



**PARKS & RECREATION ADVISORY COMMITTEE
Town Center Hall – Meeting Room No. 1
Wednesday, January 9, 2019**

MINUTES

1. CALL TO ORDER –Chairperson Andrea Lopez called the meeting to order at 7:05 p.m.
2. PLEDGE OF ALLEGIANCE – DAVID DIAZ-INFANTE
3. ROLL CALL – ADAM MATSUMOTO, EXECUTIVE SECRETARY

Members Present: Frank Aguayo Sr., Mary Anderson, Ralph Aranda, Ken Arnold, Tim Arnold, David Diaz-Infante, Lydia Gonzalez, Kurt Hamra, Andrea Lopez, Dolores Romero, Mark Scoggins

Members Excused: Lisa Garcia

Members Absent: Anthony Ambriz, Johana Coca, Michael Givens, Ruben Gonzalez, Rudy Legarreta Jr., William Logan, Adrian Romero

Council Liaison: William K. Rounds, Mayor Pro Tem

Staff: Adam Matsumoto, Parks and Recreation Services Manager/
Executive Secretary
Wayne Bergeron, Community Services Supervisor
Michelle Smith, Community Services Supervisor

Guests: None

4. ORAL COMMUNICATIONS – NONE
5. APPROVAL OF November 7, 2018 MINUTES – ANDREA LOPEZ
A motion was made by Ken Arnold, and seconded by Kurt Hamra, to approve the Minutes of November 7, 2018. The motion carried unanimously.
6. COUNCIL LIAISON REPORT – WILLIAM ROUNDS
In Mayor Pro Tem William Rounds reported on the following items:
 - Elections were held on November 6, there are two new members on City Council: John M. Mora and Annette Rodriguez.
 - Committee Liaisons will be re-distributed during the January 10, 2019 City Council meeting.
 - Mayor Pro Tem Rounds informed the Committee of the passing of Pete Vallejo who was an original member of both the Parks & Recreation Advisory Committee and Santa Float Sub-Committee. Mayor Pro Tem Rounds also informed the Committee of the passing of former Councilmember Jim Burton and former City Manager Bob Williams.

- City Manager, Ray Cruz, will plan a Goal Setting Meeting for Council. This meeting will give the Council the opportunity to re-evaluate past goals and set new ones for the City.
- During the week of January 14, several Council Members and the City Manager will be in Sacramento for The League of California Cities Conference. The conference will offer trainings to refresh Council on what their duties and responsibilities are as Councilmembers. They will meet State Assembly Member Ian Calderon and newly elected Senator Bob Archuleta.
- The Sonic Burger project is still on track. Sonic Burger will be bringing in a secondary restaurant to rent the remainder of the space.
- The City and the Garden Hilton developers have reached an agreement. The hotel development will take several years to complete.
- There will be two new business buildings going up on the north corner of Telegraph and Santa Fe Springs Road.
- The business, Fashion Nova will be relocating the remainder of their business to Santa Fe Springs thus enabling Santa Fe Springs to collect a business tax from them. This is a successful business bringing in roughly \$400,000,000 annually.
- Mayor Pro Tem Rounds thanked all that supported Measure Y and reiterated that the money generated from the 1% sales tax will be used to maintain current programs and services for the City and residents. The tax will begin in April.
- The City is looking into generating income by selling billboard space along the 605 and 5 freeways. One billboard can generate upwards of \$100,000 a year.
- Universal Waste started construction in 2018 and will hopefully be running by the end of 2019. This will bring in more business revenue.
- Mayor Pro Tem Rounds thanked all members that helped the Santa Float.
- Tim Arnold asked for an up-date on the Florence Ave Bridge. Mayor Pro Tem Rounds reported that Cal Trans stated that it should be done by the end of 2019. Upon completion the bridge will be three lanes each direction. The City plans on expanding Florence to three lanes up until Pioneer Blvd. The homes along Florence will not be affected.

7. EXECUTIVE SECRETARY REPORT – ADAM MATSUMOTO
Nothing new to report

8. DIVISION PROGRAM/PROJECT UPDATES

Community Services Supervisor Michelle Smith reported on the following:

a. Youth Sports Update

- Boys Basketball and Girls Soccer are underway for the Lake Center Middle School Afterschool Sports Program.
- The Youth Basketball Program has been moved from Center Court to Los Nietos Park.
- The Hoopstars Basketball Program will remain at the Activity Center. This program is for Kindergarten through 2nd grade.

b. Adult Sports

- Adult Basketball will begin the week of January 14. Teams are being finalized.
- Adult Softball will begin at the end of February.
- All sports information can be found online at www.santafesprings.org/sports.

Community Services Supervisor Wayne Bergeron reported on the following:

c. The Club (Middle School and High School Programming)

- In the month December The Club saw a decrease of students due to the two week Winter Break. Six hundred and fifty-five students visited the Club in December, this number is expected to increase in January when the schools are back in session.
- The T.E.E.N.S. program held a holiday meeting in December to thank all the volunteers that had helped throughout the year.
- Mr. Matsumoto informed the Committed that the food service, Empowered for Life, which normally provides a daily meal and snack for the members of The Club would not be receiving Federal funding while the government is on shut down. If the shutdown continues, the City will provide snacks for the kids.

d. Parks and Recreation Advisory Committee Excursions

- The City's November 10 excursion was to Riley's Apple Farm. Twenty-four participants enjoyed a day of apple picking and the other activities that Riley's Farm had to offer.
- On December 15 the excursion was to The Mission Inn in Riverside to see the Festival of Lights. Participants were able to walk the grounds and see over three million lights, holiday decorations, and animatronics.
- On January 25 patrons will venture to the Downey Theatre to watch Hotel California – A Salute to the Eagles. There are still seats available.

