINUTES

A. Approval of the Minutes for the Regular and Special Meeting of November 4, 2020.

5. STAFF REPORTS

A. Weekend of Art Preview

This report provides the Parks, Recreation & Cultural Arts Commission with a preview of a modified Weekend of Art event with COVID-19 health precautions.

Recommendation: Commission discuss and provide recommendations.

B. Music and Movies Event Series Movie Selection

This report provides the Parks, Recreation & Cultural Arts Commission with information on the 2021 Music and Movies Event Series Movie Selection.

Recommendation: Commission receive, consider, vote on movie selections provided

C. My City My Los Al Partnership Program

This report provides the Parks, Recreation & Cultural Arts Commission with a report on the 2021 My City My Los Al Partnership Program.

Recommendation: Commission discuss and provide recommendations.

D. New Registration Software

This report provides the Parks, Recreation & Cultural Arts Commission with information on the search for a new and improved registration software.

Recommendation: Commission discuss and provide recommendations on what a new software should include from the customer's perspective.

6. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT

7. COMMISSIONER REPORTS

- A. 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 Los Alamitos City Hall, 3191 Katella Ave. and online at www.cityoflosalamitos.org not less than 72 hours prior to the meeting. Dated this 30th day of December 2020.



Trini Zenovka, Department Secretary

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

REGULAR MEETING – WEDNESDAY, November 4, 2020

1. CALL TO ORDER

The Parks, Recreation and Cultural Arts Commission met in a Regular Session at 6:00 p.m., Wednesday, November 4, 2020, online via Zoom with Chair Duran presiding. As a result of the State of Emergency in California due to the threat of COVID-19 and pursuant to Governor Newsom Executive Order N-25-20 issued on March 12, 2020, all members of the Parks, Recreation, and Cultural Arts Commission attended telephonically.

2. ROLL CALL

Present: Commission Members: Bandak, Crans, Duran, Hill, Murphy, Orozco

Absent: Commission Members: Nefulda (excused)

Present: Staff: Emeline Noda, Acting Director of Recreation & Community Services
Ron Noda, Acting Deputy City Manager
Trini Zenovka, Department Secretary

3. ORAL COMMUNICATION

The public can submit comments to rnoda@cityoflosalamitos.org with the subject line "PUBLIC COMMENT ITEM #" (insert the item number relevant to your comment) or "PUBLIC COMMENT NON-AGENDA ITEM." Comments **received by 12:00 p.m.** will be compiled, provided to the Parks, Recreation and Cultural Arts Commission and made available to the public before the start of the meeting. Staff will not read email comments at the meeting but the official record will include all email comments received until the close of the meeting.

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Chair Duran opened Oral Communications.

Acting Deputy City Manager, Ron Noda stated no public comments were received. Chair Duran closed Oral Communications.

4. APPROVAL OF MINUTES

Motion/Second: Duran/Crans

Motion Carried 6/0 (Nufelda): The Parks, Recreation and Cultural Arts Commission approved the Regular Meeting of October 7, 2020.

ROLL CALL VOTE

Chair Duran	Aye
Vice Chair Murphy	Aye
Commissioner Bandak	Aye

Commissioner Crans	Aye
Commissioner Hill	Aye
Commissioner Nefulda	Absent (excused)
Commissioner Orozco	Aye

5. STAFF REPORTS

A. Parks & Facility Maintenance Update

This report provides the Parks, Recreation & Cultural Arts Commission with information and update on parks and facility maintenance.

Acting Deputy City Manager Ron Noda summarized the staff report.

B. CPRS District 10 2021 Volunteer Merit Award Nominations

This report provides the Parks, Recreation & Cultural Arts Commission with information on the 2021 CPRS District 10 Volunteer Merit Awards and requests nominations from the Commission.

Acting Director of Recreation & Community Services Emeline Noda summarized the staff report and requested an organization and individual nominations and a vote for 2021 CPRS District 10 Volunteer Merit Award.

