

CITY OF LOS ALAMITOS

3191 Katella Avenue Los Alamitos, CA 90720

AGENDA PARKS, RECREATION, AND CULTURAL ARTS COMMISSION REGULAR MEETING

November 3, 2021 – 7:00 p.m.

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 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 Bandak
Commissioner Beck
Commissioner K. Duran
Commissioner Joseph
Vice Chair Murphy
Chair A. Duran

3. PLEDGE OF ALLEGIANCE

4. ORAL COMMUNICATIONS

At this time, any individual in the audience may come forward to speak on any item within the subject matter jurisdiction of the Parks, Recreation & Cultural Arts Commission (PR&CA). Please state if you wish to speak on an item on the Agenda. Remarks are to be limited to not more than five minutes.

5. APPROVAL OF MINUTES

Approval of the Minutes for the Regular Meeting of September 1, 2021 and October 6, 2021.

6. STAFF REPORTS

A. Winter Wonderland Preview

This report provides the Parks, Recreation & Cultural Arts Commission a preview of the Los Alamitos Recreation and Community Services Department's 2021 MemorialCare Miller Children's & Women's Hospital Long Beach Winter Wonderland Event.

Commission receive and file.

B. 2022 My City My Los Al Partnership Program

This report provides the Parks, Recreation & Cultural Arts Commission with pertinent information on Sponsor Opportunities and an update on the launch of the 2022 My City My Los Al Partnership Program.

Commission receive and file.

C. California Park & Recreation Society District 10 Volunteer Merit Award Nominee(s)

This report provides the Parks, Recreation & Cultural Arts Commission with an opportunity to consider nominees for the 2022 California Park & Recreation Society (CPRS) District 10 Volunteer Merit Award

Commission receive, consider, select nominee(s), and file.

7. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT

8. COMMISSIONER REPORTS

At this time, Commissioners may report on items not specifically described on the Agenda that are of interest to the community, provided no action or discussion is taken except to provide staff direction to report back or to place the item on a future Agenda.

9. ADJOURNMENT

I hereby certify under penalty of perjury under the laws of the State of California, that the foregoing Agenda was posted at the Los Alamitos City Hall, 3191 Katella Ave. and online at www.cityoflosalamitos.org not less than 72 hours prior to the meeting. Dated this 27th of October 2021


Trini Zenovka, Department Secretary

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

REGULAR MEETING – WEDNESDAY, October 6, 2021

1. CALL TO ORDER

The Parks, Recreation and Cultural Arts Commission met in a Regular Session at 7:02 p.m., Wednesday, October 6, 2021, in the Council Chambers, 3191 Katella Ave., Chair Duran presiding.

2. ROLL CALL

Present: Commission Members: Beck, A. Duran, K. Duran, Joseph, Murphy

Absent: Commission Members: Bandak (excused)

Present: Staff: Emeline Noda, Director of Recreation & Community Services
Jennifer Sisoiev, Recreation Manager
Joanna Contreras, Recreation Supervisor

3. PLEDGE OF ALLEGIANCE

Chair Duran led the Pledge of Allegiance.

4. ORAL COMMUNICATION

Chair Duran opened Oral Communications. There being no one present requesting to speak, Chair Duran closed Oral Communications.

5. APPROVAL OF MINUTES

Due to lack of quorum from the September meeting, the Parks, Recreation and Cultural Arts Commission deferred the approval of minutes for the Regular Meeting of September 1, 2021.

6. STAFF REPORTS

A. Senior Grocery Program Update

This report provides the Parks, Recreation & Cultural Arts Commission with an update on the Senior Grocery Program and its return to the Community Center.

Recreation Manager, Jennifer Sisoiev, summarized the staff report.

B. Week of Los Al Recap

This report provides the Parks, Recreation & Cultural Arts Commission with a recap report of the MemorialCare Miller Children's & Women's Hospital Long Beach Week of Los Al presented by Southland Credit Union.

Director of Recreation and Community Services Department, Emeline Noda, summarized the staff report and showed two videos from the events.

