

**MINUTES OF A REGULAR MEETING OF THE  
TORRANCE PARKS AND RECREATION COMMISSION**

**1. CALL TO ORDER**

The Torrance Parks and Recreation Commission convened in a regular session at 7:00 p.m. on Wednesday, November 10, 2010, in the West Annex meeting room at Torrance City Hall.

**2. ROLL CALL**

Present: Commissioners Baxter, Hays, Mayeda, Ning, Robbins, Taniguchi, and Chairperson Gilbert.

Absent: None.

Also Present: Community Services Director Jones, Senior Business Manager Minter, Recreation Services Manager Brunette, and Park Services Manager Carson.

**3. FLAG SALUTE**

Commissioner Baxter led the Pledge of Allegiance.

**4. AFFIDAVIT OF POSTING**

**MOTION:** Commissioner Robbins moved to accept and file the report of the City Clerk on the posting of the agenda for this meeting. Commissioner Taniguchi seconded the motion; a voice vote reflected unanimous approval.

**5. APPROVAL OF MINUTES**

**5A. MINUTES OF OCTOBER 13, 2010**

**MOTION:** Commissioner Hays moved for the approval of the October 13, 2010 Commission meeting minutes as submitted. Commissioner Mayeda seconded the motion; a voice vote reflected unanimous approval.

**6. ORAL COMMUNICATIONS #1**

None.

**7. OLD BUSINESS**

**7A. SEASIDE HEROES PARK STATUS UPDATE**

Senior Business Manager Minter provided a slide presentation on the progress of construction at Seaside Heroes Park. He described slides of installation of concrete footings for light posts, borders and pavers for pathways, pilasters at Anza Avenue and

Kathryn Avenue entrances, the tot lot area, and irrigation sprinkler heads. He stated that half of the trees have been planted, noting that 30 cherry trees were donated. He advised that the block wall is almost complete and that staff is working with the community group to finalize the look and wording for the Memorial wall. He stated that the estimated project completion date is by December 25, 2010, with the grand opening expected the end of January 2011.

June Lee, Vanderhill Road, stated that she was pleased with the recent modifications to the Memorial wall, that medals would be incorporated, and that she expects good publicity from the Daily Breeze.

## **8. NEW BUSINESS**

### **8A. REVIEW AND RECOMMENDATION OF GOLF FEES FOR SEA AIRE GOLF COURSE**

Community Services Director Jones provided background regarding the projected budget shortfall for the current 2010-11 fiscal year, the market rate analysis, and subsequent fee increases implemented to help balance the budget. He advised that the City Manager/City Council directed staff to withdraw the Golf Fee increases for seniors and youth and that staff conducted an analysis of golf courses throughout Southern California and met with members from the American Youth Golf Association, the Sea Aire Senior Golf Club, and the Sea Aire Ladies Golf Club to discuss possible fee alternatives.

He presented a 2010-2011 New Fee Proposal in the material of record, noting that the most significant change to the pricing structure is a shift from one fee to prime time/non-prime time fees. He stated that non-residents would pay using the formula of Fee+\$1 and that charter clubs would continue to pay at non-prime rates during their reserved hours. He added that staff is also exploring better signage as well as different marketing and advertising techniques to generate additional revenue.

Responding to Commissioner Mayeda's inquiries, Recreation Services Manager Brunette stated that prime time is Saturdays, Sundays, and holidays, that additional revenue is estimated at \$65,000 to \$75,000 with the proposed fees, and that there are approximately 50 members in the Senior Golf Club and 50 members in the Ladies Golf Club.

Commissioner Ning stated that he was hesitant to increase fees if Sea Aire is underutilized and because there have been so many increases in such a short period of time. He inquired about the current capacity ratio and was informed that Sea Aire is busy on weekends but underutilized during the week.

Commissioner Hays concurred with Commissioner Ning and, in response to his inquiry, Recreation Services Manager Brunette explained Sea Aire fees in 2005-06 to 2008-09.

Commissioner Baxter discussed the difficulty of comparing Sea Aire with other golf courses because of its uniqueness. He noted that other courses have additional amenities such as coffee shops, pro shops, and putting greens. He stated that he averaged rates of Rancho Park, Los Feliz, and Alondra Park and came up with lower fees than those proposed for Sea Aire, assuming they were identical in terms of amenities. He offered a suggestion to roll back non-prime time fees to the old fees.

Commissioner Robbins stated that he would prefer to see better utilization of Sea Aire by increasing attendance rather than by raising fees.

Recreation Services Manager Brunette discussed steps that the Department has been taking and will continue to take to evaluate all of its programs and to conduct market research.

Commissioner Ning suggested having a private corporation run a for-profit business at Sea Aire during prime time and staff responded that they have tried but have had little interest.

Frank Berry, Pacific Coast Highway, Sea Aire Seniors, stated that Sea Aire utilization is below 25% during the week but that it is busier in the summer and holidays. He pointed out that charter clubs play 18 holes, that prime time should begin on Friday afternoons, and that the senior rate has only been \$4 per round for six months. He voiced support for separating prime and non-prime time fees but urged them to hold the current non-prime time rates.