9. OLD BUSINESS – ANDREA LOPEZ

- a. Canopies at the Park Revised Ordinance - Update** – Adam Matsumoto informed the Committee that during the December 13 Council Meeting the City Council had a first reading and introduced the new ordinance. During the up-coming January 10 Council Meeting there will be a second reading and if approved there will be a 31 day grace period before the new ordinance would be enforced.

10. NEW BUSINESS – ANDREA LOPEZ

- a. 2018 Tree Lighting Event Recap** – Michele Smith – The Annual Tree Lighting Ceremony was held at the Plaza Green on Saturday, December 1, 2018 from 5 p.m. – 9 p.m. Ms. Smith shared that there were a variety of areas for the public to enjoy. The main stage hosted performances by Masters of Harmony, Options Childcare, and various schools throughout the City.

The Snow Area consisted of three sledding runs and two snow play areas. The snow play areas were separated by age to allow the younger children a less active area. A new addition to the event this year was an ice skating rink which was financially secured by sponsorships for the event. Reviews were mixed on the rink since it was a synthetic ice rink and therefore the ease of skating was not consistent.

The Santa Float and Train Float were, as always, well received by the public. The line was long to see Santa but moved quickly.

Several photo op areas were added to the event. Staff created cutouts and a step and repeat. The Train Float was also lighted to allow patrons to use it as a backdrop. The craft area had four crafts and enough supplies to create 350 crafts per area. The Library staff also manned a Letter to Santa station where the children could write a letter to Santa and drop it in a mailbox. Later the children would receive a personalized letter from Santa.

Staff served roughly 1,300 cups of hot cocoa and handed out 700 shortbread cookies. By 7:30 p.m. all supplies were exhausted. The event offered more food options this year with Tacos Lulu, Speedy Dog, Kettle Corn, and The Sister City Committee sold coffee and cotton candy. A food eating area was provided. Attendance was estimated at 1,500 conservatively.

Mr. Matsumoto welcomed suggestions from the Committee for new ideas or improvements.

Tim Arnold suggested putting a greater distance between snow play areas as the older kids tend to throw snowballs which travel into the younger snow play area. Tim Arnold also noted that the mailbox was difficult to find but the letter he received from Santa was amazing and his son loved it. A Committee Member suggested fireworks at the time of the tree lighting. Mary Anderson praised the craft section.

- b. 2018 Christmas Float Program Event Recap – Wayne Bergeron** – Wayne Bergeron gave a brief over view of the Christmas Float Program This year marked the 38th season of the Christmas Float. The Float made stops throughout the City for two weeks from December 3 – December 14. Roughly 3,700 patrons visited the Float. Reflecting on last year’s numbers, there was a 7% decrease of attendance. There was only one rainout which was made up at a later date per council request.

There was an increase in high school volunteers this year who will hopefully continue to participate in the program. The Miss Santa Fe Springs Court volunteered throughout the two week event.

Mr. Bergeron informed the Committee of the Volunteer and Sponsor Appreciation Dinner being held at Maggie’s Pub on Tuesday, January 29 at 6:30 p.m. Mr. Bergeron mentioned that several restaurants and Mike Thompson RV gave generous donations of dinners and use of a RV over the two week period.

Mr. Bergeron opened the floor for comments or suggestions from the Committee. Ralph Aranda suggested a dressing area from Mr. and Mrs. Claus. Currently the restrooms are being used as changing rooms and there is a lot of foot traffic with the number of volunteers that go out each night. Staff will take into consideration and work with Municipal Services Yard for alternative location to dress.

- c. PRAC Excursion Discussion and Selection- Wayne Bergeron**

Mr. Bergeron passed out a sheet of several suggestions and opened the floor to discuss new excursion opportunities for April 2019 – July 2019. Discussion ensued by the committee. The following selections were made by the committee:

- i. **Queen Mary Tour**
- ii. **Strawberry Festival**
- iii. **Solvang and Ostrich Farm**
- iv. **Phantom of the Opera**

Recreation staff plan to implement the suggestions made by the committee and coordinate new trips for the coming months.

11. SUBCOMMITTEE REPORT – ANDREA LOPEZ

Ken Arnold gave a brief review of the Christmas Float Subcommittee meetings.

- Mr. Arnold reported that the Subcommittee would like to take a look at the organization of the initial Volunteer Float Meeting.
- Masters of Harmony approached Mr. Arnold and told him that they would like to volunteer to do a free community concert for the City.
- Masters of Harmony also volunteered to assist the Float Program with improving the sound system on the Train Float.
- Next meeting will be held in February for a wrap-up.

12. FUTURE AGENDA ITEMS – ANDREA LOPEZ

- 2019 Pot Luck Discussion

13. MEMBER ANNOUNCEMENTS/ORAL COMMUNICATIONS – ANDREA LOPEZ

- Councilmember Rounds congratulated Adam Matsumoto on the impending birth of his first child.

14. ADJOURNMENT – ANDREA LOPEZ –CHAIRPERSON

Chairperson Andrea Lopez adjourned the meeting in honor of Jim Burton, Pete Vallejo, and Bob Williams at 8:15 p.m.

The next meeting is scheduled on Wednesday, February 6, 2019 at 7:00 p.m. at Town Center Hall, Meeting Room 1.

*The Christmas Sub-Committee will meet at 6:00 pm at Town Center Hall.



Prepared By: Mandi Lascano, Program Leader III



Adam Matsumoto, Executive Secretary