C. Trunk or Treat Event Preview

This report provides the Parks, Recreation & Cultural Arts Commission with a preview of the MemorialCare Miller Children's & Women's Hospital Long Beach 10th Annual Trunk-or-Treat Event.

Recreation Supervisor, Joanna Contreras, summarized the staff report.

7. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT

Emeline Noda, Director of Recreation & Community Services Department

- The PR&CA Commission is invited to book your Escape Room experience now through the end of November, please share this with your colleagues, family, and friends. Recreation management staff completed the Shipwrecked Escape Room experience today for the Department's teambuilding and enjoyed the experience.
- Reminder, the Halloween Decorating Contest will be on October 26, 2021, at 6:00 p.m. at the Community Center and encouraged PR&CA Commissioners to sign up to judge the event. Commissioner Bandak volunteered at our last meeting. Commission K. Duran volunteered at tonight's meeting to judge event.
- Reminder, the Holiday Decorating Contest will be on Wednesday, December 15, 2021, at 6:00 p.m. Vice Chair Murphy volunteered at our last meeting. Commissioner Bandak volunteered at our last meeting. Commission K. Duran volunteered at tonight's meeting to judge event.
- Announce Winter Wonderland will take place on December 4, 2021, from 4:00 p.m. to 7:30 p.m., on Pine Street. If you are planning on attending, we recommend for the children to wear snow boots and snow type attire as they will get wet from the snow.
- Due to several holiday events, is the PR&CA Commission interested in meeting in December? Go dark in December and resume on January 5, 2021? A motion vote will be required to proceed with a recommendation, proceeded by a roll call vote.

ROLL CALL VOTE

Chair A. Duran	Aye
Vice Chair Murphy	Aye
Commissioner Bandak	Excused
Commissioner Beck	Aye
Commissioner K. Duran	Aye
Commissioner Joseph	Aye

Unanimous vote for December 2021 Parks Recreation and Cultural Commission Regular Meeting to be dark and resume on January 5, 2022.

Joanna Contreras, Supervisor of Recreation & Community Services Department

- Announced Coed Youth Basketball is currently taking place, now through December 10, except for the week of the Trunk-or-Treat Event and the

Thanksgiving Holiday. The kids are all having a blast, lots of fun and creative team names. Saturdays we also have our Junior Super Stars, Parent and Me Flag Football, and Jr. Pee Wee Flag Football programs. Our newly hired staff, Gilberto, a Cal State Long Graduate in Recreation is having a great time putting together agendas and leading the programs as we provide him with the opportunity to grow within the profession. We also had our Adult Soccer League come back and everything is going well. We are currently training more staff on all that the league has to offer. The Ready Set Go! Program is going to Tanaka Farms in the next two days for a fun and educational field trip.

Jennifer Sisoiev, Manager of Recreation & Community Services Department

- Announced working on stage performances for Winter Wonderland line-up.

8. COMMISSIONER REPORTS

Commissioner Beck

- Nothing to Report

Commissioner K. Duran

- Nothing to Report

Commissioner Joseph

- Inquired about the Special Olympics status.
 - Director of Recreation and Community Services Department, Emeline Noda: The City of Los Alamitos is waiting to receive an updated contract/insurance from Special Olympics.

Vice Chair Murphy

- Inquired about the Winter Wonderland Performance Show and requested an application for this year's event.

Chair Duran

- Great job, as always! Two amazing events left for the year, closing out strong. Thank you for everything.

9. ADJOURNMENT

The Parks, Recreation, and Cultural Arts Commission adjourned at 7:52 p.m.

Attest:

Alex Duran, Chair

Emeline Noda

Director of Recreation & Community Services
Recreation & Community Services Department

City of Los Alamitos

PARKS, RECREATION & CULTURAL ARTS

AGENDA REPORT

MEETING DATE: November 3, 2021

ITEM NUMBER: 6A

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

Presented By: Joanna Contreras, Recreation Supervisor

Via: Emeline Noda, Director of Recreation & Community Services

Subject: Preview of 2021 Winter Wonderland Event

SUMMARY

This report provides the Parks, Recreation & Cultural Arts Commission a preview of the Los Alamitos Recreation and Community Services Department's 2021 MemorialCare Miller Children's & Women's Hospital Long Beach Winter Wonderland Event.

