

**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 7:02 p.m. on Wednesday, September 12, 2012, in the West Annex meeting room at Torrance City Hall.

2. ROLL CALL

Present: Commissioners Baxter, Greenberg,
Hays, and Chairperson Mayeda.

Absent: Commissioners Gilbert, Ning, and Taniguchi.

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

MOTION: Commissioner Baxter moved to grant excused absences to Commissioners Gilbert, Ning, and Taniguchi for the September 12, 2012 Commission meeting. Commissioner Greenberg seconded the motion; a voice vote reflected unanimous approval.

3. FLAG SALUTE

Torrance Youth Council member Anthony Xian led the Pledge of Allegiance.

4. AFFIDAVIT OF POSTING

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

5. APPROVAL OF MINUTES

5A. MINUTES OF AUGUST 8, 2012

Commissioner Greenberg offered a correction on page 4, Item 11H: "Commissioner Greenberg stated that she is looking forward to..."

MOTION: Commissioner Greenberg moved for the approval of the August 8, 2012 Parks and Recreation Commission meeting minutes as corrected. Commissioner Baxter seconded the motion; a voice vote reflected unanimous approval (absent Commissioners Gilbert, Ning, and Taniguchi).

6. ORAL COMMUNICATIONS #1

Torrance Youth Council members Jillian Free, Diana Im, Anthony Xian, Jeffrie Gonzalez, Joo Hee Pak, and Daniel Hong introduced themselves.

7. OLD BUSINESS

7A. CITIZEN DEVELOPMENT AND ENRICHMENT COMMITTEE UPDATE

Senior Business Manager Minter noted that a summary report of the August 21, 2012 Citizen Development and Enrichment Committee meeting with City Council was included in agenda materials. He stated that staff would be meeting with various Commissions over the next two months to discuss items that include the Enterprise Fund Program Subsidy Levels, Madrona Marsh, Torrance Art Museum, Senior Citizen Excursion Program, and Community Services Department Marketing Plan.

Community Services Director Jones stated that the Cost Recovery Subsidy Plan and relevant items would be brought forward to the Commission on Aging, Torrance Youth Council, Cultural Arts Commission, and Parks and Recreation Commission, noting that the Parks and Recreation Commission and Cultural Arts Commission would receive the item in October to prepare for a joint meeting between the two Commissions in November. He noted that the Commissions' recommendations would be forwarded to the Citizen Development and Enrichment Committee before going to City Council. He stated that this process would set the stage as to what the Commissions believe should be funded by the City's funds for services provided to the community.

7B. UPDATE ON COMMUNITY SERVICES DEPARTMENT MARKETING PLAN

Community Services Director Jones reported that the 2012-2013 Marketing Plan is a fully-unified, far-reaching plan that encompasses all the divisions and provides a formal process for all marketing efforts within the Department. He stated that the document was developed with staff's help, taking into consideration everything that has been done in the past and adding in many new social media marketing concepts. He noted that, in order to maximize revenue opportunities, it is vital that all divisions be on the same page on how to market the valuable services the Department provides.

He stated that City Council identified \$25,000 to be used as a layering of marketing on top of the existing Marketing Plan, \$12,500 for the Cultural Services Division and \$12,500 for General Services, to determine ways to bolster attendance and rental numbers. He stated that an RFP scope of services was being developed and would be taken to City Council in October/November for approval to go out to bid. He pointed out that the current Marketing Plan has already accomplished most of the goals since July 1 when it was implemented.

Responding to Commissioner Hays' inquiry about Facebook, Community Services Director Jones stated that Facebook was being used specifically for targeted programs such as the Teen Center, and staff is looking at other specialized audiences with an eventual link on the City's website.

8. NEW BUSINESS

8A. SUMMER 2012 "MOVIES IN THE PARK" REVIEW

Senior Business Manager Minter reviewed the successful 2012 "Movies in the Park" program and recognized homeowner's associations for publicizing and supporting the program. He stated that they rotated the three movies in different areas of the City but staff is also considering establishing a constant location and time of the month in the

future. He noted that they are trying to tie the themes of the movies to the Library's Summer Reading Program and that next year the theme is "Reading Is So Delicious."

8B. COMMUNITY SERVICES DEPARTMENT'S YOUTH VALUES STATEMENT

Community Services Director Jones presented a Department-wide Youth Values Statement developed by City Librarian Theyer and asked Commissioners to provide input and feedback. He noted that the Statement is a goal in the City's Strategic Plan, Key Performance Indicator #45.

MOTION: Commissioner Hays moved to support the Community Services Department's Youth Values Statement as presented. Commissioner Greenberg seconded the motion; a voice vote reflected unanimous approval (absent Commissioners Gilbert, Ning, and Taniguchi).

9. STANDING COMMITTEE UPDATES

9A. FACILITIES COMMITTEE

Has not met.

9B. GRANTS COMMITTEE

Has not met.

9C. OPEN SPACE COMMITTEE

Has not met.

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 August 2012 was included in agenda packets. He called attention to the Home Improvement Program, the high number of picnic reservations, and the five weddings at Miramar Park. He stated that revenues have remained relatively consistent and reviewed the registration numbers for August 2012 and August 2011. He informed Commissioners that the winter Seasons would be going out in November 2012.

Responding to Commissioner Greenberg's inquiry, he explained that Park Rangers educate and warn violators and rarely need to call the Police Department.

10B. PARK SERVICES DIVISION

Park Services Manager Carson noted that the Park Services Division Report for August 2012 was included in agenda materials. He reported that the tree-trimming program is starting up again this month and described a problem with the bottom of the north end of Wilson Park Pond. He added that the Pond has been pumped dry and fenced off and that staff will meet later this week to come up with a solution.

10C. RECREATION SERVICES DIVISION

Recreation Services Manager Brunette noted that the Recreation Services Division Report for August 2012 was included in agenda packets.

Commissioner Hays stated that he enjoyed a day at Sea Aire Golf Course and noted that the course is in great shape.

11. ORAL COMMUNICATIONS FROM THE PUBLIC #2

11A. Senior Business Manager Minter encouraged Commissioners to participate in the Parade and Centennial Plaza dedication on September 16.

Community Services Director Jones added that 90 organizations are walking in the Parade and welcomed Commissioners and Youth Council members to walk with the Community Services Department.

Commissioner Greenberg stated that the four Torrance Rotary Clubs would be selling water along the Parade route to benefit high school Interact Clubs.

11B. Commissioner Greenberg announced the Rotary Club's UCLA/USC Tailgate Luncheon on November 13.

11C. Chairperson Mayeda challenged fellow Commissioners to join him in the November 22 Turkey Trot.

12. ADJOURNMENT

MOTION: At 8:04 p.m., Commissioner Hays moved to adjourn the meeting to October 10, 2012 at 7:00 p.m. in the West Annex meeting room. Commissioner Baxter seconded the motion and, hearing no objection, Chairperson Mayeda so ordered.

Approved as Submitted October 10, 2012 s/ Sue Herbers, City Clerk
