

**AGENDA—REGULAR MEETING
REDONDO BEACH RECREATION AND PARKS COMMISSION
WEDNESDAY, JULY 11, 2012
REDONDO BEACH CITY COUNCIL CHAMBERS, 415 DIAMOND STREET, 7:00 P.M.**

CALL MEETING TO ORDER

ROLL CALL

SALUTE TO THE FLAG

A. PRESENTATIONS/ANNOUNCEMENTS

B. APPROVAL OF ORDER OF AGENDA

C. CONSENT CALENDAR

Business items, except those formally noticed for public hearing, or those pulled for discussion, are assigned to the Consent Calendar. The Chairperson or any member of the Commission may request that any Consent Calendar item(s) be removed, discussed, and acted upon separately. Items removed from the Consent Calendar will be taken up under the "Excluded Consent Calendar" or "Member Items and Referrals to Staff" sections below. Those items remaining on the Consent Calendar will be approved in one motion following Oral Communications.

C1. Approve Affidavit of Posting of the Recreation and Parks Commission Meeting of July 11, 2012

C2. Approve Minutes of the Recreation and Parks Commission Meeting of May 9, 2012

C3. Strategic Plan Update

D. ORAL COMMUNICATIONS

Anyone wishing to address the Recreation and Parks Commission on any Consent Calendar item on the agenda which has not been pulled for discussion may do so at this time. Each speaker will be permitted to speak only once and comments will be limited to a total of three minutes.

E. EXCLUDED CONSENT CALENDAR ITEMS

F. PUBLIC PARTICIPATION ON NON-AGENDA ITEMS

This section is intended to provide members of the public with the opportunity to comment on any subject that does not appear on this agenda for action. This section is limited to 30 minutes. Each speaker will be afforded three minutes to address the Commission. Each speaker will be permitted to speak only once. Written requests, if any, will be considered first under this section.

G. ITEMS CONTINUED FROM PREVIOUS AGENDAS

None.

H. ITEMS FOR DISCUSSION PRIOR TO ACTION

H1. Performing Arts Center Update

Staff recommends that the Recreation and Parks Commission:

Receive and file a report updating the status and activities of the Redondo Beach Performing Arts Center.

CONTACT: Joe Hoefgen, Recreation and Community Services Director

H2. Preparation of a Master Plan for the Various Uses at Veterans Park

Staff recommends that the Recreation and Parks Commission:

Receive and file a report related to the preparation of a master plan for the various uses at Veterans Park.

I. COMMISSIONER REFERRALS TO STAFF

Referrals to staff are service requests that will be entered in the City's Customer Service Center for action.

ADJOURNMENT

The next meeting of the Recreation and Parks Commission of the City of Redondo Beach will be held on September 12, 2012 in the City Council Chambers.

It is the intention of the City of Redondo Beach 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, the City will attempt to accommodate you in every reasonable manner. Please contact the City Clerk's Office at (310) 318-0656 at least forty-eight (48) hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible. Please advise us at that time if you will need accommodations to attend or participate in meetings on a regular basis.

An Agenda Packet is available 24 hours a day at the Redondo Beach Police Department and at www.redondo.org under the City Clerk. Agenda packets are available during Library hours, at the Reference Desk at both the Redondo Beach Main Library and North Branch Library. During City Hall hours, Agenda Packets are also available for review in the Office of the City Clerk.

Any writings or documents provided to a majority of the Recreation and Parks Commission regarding any item on this agenda will be made available for public inspection at the City Clerk's Counter at City Hall located at 415 Diamond Street, Door C, Redondo Beach, California during normal business hours. In addition, such writings and documents will be posted, time permitting, on the City's website at www.redondo.org.

CALL TO ORDER

A Regular Meeting of the Recreation and Parks Commission was called to order by Chair Boston at 7:00 p.m. in the City Hall Council Chambers, 415 Diamond Street, Redondo Beach, California.