RECOMMENDATION

Commission receive and file.

BACKGROUND

The City of Los Alamitos and the Los Alamitos Area Chamber of Commerce Young Professionals created the Winter Wonderland event in 2012. Both agencies discussed hosting a collaborative event in Los Alamitos to celebrate the holidays and bring families and businesses together. The inaugural event had an estimated 1,200 attendees with a few stage performances, a snow area with two sled runs, a small snow play area, photos with Santa, and a tree lighting ceremony. Due to annual unknown funding sources for the event, the Los Alamitos Area Chamber of Commerce withdrew from the event last year. The City of Los Alamitos has assumed all the duties in the planning and implementation for the event but the Chamber of Commerce will continue to assist by promoting the event to businesses and the local community, as well as providing volunteers to work the event. Given that the 2020 event was in a drive-through format, City staff are excited to have the event resume in its original format and location. The event continues to grow in attractions and attendance every year with the 2019 event maintaining an estimated 6,000+ event attendees filling Pine Street and St. Isidore Historical Plaza for the three and a half hour event.

DISCUSSION

Event

The 10th Annual Winter Wonderland event will take place Saturday, December 4, 2021 from 4:00 p.m. to 7:30 p.m. The event moved to Pine Street instead of Reagan Street in 2016 due to the space needed to accommodate the increased crowd capacity and event expansion. The focus still remained at St. Isidore Historical Plaza with the snow, a snowman, Santa Claus, and arts and crafts. Moving the remainder of the event onto Pine Street allowed for more space due to the wider street and use of the adjacent parking lots for parking and activities. Additional improvements include the relocation of the train and fun zone to accommodate more inflatables and a rock wall.

This year, will feature a large sledding area with four sled runs available for all ages to experience the snow, along with a snow play area, and the chance to take a photo with Olaf under the “snowy” sky. Los Alamitos-based Elite Special Events provides 25 tons of snow for the event spread out to three different areas which allows more participants to enjoy the snow simultaneously. All of these activities are free to the public.

Toy Drive

The Toy Drive is presented by Southland Credit Union and will benefit the local charities such as Summer Harvest, Casa Youth Shelter, Grateful Hearts, The Youth Center, We Care and Precious Life to distribute to local families in need. New and unwrapped toys may be dropped off at the Los Alamitos Community Center and at the Winter Wonderland Event. Deadline for the Toy Drive is December 4, 2021:

Stage Performances

The stage is fully booked with musical performances from local schools and community groups.

TIME:	ON STAGE:
4:00-4:05p	Ready Set Go Preschool
4:05-4:10p	Ready Set Go Preschool
4:10-4:15p	SANTA ARRIVES
4:15-4:30p	Weaver Elementary
4:30-4:45p	TBD
4:45-5:00p	Lee Elementary
5:00-5:15p	TBD
5:15-5:30p	TBD
5:30-5:40p	ANNOUNCEMENTS & TREE LIGHTING (choirs needed to sing during lighting)
5:40-6:00p	On Stage Dance
6:00-6:20p	Rossmoor Elementary
6:20-6:40p	U-Jam Fitness
6:40-7:05p	Hopkinson Elementary

Santa's Village

Santa Claus is provided thanks to the generosity of Alamitos Eye Care and will make his grand entrance aboard an Orange County Fire Authority (OCFA) Fire Truck.

Tree Lighting

A tree lighting ceremony at 5:30 p.m. Once the event concludes, the tree will be moved to Los Alamitos Blvd. for the holiday season.

Vendors

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

Sponsors

Returning sponsors have all been contacted. Total cash sponsorships to date is \$29,000. The following cash & in-kind sponsors have been secured for the event to date:

Title Sponsor:

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

Platinum Sponsor:

Orange County Supervisor, Katrina Foley
Event News-Enterprise
Financial Partners Credit Union

Bronze Sponsors

Alamitos Eye Care

Community Sponsor:

Ganahl Lumber
Frieda's
Neighborhood Church

The City of Los Alamitos is proud to provide another excellent event for the community we serve. The Parks, Recreation and Cultural Arts Commission is invited to open the event and introduce the first performance.