ROLL CALL VOTE

Chair Duran	Aye
Vice Chair Murphy	Aye
Commissioner Bandak	Aye
Commissioner Crans	Aye
Commissioner Hill	Aye
Commissioner Nefulda	Absent (excused)
Commissioner Orozco	Aye

- 1) Organization: MemorialCare Miller Children's & Women's Hospital Long Beach
- 2) Individual: Marilyn Poe

6. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT

Ron Noda, Acting Deputy City Manager

- Free Flu Shot Clinic, The City will be hosting a Free Flu Shot Clinic on November 18, 2020 from 9:00 a.m. – 11:00 a.m. at the Los Alamitos Community Center Parking Lot. Shots are limited, reservations required at LOSALFLUSHOT.EVENTBRITE.COM
- Vet Care Pet Clinic, The Drive-Thru Vet Care Pet Clinic is held on the 3rd Sunday of each month from 4:00pm-6:00pm at the Los Alamitos Community Center (10911 Oak Street). Rabies vaccinations, flea medications, diagnostic testing, microchipping, nail trimming, and wellness checks were services provided by Vet Care.
- Active Transportation Plan's (ATP) held its stakeholders meeting will be via Zoom on October 21, 2020
- Golden State Water will be working on Saturdays for the month of November and December on Los Alamitos Boulevard.
- Shop Eat Enjoy Local Business Shops, recreation staff designed a holiday bus-stop sign to support shopping local during the months of November and December.
- Little Cottonwood Park is experiencing a gopher issue and staff are seeking resolution by increasing the abatement program.

Emeline Noda, Acting Director of Recreation & Community Services Department

- Reminder to visit the Recreation Department's Virtual Community Center on social media and visit the City's YouTube channel.
- Drive-Up MemorialCare Miller Children's & Women's Hospital Long Beach Film and Food Fest and food truck events twice a month from October through December on Friday nights at Los Alamitos Youth Baseball (LAYB). Tickets are \$10 per vehicle and include a goodie bag. Tickets for future event dates can be purchased at www.losalfilmandfoodfest.eventbrite.com
- MemorialCare Miller Children's and Women's Hospital Long Beach Drive-Thru Trunk or Treat took place on Saturday, October 24 with a total of 26 stations which included 24 individual and business/organization trunks. Reservations were required and 121 vehicles came through. Some vehicles participated in the Vehicle Decorating Contest judged by Parks, Recreation & Cultural Arts Commissioners who commented that they could not tell staff had never executed this type of modified event before. The event was such a success that Spring Carnival will likely be held in this same modified fashion. The Spooky Egg Hunt Kits were a hit at the Drive-Thru Trunk or Treat event, the Los Alamitos Recreation & Community Services Department completed sales of the Spooky Egg Hunt Kit and raised over \$900 for the Los Alamitos Scholarship Fund.
- The first annual Halloween Decorating Contest was held Tuesday, October 27. Judges from the Parks, Recreation & Cultural Arts Commission selected first and second place winners in each neighborhood, refer to the website for additional information.
- Family Day, the MemorialCare Miller Children's & Women's Hospital Long Beach Family Day event on Saturday, November 14. Silent Auction will be live online until 8:00 pm on Saturday, November 21, all proceeds directly benefit the Los Alamitos Scholarship Fund.
- Drop N' Shop, as part of My Rec Rewards and a service to families is being planned with two sessions on Friday, November 27 with morning and afternoon sessions. Parents can shop on Black Friday kid-free and use the time to shop for their presents, while kids are occupied with games, crafts and fun for the day. My Rec Rewards participants can select one session to attend at no charge as part of their membership.
- Winter 2021 Recreation Programming Brochure is currently being printed, with mailing planned by November 24, and is already available electronically. The brochure will be shared as part of the City of Los Alamitos E-Newsletter on Thursday, November 12, 2020.
- Toy Drive sponsored by Southland Credit Union will take place Drive-Up style on Wednesday, December 2 from 4:00 p.m. to 7:00 p.m. at the Community Center. Toys will be distributed to families in need through the local non-profits.
- Thank You Postcard and Restaurant Guide Trifold marketing material are currently being designed by Recreation staff and will be distributed at the Winter Wonderland event.
- On Saturday, December 5 the MemorialCare Miller Children's & Women's Hospital Long Beach Winter Wonderland will be a Drive-Up Light Show, Tree Lighting and Holiday Movie will take place in the Epson parking lot adjacent to City Hall. PR&CA Commissioners will have reserved VIP passes for this event, please do not forget your face covering and remember to practice social distancing.
- Holiday Decorating contest will be held on Wednesday, December 16, 2020 from 6:00 p.m. – 9:00 p.m.