ROLL CALL

Commissioners Present: Buchan, Geittmann, Lewis, Michael, Chair Boston
Commissioners Absent: Brunkhardt, Knight
Officials Present: Joe Hoefgen, Recreation and Community Services
Director
Paula Matusa, Administrative Analyst
Diane Cleary, Minutes Secretary

SALUTE TO THE FLAG

At the request of Chair Boston, Commissioner Michael led the Commissioners and audience in the Salute to the Flag.

PRESENTATIONS AND ANNOUNCEMENTS

Recreation and Community Services Director Joe Hoefgen announced the City's Memorial Day observance on Monday, May 28, 2012, from 1 to 2 p.m. at the Veteran's Memorial.

APPROVAL OF THE ORDER OF AGENDA

Motion by Commissioner Geittmann, seconded by Commissioner Lewis, to approve the Order of Agenda as presented. Motion carried unanimously, with Commissioners Brunkhardt and Knight absent.

CONSENT CALENDAR

Motion by Commissioner Geittmann, seconded by Commissioner Lewis, to approve the following Consent Calendar items:

- C1. APPROVED AFFIDAVIT OF POSTING** of the Recreation and Parks Commission Regular Meeting of May 9, 2012.
- C2. APPROVED THE FOLLOWING MINUTES:** January 11, 2012.
- C3. APPROVED THE STRATEGIC PLAN UPDATE**

Motion carried unanimously, with Commissioners Brunkhardt and Knight absent.

ORAL COMMUNICATIONS

None.

EXCLUDED CONSENT CALENDAR

None.

PUBLIC PARTICIPATION ON NON-AGENDA ITEMS

None.

ITEMS CONTINUED FROM PREVIOUS AGENDAS.

None.

ITEMS FOR DISCUSSION PRIOR TO ACTION

H1. Perry Park and La Paz Parkette Playground Renovation Projects Update

Administrative Analyst Paula Matusa gave a report and reviewed the following:

- Commission received presentation in January 2012 with the conceptual plans
- New play equipment and surfacing for both parks
- General improvements to enhance access, safety and aesthetics
- La Paz construction began in late March 2012
- Perry Park construction began in early April 2012
- Play equipment installed in Perry Park and in use
- Play equipment installed in La Paz but additional park improvements are in process – park to open the end of May 2012
- Improvements will be done to the Perry Park basketball courts to be completed by the end of May 2012
- Budget on Perry Park is \$209,000
- Budget on La Paz Parkette is \$135,000
- Before and after pictures at both parks and play equipment
- Recommendation – receive and file an update on the Perry Park and La Paz Parkette Playground Renovation Projects

In response to Commissioner Michael, Administrative Analyst Matusa stated for La Paz Parkette, entry to the park and access to the play equipment will be ADA accessible. For Perry Park, the entrance to the park is already ADA accessible and rubber surfacing was installed at the swings to allow for wheelchair access.

Recreation and Community Services Joe Hoefgen stated staff will send an invitation to the Commission on information for the grand opening.

Motion by Commissioner Buchan, seconded by Commissioner Lewis, to receive and file an update on the Perry Park and La Paz Parkette Playground Renovation Projects. Motion carried unanimously, with Commissioners Brunkhardt and Knight absent.

H2. Seaside Lagoon Restroom Rehabilitation Project

Recreation and Community Services Joe Hoefgen provided a brief status report and overview of the project as follows:

- Photos of the existing entry building and restrooms currently at Seaside Lagoon – in need of renovation
- Construction began in February 2012
- \$1.2 million project funded through Tideland contributions
- Photos of the new project and final completion
 - Work still needs to be done on the exterior
 - Most of the interior work has been completed
 - Roof has been replaced
 - Toilets and facilities added
 - Completion at the latest is June 7 but should be closer to the opening on Memorial Day
 - Back up plan is to have portable restrooms in the parking lot

In response to Chair Boston, Recreation and Community Services Joe Hoefgen stated the showers and restrooms are in the major building and there are no changes to the lanai area which will be a future year project.

Motion by Commissioner Buchan, seconded by Commissioner Michael, to receive and file a report regarding the Seaside Lagoon restroom rehabilitation project. Motion carried unanimously, with Commissioners Brunkhardt and Knight absent.