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

FISCAL IMPACT

All the proceeds collected from the trucks, vendors and sponsors help to keep Winter Wonderland a revenue-direct expenditure neutral event for the City. The largest donations for 2021 are from Title Sponsor MemorialCare Miller Children's & Women's Hospital Long Beach and Orange County Supervisor Katrina Foley and Financial Partners Credit Union at Platinum Sponsor level of \$5,000. This year sponsors total \$29,000. Funding goes into the Special Events revenue account in the Recreation and Community Services budget.

City of Los Alamitos

PARKS, RECREATION & CULTURAL ARTS

AGENDA REPORT

MEETING DATE: October 6, 2021

ITEM NUMBER: 6B

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

Presented By: Emeline Noda, Director of Recreation & Community Services
Jennifer Sisoiev, Recreation Manager

Subject: 2022 My City My Los Al Partnership Program

SUMMARY

This report provides the Parks, Recreation & Cultural Arts Commission with pertinent information on Sponsor Opportunities and an update on the launch of the 2022 My City My Los Al Partnership Program.

RECOMMENDATION

Commission receive and file.

BACKGROUND

Sponsorships and partnerships play a significant role in the operation of the Los Alamitos Recreation and Community Services Department. Each special event has several sponsor opportunities available at different levels. Each program also has the opportunity to have a sponsor associated to help reduce costs and help offset expenditures of the Department. Staff works year-round to solicit cash sponsorships and in-kind sponsorships. In return, businesses or organizations receive extensive marketing they would not normally have access to in the City and surrounding communities. It is truly a partnership when a business or organization chooses to sponsor a City event or program in the benefits received, especially at high level sponsorships that are customized to meet the exact needs and request of the agency.

Staff has developed long-standing relationships with businesses and organizations and have creatively approached larger customized sponsorships such as MemorialCare Miller

Children's & Women's Hospital Long Beach and Southland Credit Union in past year's amounts of \$79,000 and \$35,000 in 2021.

DISCUSSION

Below are the sponsorships staff anticipates obtaining for FY 2022-2023:

Name of Event/Program	Sponsorships
Week of Los Al	46,000
Race Los Al	5,500
Weekend of Art	5,000
Spring Carnival	5,000
Teen Expo	5,000
4th of July	20,000
Summer Concert Series	14,000
Trunk-or-Treat	7,500
Winter Wonderland	29,000
Family Day	3,000
Senior Prom	2,500
Youth Sports	10,000
Community Center Loyalty, Scholarship Program	5,000
Serve Los Al	5,500
Employee Program	2000
Youth/Teen Programs	7000
Senior Lunch Program	1200
My City My Los Al Partnership Program	10,000
TOTAL	183,200

In 2018, staff created a new My City My Los Al Partnership Program to enable local businesses an opportunity to get involved in their community and help "create quality of life" with the Recreation & Community Services Department while benefitting from tangible marketing opportunities. The difference between this new program and other sponsorship programs the Department has historically offered is that a sponsor can now receive a wider range of exposure including at community events, the website, flyers, quarterly Recreation Brochures, social media posts, email marketing, and more. Previously, all sponsors simply received program or event-specific acknowledgement. Although many of the events will continue to have sponsors associated directly with that

specific event, the My City My Los Al Partnership provides an added opportunity for sponsors to benefits from a broader reach into the community.

All donations contribute towards annual Recreation events and select programs offered through the Department to assist in offsetting increasing costs or to assist in efforts to expand programs and services.

FISCAL IMPACT

The Department will continue its active solicitation of community partners to reduce expenditures and to provide improved programs and services to the community. Staff is continually seeking community sponsors as a way to add value to both the Department and for the partner. The Department has tremendous assets such as park land, publicity mechanisms, access to the general public, and equipment that are sought after by firms wishing to expand their business. It is anticipated that the Department will offset approximately \$183,200 in expenditures in fiscal year 2022-23 through community partnerships, including those secured through the 2022 My City My Los Al Partnership program.