Craig Kessler, Buena Park, Executive Director of Public Golf Association of Southern California, endorsed the recommendation and noted that it is consistent with normative practice.

Commissioner Mayeda suggested trying to form more clubs, such as a parent-child club, and to better utilize the room at Sea Aire.

Commissioner Baxter suggested offering discounted replay rates.

Commissioner Robbins moved to direct staff to compile all input received and to come back with a revised proposal. Commissioner Ning seconded the motion. The motion failed to pass on a 5-1 roll call vote (Commissioner Robbins voting nay and Commissioner Ning abstaining).

Commissioner Hays moved to concur with the 2010-2011 New Fee Proposal except for the Senior Non-Prime Time fee that will be \$4. Commissioner Taniguchi seconded the motion; the motion passed on a 6-1 roll call vote (Commissioner Robbins voting nay).

Commissioner Taniguchi commended staff for their efforts.

Commissioner Ning encouraged staff to contemplate creative ideas in finding ways to increase attendance at Sea Aire.

**9. STANDING COMMITTEE UPDATES**

**9A. FACILITIES COMMITTEE**

Has not met.

**9B. GRANTS COMMITTEE**

Commissioner Gilbert reported that 23 non-profit agencies participated in the Grant Hearings on October 26 and 27, 2010. She stated that Grant Deliberations took

place on November 9, 2010 and that the Committee's recommendations would be presented to the Commission at the December 2010 meeting.

**9C. OPEN SPACE COMMITTEE**

Commissioner Hays reported that that Open Space Committee met on November 10, 2010 and made minor revisions to the draft ordinance regarding non-smoking areas, adding that it is currently being reviewed by the City Attorney's Office.

**9D. PROGRAMS COMMITTEE**

Has not met.

**10. MONTHLY DEPARTMENT ACTIVITY**

**10A. ADMINISTRATIVE SERVICES DIVISION**

Senior Business Manager Minter noted that the Administrative Services Division Report for October 2010 was included in agenda packets. He stated that there has been an increase in picnic reservations and that he and Recreation Specialist Annie Thompson have been touring City parks in preparation for enhancing the website. He announced the first official permitted wedding at Miramar Park at the end of the month and advised that Winter 2011 Torrance Seasons has been mailed out.

In response to Commissioner Baxter's inquiry, he explained the City's policy on facility bookings for non-profit organizations.

**10B. PARK SERVICES DIVISION**

Park Services Manager Carson noted that the Park Services Division Report for October 2010 was included in agenda materials.

Senior Business Manager Minter recognized Park Services Supervisor Centofanti for monitoring the progress at Seaside Heroes Park.

**10C. RECREATION SERVICES DIVISION**

Recreation Services Manager Brunette noted that the Recreation Services Division Report for October 2010 was included in agenda packets. He noted that the Halloween Carnival was very successful and expressed appreciation to Commissioners Robbins and Mayeda for judging the pumpkin carving contest. He discussed the successful Moonlight Magic on the Marsh and stated that preparations are underway for the Thanksgiving Turkey Trot.

**11. ORAL COMMUNICATIONS FROM THE PUBLIC #2**

**11A.** Craig Kessler encouraged staff to consider Commissioner Baxter's idea to explore having a youth replay rate at Sea Aire.

**11B.** Senior Business Manager Minter provided a status report on improvements underway at Wilson Park parking lots.

**11C.** Community Services Director Jones expressed appreciation to Commissioners Robbins and Mayeda for participating in the Halloween Carnival and encouraged Commissioners to take part in the Turkey Trot.

**11D.** Community Services Director Jones thanked Commissioners for the time, effort, and research that went into their Sea Aire recommendation.

**11E.** Commissioner Hays stated that he enjoyed Moonlight Magic on the Marsh.

**11F.** Commissioner Ning stated that his son enjoyed working at the Halloween Carnival and noted the number of volunteer opportunities in the City.

**11G.** Commissioner Robbins stated that he enjoyed judging the pumpkin carving contest and that his participation on the Grants Committee was enriching.

**11H.** Commissioner Mayeda challenged fellow Commissioners to take part in the Turkey Trot and stated that he had an opportunity to visit Torrance Park.

**11I.** Commissioner Taniguchi stated that she enjoyed the Excellence in Arts Awards Ceremony and announced a Senior Citizens Arts & Crafts sale on November 20, 2010.

**11J.** Commissioner Baxter commended Park Services for their quick response when he reported graffiti at El Retiro Park.

**11K.** Commissioner Baxter requested an excused absence for the January 2011 Commission meeting.

**11L.** Chairperson Gilbert stated that she hopes to see Commissioners at the Turkey Trot and wished all a Happy Thanksgiving.

**12. ADJOURNMENT**

**MOTION:** At 9:13 p.m., Commissioner Hays moved to adjourn the meeting to December 8, 2010 at 7:00 p.m. in the West Annex meeting room. Commissioner Mayeda seconded the motion and, hearing no objection, Chairperson Gilbert so ordered.

Approved as Submitted December 8, 2010 s/ Sue Herbers, City Clerk
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