7. COMMISSIONER REPORTS

Commissioner Orozco

- Nothing to Report

Commission Bandak

- Volunteered as a Trunk or Treat judge and said the event was great and praised staff for all their hard work and dedication. He enjoyed every minute of the event.

Commissioner Crans

- Announced that December will be the end of his term on PR&CA Commission and said that was a pleasure serving on the commission. The meetings were all very informative and thanked staff for all the wonderful offerings and can't wait to see what staff has planned for future community events and programming.

Commissioner Hill

- Commissioner Hill requested from Mr. Noda Active Transportation Plan's (ATP) for input on survey. Commissioner Hill thanked Commissioner Crans for serving on the PR&CA Commission.

Vice Chair Murphy

- Nothing to Report

Chair Duran

- Chair Duran thanked Crans for his extraordinary efforts on the committee and happy to have had the opportunity to serve simultaneously. Chair Duran also volunteered to be a judge at the Drive-Up Trunk or Treat Event and thanked staff for always putting on a great event. As always City staff are amazing, Recreation and Community Service Department do so much with very little and so excited to see what is next. Thanked staff for all the hard work.

8. ADJOURNMENT

The Parks, Recreation, and Cultural Arts Commission adjourned at 6:47 p.m.
Motion/Second: Duran/Crans

Attest:

Alex Duran, Chair

Emeline Noda

Acting Director of Recreation & Community Services
Recreation & Community Services Department

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

SPECIAL MEETING – WEDNESDAY, November 4, 2020

1. CALL TO ORDER

The Parks, Recreation and Cultural Arts Commission met in a Regular Session at 6:47 p.m., Wednesday, November 4, 2020, online via Zoom with Chair Duran presiding. As a result of the State of Emergency in California due to the threat of COVID-19 and pursuant to Governor Newsom Executive Order N-25-20 issued on March 12, 2020, all members of the Parks, Recreation, and Cultural Arts Commission attended telephonically.

2. ROLL CALL

Present: Commission Members: Bandak, Crans, Duran, Hill, Murphy, Orozco

Absent: Commission Members: Nefulda (excused)

Present: Staff: Emeline Noda, Acting Director of Recreation & Community Services
Ron Noda, Acting Deputy City Manager
Trini Zenovka, Department Secretary

3. STAFF REPORTS

A. Nomination and Appointment of a Member of the PR&CA Commission for the Waste Hauler Ad Hoc Committee.

Acting Deputy City Manager Ron Noda summarized the staff report and requested nomination and appoint of a representative from the PR&CA Commission to serve on the Waste Hauler Ad Hoc Committee.

ROLL CALL VOTE

Chair Duran	Aye
Vice Chair Murphy	Aye
Commissioner Bandak	Aye
Commissioner Crans	Aye
Commissioner Hill	Aye
Commissioner Nefulda	Absent (excused)
Commissioner Orozco	Aye

PR&CA Commission nominated and appointed Commissioner William Bandak to serve on the Waste Hauler Ad Hoc Committee.

4. ADJOURNMENT

The Parks, Recreation, and Cultural Arts Commission adjourned at 7:15 p.m.
Motion/Second: Duran/Crans

Attest:

Alex Duran, Chair

Emeline Noda
Acting Director of Recreation & Community Services
Recreation & Community Services Department

City of Los Alamitos

Parks, Recreation, & Cultural Arts Commission

Agenda Report

MEETING DATE: January 6, 2021

ITEM NUMBER: 5A

To: Chair Alexander Duran & Members of the Parks, Recreation and Cultural Arts Commission

Presented By: Megan Shimada, Recreation Supervisor

Subject: Preview of 2021 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 was canceled due to COVID-19 restrictions. In previous years, 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 12, 2021 from 5-8pm and Saturday, March 13, 2021 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.

To ensure the safety of staff, guests, and artists the following measures are being considered for implementation depending on current COVID-19 health guidelines in place at the time of the event:

- Temperature checks and health screening upon arrival
- Face masks will be required
- Reservations for all attendees to limit the number of guests within the event space
- Facebook live video of the performances

- Outdoor stage or use of Oak Gym for performances
- Possible outside tent for the artwork to allow for ventilation

The following awards will be given to visual artists:

- Mayor'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 12th from 5-6pm to select the winners of the Commissioner's Awards and on Saturday, March 13th at 6:30pm 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.