COMMISSIONER REFERRALS TO STAFF

Commissioner Lewis noted a handrail below the Historical Library which has had a caution ribbon around it for the past six months and requested that it get repaired by summer. She also noted erosions and sharp rocks on the surface throughout the dog park and requested a layer of sand to help buffer it.

Recreation and Community Services Joe Hoefgen stated staff is waiting to hear back from Edison regarding acceptable materials for the dog park. He also said he will followup with Public Works, and he will provide an item on the Commission's next agenda on this matter.

In response to Commissioner Michael, Recreation and Community Services Joe Hoefgen stated the current surface is sand and dirt at the dog park.

Commissioner Geittmann noted trash overflowing the trash bins on holidays at Veteran's Park and suggested the contractor provide extra bins during the holidays.

Commissioner Buchan noted a structure on a beach for kids to play on and asked if this would be allowed on our beaches.

Recreation and Community Services Joe Hoefgen stated the beach is under the jurisdiction of the county and anything installed would need their permission. He also

said Coastal Commission regulations would need to be met as well. He indicated he could bring this issue up at one of the quarterly meetings with the county regarding the process.

In response to Chair Boston, Recreation and Community Services Joe Hoefgen stated there is continuing monitoring and testing obligations at the Seaside Lagoon along with reports being provided to the Regional Water Quality Control Board.

In response to Commissioner Michael, Recreation and Community Services Joe Hoefgen stated maintenance and repairs for parks comes out of the Public Works budget.

ADJOURNED: 7:26 P.M.

There being no further business to come before the Commission, motion by Commissioner Geittmann, seconded by Commissioner Buchan, to adjourn the meeting at 7:26 p.m. to the next scheduled meeting to be held at 7:00 p.m. on July 11, 2012, in the Redondo Beach City Council Chambers, 415 Diamond Street, Redondo Beach, California. Motion carried unanimously, with Commissioners Brunkhardt and Knight absent.

Respectfully submitted,

Joe Hoefgen
Recreation and Community Services
Director



Administrative Report

Commission Action Date: July 11, 2012

To: RECREATION & PARKS COMMISSION

**From: JOE HOEFGEN, RECREATION, TRANSIT & COMMUNITY SERVICES
DIRECTOR**

Subject: PERFORMING ARTS CENTER UPDATE

RECOMMENDATION

Receive and file a report updating the status and activities of the Redondo Beach Performing Arts Center.

EXECUTIVE SUMMARY

For a number of years, the ongoing operational goal of the Center has been to decrease the level of General Fund support while simultaneously increasing the quantity, quality and diversity of cultural offerings. Following the City Council's approval of an Operating Plan in 2006, the General Fund subsidy for the Center has steadily decreased and the program offerings have significantly expanded. Specifically, the FY 2011-12 subsidy projection has been reduced to \$256,295 annually, which is a 55% reduction as compared to the \$572,005 General Fund subsidy provided to the RBPAC in 2006. Broadway quality musical theater is returning to the RBPAC with the new addition of 3-D Theatricals. They will rent the RBPAC for three weeks in 2012 and present their first musical, *Avenue Q*, in early August 2012.

BACKGROUND

The Redondo Beach Performing Arts Center (RBPAC) is a highly sought after, fully inclusive, community service facility in the City of Redondo Beach. The Center continues to expand its reputation as the preferred South Bay regional destination for a significant variety of socially and economically diverse rental clients. It hosts over 500,000 patrons and artists each year and has become a vital component of the City's cultural and visitor serving brand.

For a number of years, the ongoing operational goal of the Center has been to decrease the level of General Fund support while simultaneously increasing the quantity, quality and diversity of cultural offerings. Following the City Council's approval of the Operating Plan in 2006, the General Fund subsidy for the Center has steadily decreased and the program offerings have significantly expanded. Specifically, the FY 2011-12 subsidy projection has been reduced to \$256,295 annually, which is a 55% reduction as

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compared to the \$572,005 General Fund subsidy provided to the RBPAC in 2006. A six year history of the RBPAC financials is provided in the attached materials.