City of Los Alamitos

PARKS, RECREATION & CULTURAL ARTS

AGENDA REPORT

MEETING DATE: November 3, 2021

ITEM NUMBER: 5C

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

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

Subject: California Park & Recreation Society District 10 Volunteer Merit Award Nominee(s)

SUMMARY

This report provides the Parks, Recreation & Cultural Arts Commission with an opportunity to consider nominees for the 2022 California Park & Recreation Society (CPRS) District 10 Volunteer Merit Award.

RECOMMENDATION

Commission receive, consider, select nominee(s), and file.

BACKGROUND

The California Park and Recreation Society (CPRS) District 10 regularly hosts an awards and installation banquet each spring. The awards program is designed to recognize and honor those individuals and organizations who have contributed to the recreation profession and the quality of life within CPRS District 10, whose boundaries include portions of Los Angeles and all of Orange County.

Each year the City of Los Alamitos nominates an individual and/or an organization to receive the Volunteer Merit Award.

DISCUSSION:

The Volunteer Award nomination process is open to all agency members of District 10. In 2021, Marilyn Poe and MemorialCare Miller Children's & Women's Hospital Long Beach were honored by the City of Los Alamitos, Parks, Recreation & Cultural Arts Commission, and CPRS District 10. Due to COVID-19 the 2021 Awards and Installation

Banquet was cancelled and the honorees were recently recognized and presented their awards at a City Council meeting.

This item is presented to the Commission for you to discuss worthy individuals and/or groups that you would like to nominate. Nominations will be taken from individual Commissioners and a final vote made at the conclusion of the discussion due to the upcoming nomination deadline.

The Parks, Recreation and Cultural Arts Commission will be notified and invited to the Awards and Installation Banquet if the event proceeds as currently planned for April 7, 2022. The City Council will also be invited to attend along with the City Manager and Recreation and Community Services staff.

FISCAL IMPACT:

The Recreation and Community Services Department will support the cost of the award(s) and the banquet for the recipient(s) and his/her/their guest(s), and banquet for all Parks, Recreation and Cultural Arts Commissioners, Staff and City representatives who wish to attend.

*Attachments: 1. Previous CPRS District 10 Volunteer Merit Awardees
2. CPRS District 10 Volunteer Merit Call for Nominations*

**CPRS District 10 Volunteer Award
Past Award Winners**

1996	Walter Ackerman, Commissioner of AYSO Region 159
1997	Los Alamitos Senior Citizens' Club
1998	Los Alamitos Rotary Club
1999	George Briggeman, Jr.
2000	Brigadier General Guido J. Portante, Jr.
2001	Los Alamitos Youth Center, Inc.
2002	None
2003	Tom Kneeshaw
2004	Ganahl Lumber
2005	Major Lisa Kutschera
2006	Trend Offset Printing
2007	Mark Wagner – Retiree Recognition Award
2007	Patti Haney & Rand Watkins - Seal Beach Swim Club
2008	Verna Burns – Sr. Club
2008	Beth Piburn & Candace Drucker – Parks, Recreation and Cultural Arts Commissioners
2009	Keyanus Price, Trend Offset Printing
2009	Lu Morgan, Senior Meals Program volunteer
2010	Fred Freeman, AYSO Volunteer
2010	Revolution Church
2011	50 th Anniversary Committee
2012	Nancy Karmelich, Banners of Honor
	Maria Teresa Diaz, St. Isidore Historical Plaza
2013	Tom Rothwell
	Southland Credit Union
2014	Tom Stretz
	Sunburst Youth Academy
2015	Los Alamitos Medical Center
	Erin Henkhaus
2016	Sir Speedy of Los Alamitos
	Karen Klabough
2017	Dr. Russel Chang
	Michael Bell
2018	Teri Nugent – Sr. Club
	Friday Night Lights (FNL) Flag Football
2019	Dr. Sherry Kropp
	Joint Forces Training Base
2020	Manuel Gouveia
	Grateful Hearts
2021	Marilynn Poe
	MemorialCare Miller Children & Women's Hospital Long Beach