City of Los Alamitos

PARKS, RECREATION & CULTURAL ARTS

AGENDA REPORT

MEETING DATE: January 6, 2021

ITEM NUMBER: 5B

To: Chair Alexander Duran & Members of the Parks, Recreation and Cultural Arts Commission

Presented By: Erika Halberg, Community Services Coordinator

Subject: 2021 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 2021 MemorialCare Miller Children's & Women's Hospital Long Beach Music and Movie Event Series.

RECOMMENDATION

Commission review and recommend movie choices for the 2021 MemorialCare Miller Children's & Women's Hospital Long Beach 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 or movie on select dates. Due to COVID-19, the event may take place via drive-up style. If COVID-19 health guidelines allow, the event could also take place in socially distanced circles. Staff will check with the Orange County Health Department prior to the event to determine the current health guidelines allowed for special events during that time. The event series is scheduled to take place at Little Cottonwood Park and includes giveaways, raffle prizes, and food vendors.

DISCUSSION

The Recreation and Community Services Department, along with the Parks, Recreation, and Cultural Arts Commission, invites the community to attend the MemorialCare Miller

Children's & Women's Hospital Long Beach Music and Movies Event Series with neighbors, friends, and family again in 2021.

On dates featuring a live band, the concert will begin at 6:30pm and guests can enjoy giveaways, raffle prizes, and food vendors. On dates featuring a movie, the movie will begin at approximately 8:00pm and guests can enjoy giveaways, raffle prizes, and food vendors.

This year, there will be four (4) events during the summer months. Event information is subject to change based on COVID-19 guidelines in place at the time of the event. Below are the tentative 2021 dates, locations, and event feature:

- Saturday, June 12, 2021 at Little Cottonwood Park- live band
- Saturday, June 26, 2021 at Little Cottonwood Park- movie presentation
- Saturday, July 10, 2021 at Little Cottonwood Park- live band
- Saturday, July 24, 2021 at Little Cottonwood Park- movie presentation

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 four (4) movie choices. Commissioners are asked to rank the movie choices for each date from #1 – #4, 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 Children's & Women's Hospital Long Beach's sponsorship assists with offsetting the event budget. Funding from food trucks, vendors, and sponsors will further assist with offsetting the budget.

Voting Sheet

Instructions:

Please rank the movies in order from #1 to #4, with #1 being your first choice

Two movies will be selected from each date based on votes for movie licensing processing purposes.

	Saturday, June 26, 2021
	Trolls World Tour – rated PG
	Sing – rated PG
	Marry Poppins Returns- rated PG
	Enchanted – rated PG
	Saturday, July 24, 2021
	Onward– rated PG
	The Croods: A New Age – rated PG
	Up – rated PG
	Pirates of the Caribbean: The Curse of the Black Pearl – rated PG-13

Brief Movie Synopses

Saturday, June 26, 2021

- “Trolls World Tour” (2020) Rated PG – When the Queen of the Hard Rock Trolls tries to take over all the Trolls kingdoms, Queen Poppy and her friends try different ways to save all the Trolls.
- “Sing” (2016) Rated PG – In a city of humanoid animals, a hustling theater impresario’s attempt to save his theater with a singing competition becomes grander than he anticipates even as its finalists find that their lives will never be the same.
- “Mary Poppins Returns” (2018) Rated PG – A few decades after her original visit, Mary Poppins, the magical nanny, returns to help the Banks siblings and Michael’s children through a difficult time in their lives.
- “Enchanted” (2007) Rated PG – A young maiden in a land called Andalasia, who is prepared to be wed, is sent away to New York City by an evil Queen, where she falls in love with a lawyer.

Saturday, July 24, 2021

- “Onward” (2020) Rated PG– Two elven brothers embark on a quest to bring their father back for one day.
- “The Croods: A New Age” (2020) Rated PG – The prehistoric family, the Croods, are challenged by a rival family, the Bettermans, who claim to be better and more evolved.
- “Up” (2009) Rated PG– 78-year-old Carl Fredricksen travels to Paradise Falls in his house equipped with balloons, inadvertently taking a young stowaway.
- “Parents of the Caribbean: The Curse of the Black Pearl” (2003) Rated PG-13 – Blacksmith Will Turner teams up with the eccentric pirate “Captain” Jack Sparrow to save his love, the governor’s daughter, from Jack’s former pirate allies, who are now undead.