New RBPAC initiatives include packaging entertainment events with related Redondo Beach businesses, expanding film and television production events, and recruitment and retention of qualified, part-time theater professionals to adequately support the expanding event programming.

The Center's programming is generated by resident organizations; local, national and international promoters; community-based organizations; and various media, television and film companies. Recent high profile programming successes include The U.S. Martial Arts Festival, Free The Slaves Freedom Awards, Ovation Awards, Miss & Mrs. Asia USA Pageant, Debbie Allen Dance, Power of Art Festival, and filming of television shows America's Got Talent and Glee. A detailed listing of the Center's current cultural programming can be found in the Events Calendar on the RBPAC website at www.RBPAC.com. Supplemental information covering RBPAC programming is attached to this report.

The Center's current resident clients are the Los Angeles Ballet, the Distinguished Speakers Series, and Kala Koa Entertainment. Additionally, staff has confirmed a new rental client to present Broadway quality musical theatre at the RBPAC. 3-D Theatricals, currently based in Fullerton, CA, will present three musical productions at the RBPAC in 2012. *Avenue Q* will play August 3-5, 2012; Irving Berlin's *I Love a Piano* will play September 28-30, 2012; and *Hairspray* will play November 2-4, 2012. Planning is underway to present five 3-D Theatrical productions at the RBPAC in 2013, and further, a potential permanent relocation to the Center to become the new resident musical theater company in 2014.

As a final note, staff has incorporated the RBPAC as a designated staging area and civilian shelter in the Redondo Beach emergency response plan.

COORDINATION

The Recreation, Transit & Community Services Department prepared this report.

FISCAL IMPACT

The General Fund subsidy is at its lowest point in the history of the RBPAC as shown below and in the attached six year history of revenues versus expenditures.

FY 2011-12 Projected Revenue

\$775,309

FY 2011-12 Projected Expenses

\$1,031,604.

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RBPAC Update
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Submitted by:



Joe Hoefgen

Recreation, Transit & Community Services Director

jlrock

Attachments

- Supplemental Information on RBPAC Programming
- RBPAC Mini Financial Summaries FY 2006-07 through FY 2011-12
- Press Release: 3D Theatricals
- Powerpoint Presentation

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Attachment 1

Supplemental Information on RBPAC Programming

Amongst the regular programming at the RBPAC since 1992 were musical theater productions by The Civic Light Opera of South Bay Cities (CLOSBC). The City provided resident client support to the CLOSBC by offering first right of refusal for booking date reservations, exclusive marketing and public relations placements at the RBPAC, and rental rates that were below market standard. In 2010-11 the CLOSBC presented four theatrical productions at the RBPAC. The CLOSBC rentals were comprised of four five-week periods during a span from September 4, 2010, through May 9, 2011. The rental charges for use of the RBPAC for the four productions totaled \$219,322.50. The CLOSBC made payments to the City totaling \$10,000., leaving an overdue balance of \$209,322.50 owed to the City for 123 days covering 76 theatrical performances which occurred in 2010 and 2011. No additional payments from the CLOSBC have been received by the City as of this report.

In August, 2011, the City reopened dates in September, October, November and December, 2011, as well as in February, March, April and May, 2012, which had been held as per the request of the CLOSBC for their exclusive use as of July, 2011. These reopened periods allowed staff the flexibility to attract newfound rental clients, as well as to offer expanded programming to the Center's existing clients. Staff conducted widespread public relations to notify numerous industries of the newly available dates at the Center. Additionally, staff contacted all recent and current rental clients, informing them of the newly available dates at the Center. The RBPAC has successfully booked 47 of these available dates in FY 2011-12.