City of Los Alamitos

PARKS, RECREATION & CULTURAL ARTS

AGENDA REPORT

MEETING DATE: January, 2021

ITEM NUMBER: 5C

To: Chair Alex Duran & Members of the Parks, Recreation and Cultural Arts Commission

Presented By: Emeline Noda, Acting Director of Recreation & Community Services

Subject: My City My Los Al Partnership Program

SUMMARY

This report provides the Parks, Recreation & Cultural Arts Commission with a report on the My City My Los Al Partnership Program.

RECOMMENDATION

Commission discuss and provide recommendations.

Background

The Recreation and Community Services Department has a successful track record of partnerships and have sought sponsorships for City events for many years, including events such as Race on the Base, 4th of July Fireworks Spectacular, and Winter Wonderland. The Department Sponsorship has evolved over the years to include smaller events such as Spring Carnival, Trunk or Treat, Music & Movies, Senior Prom. In the last two to three years, the Department has developed strong relationships with MemorialCare Miller Children's & Women's Hospital Long Beach and Southland Credit Union to create Department-wide partnerships with sponsor packages ranging from \$18,000 to \$50,000+. The total sum of all Department sponsorships typically received annually can range from \$150,000 to \$170,000. The My City My Los Al Partnership Program was developed to supplement these partnerships and allow for smaller sponsor commitments from various businesses and organizations to participate and obtain marketing benefits by partnering with the City of Los Alamitos.

Discussion

The My City My Los Al Partnership Program provides a wide array of opportunities for businesses and organizations to partner with the City year-round. The incentive is to receive branding and marketing all year in avenues where the City has exclusive access to the community. These avenues include the Recreation Brochure, City street banner prime locations, booth spots at City events, and social media and ENews mentions to City databases and accounts.

Staff are continuously seeking new businesses and organizations to partner with on all levels large and small. Businesses realize their marketing dollars in print advertising in local newspapers and paid Facebook ads can only take them so far. They have seen their counterparts participate in City sponsored events as a partner and are a witness to how valuable the growth has been as they strive to have the same branding opportunities within the community, even compete in how visible and repetitive their brand is mentioned throughout the City.

Partnerships are built through relationships. Oftentimes it is difficult to make a cold call to a company without an initial connection. Many partners start by having a booth at a City event and observe the direct impact and marketing by being present at the event. From there, staff connect with the business contacts and invite them to become a partner and receive even more marketing benefits leading up to the event. Any leads from the community are helpful and welcomed to make those initial connections.

Fiscal Impact

The My City My Los Al Partnership Program funds received are deposited into the Los Alamitos Recreation and Community Services revenue account to offset costs of City events and programs.

Attachment 1: My City My Los Al Partnership Program Brochure

In order to be included on printed materials, please send a high resolution vector logo in full color and grey scale to mshimada@cityoffosalamitos.org with your completed partnership and donation. Please note partnership must be confirmed by January 29th, 2021 to receive full marketing benefits. Some exceptions may apply.

Southland Credit Union



www.cityoflosalamitos.org/recreation
562.430.1073



Why should you be a Partner?

As a City of Los Alamitos Recreation "My City ♥ My Los Al" partner, your organization will obtain tangible marketing benefits in return for your sponsorship investment. There are an array of sponsorship levels to choose from, which makes our partnership program an ideal marketing opportunity to create lasting relationships in the Los Alamitos Community. Through the generous contributions from companies and individuals such as yourselves, the City is able to continue to offer high quality events to guests near and far.

Citywide Special Events

The City of Los Alamitos Recreation & Community Services Department organizes eight annual special events:

Weekend of Art March Attended by 800+	Spring Carnival April Attended by 2,500+	Teen Expo April NEW EVENT
Senior Prom May Attended by 100+	Music & Movies Event Series June & July Attended by 200+ each event	4th of July July Attended by 15,000+
Drive up Film & Food Fest August - October Attended by 200+ each event	Serve Los Al September Attended by 300+	My City My Los Al Street Fair September NEW EVENT
Family Gala November Attended by 100+	Trunk or Treat October Attended by 3,500+	Winter Wonderland December Attended by 6,000+

Events subject to change or cancellation based on current COVID-19 restrictions

My City ♥ My Los Al Partnership Program

www.cityoflosalamitos.org/recreation
562.430.1073



Partner Levels & Benefits	CHAMPION \$20,000	PREMIER \$10,000	STAR \$5,000	ADVOCATE \$2,500	SUPPORTER \$1,000	FRIEND \$500
Acknowledgement on two Street Banners for 30 days	★					
Acknowledgement on all Special Event Flyers	★					
Acknowledgement on Los Alamitos Blvd Street Light Poster for 30 days	★					
Acknowledgement on City Special Event Webpage with link to your website	★	★				
Acknowledgement on Bus Stop Advertisement	★	★				
10x10 Booth at event of your choice: Spring Carnival or Trunk or Treat	★	★				
10x10 Booth at Winter Wonderland	★	★	★			
Acknowledged in Local Press Release	★	★	★			
Acknowledgement in One Recreation Brochure	★	★	★			
10x10 Booth at event of your choice: Spring Carnival or Trunk or Treat	★	★	★	★		
Logo on Door Hangers distributed to 2,000 homes	★	★	★	★		
Email Marketing Campaign to 20,000+ database	★	★	★	★		
Verbal Recognition at all City Events	★	★	★	★		
Acknowledgement in Partner Brochure	★	★	★	★	★	
Company Banner at event of your choice: Trunk or Treat or Spring Carnival	★	★	★	★	★	
Acknowledgement on banner at all Recreation events	★	★	★	★	★	
Acknowledgement on City Social Medias (4 posts)	★	★	★	★	★	
Acknowledgement at Little Cottonwood Park Kiosk (1 year)	★	★	★	★	★	★
Acknowledgement on Community Center Poster (1 year)	★	★	★	★	★	★
City Council Meeting Recognition	★	★	★	★	★	★
"Community Partner" Sticker	★	★	★	★	★	★
TOTAL VALUES:	\$ 93,825.00	\$ 38,880.00	\$ 14,735.00	\$ 3,180.00	\$ 1,985.00	\$ 852.00

City of Los Alamitos

PARKS, RECREATION & CULTURAL ARTS

AGENDA REPORT

MEETING DATE: January 6, 2021 ITEM NUMBER: 5D

To: Chair Alex Duran & Members of the Parks, Recreation and Cultural Arts Commission

Presented By: Emeline Noda, Acting Director of Recreation & Community Services

Subject: New Registration Software

SUMMARY

This report provides the Parks, Recreation & Cultural Arts Commission with a report on seeking a new and improved registration software.

RECOMMENDATION

Commission discuss and provide recommendations and input on enhancing the current customer registration experience.

Background

The Recreation & Community Services Department operates classes and programs on a year-round basis. In order to process registrations, a specialized Recreation software is utilized to register for classes, book facilities, process point of sale items and track memberships. This will be the third time the Department has transitioned to a new software for various reasons in the last 15 years.

Discussion

In the coming months, staff will be researching and participating in demos in search of a new and improved software. Ease of use of both the back end (staff use) and front end user experience are taken into consideration as the customer experience is utmost priority. From creating an account, to selecting items for the cart, to the checkout process, it is vital that the software is efficient, effective and user friendly.

Staff is seeking input from the Commission in what the needs of the community are to improve the overall online registration experience. Cost is definitely a factor when taking

recommendations and input into consideration, as there is a limit to the amount that will be dedicated to this enhancement. The goal even without COVID-19 health regulations, is to transition the majority of registration to be from the convenience of the participant's home via computer, tablet or smartphone and register online before considering the need to physically come in to the Community Center and complete the process of in person registration.

Additional features of league registration and GIS resident/non-resident tracking abilities are two features staff are interested in adding to the current capabilities. Staff are open to receiving feedback to make the customer experience an even better experience with the goal in mind to not only recruit, but to also retain existing customers.

Fiscal Impact

The funding for an annual Recreation Registration Software is budgeted through the Recreation and Community Services Department division budget from the General Fund. Funds are offset through processing fees, registration base rate fees and non-resident fees.