The rental events that have occurred or are scheduled to perform at the Center in 2011-12 during the newly reopened dates include:

- o Film production – 90210 television series
- o Kala Koa Entertainment - Diego El Cigala Flamenco Concert
- o Everest College Torrance – graduation ceremonies
- o Film production – ABC Family "Bunheads" TV pilot *
- o South Bay Law Enforcement – SWAT Training *
- o Everest College Gardena – graduation ceremonies *
- o Muscular Dystrophy Association – holiday fundraiser *
- o School of Dance and Music – dance master classes
- o School of Dance and Music – "How the Grinch Stole Christmas" production
- o RB Fire and Human Resources Depts. – Fire Fighter job fair
- o Vibe Jr. Dance – youth dance showcase *
- o Happy Holiday Hawaiian Style – holiday concert *
- o Beach Cities Health District – Vitality City purpose workshop
- o Serendib Foundation – Sri Lankan Independence Day celebration concert *
- o Film production - Caviar LA, Inc., K-Swiss athletic shoe commercial *

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- Kelly Li Productions – independent film production *
 - Global Imagination Inc. – Jerry Pellegrino Jazz concert fundraiser
 - Midas Touch Promotions – Faith Evans Valentine's Day concert *
 - Zakat Foundation – benefit concert for Syria *
 - Kala Koa Entertainment – Jake Shimabukuro concert
 - KFWB Radio – Dave Ramsey speaker event *
 - Legacy Dance Championships – regional youth dance competition *
 - VIP Dance - regional youth dance competition *
 - Thunderstruck Dance Productions - regional youth dance competition *
- (* denotes a new rental client)

Attachment 2

RBPAC Mini Financial Summaries 2006-2012

FY	Revenue	Expense	Excess/(Deficit)
2006-07	\$425,000	\$997,005	(\$572,005)
2007-08	574,000	1,097,400	(523,400)
2008-09	720,600	1,130,235	(409,635)
2009-10	609,091	1,165,772	(556,681)
2010-11	616,379	1,076,558	(460,179)
2011-12	775,309	1,031,604	(256,295)

Notes:

- Revenue totals in FY 2007-08 and FY 2008-09 were comparatively affected by the timing of receipts during the transition to the next FY.
- FY 2010-11 revenue does not include \$209,322.50 owed to the City by the Civic Light Opera of South Bay Cities for 123 days of use covering 76 theatrical performances.
- FY 2011-12 actual expenses and revenues are pending the close of the fiscal year.



News Release

City of Redondo Beach
Redondo Beach Performing Arts Center, Recreation and Community Services
Redondo Beach, CA 90277

Date: May 11, 2012

FOR IMMEDIATE RELEASE

Contact: Joe Hoefgen, Recreation & Community Services Director
310-318-0610, joe.hoefgen@redondo.org

City Welcomes New Arts Company to the Redondo Beach Performing Arts Center

REDONDO BEACH, Calif.:

The City of Redondo Beach is pleased to announce the arrival of 3-D Theatricals at the Redondo Beach Performing Arts Center. 3-D Theatricals will initiate its musical theater season in Redondo Beach beginning August 3, 2012. The company will present a three-show series consisting of *Avenue Q* (August 3-5), *I Love a Piano* (September 28-30) and *Hairspray* (November 2-4).

3-D Theatricals is a Fullerton-based company that started in October 2009. They have been featured in articles on the front page of the Orange County Register, Playbill.com, LA Stage Times, Equity News, and Orange Coast Magazine. As the newest theatre company in Southern California, 3-D (named after its three founding members' last name – Dawson) will soon offer Broadway-caliber music theater productions to welcoming patrons in Redondo Beach and the surrounding area.

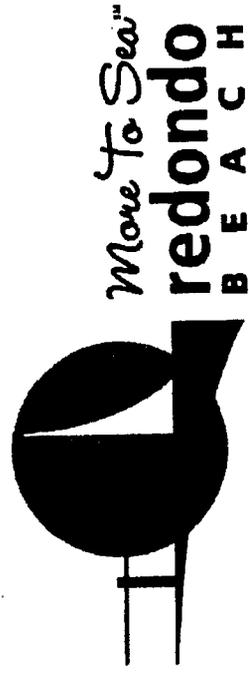
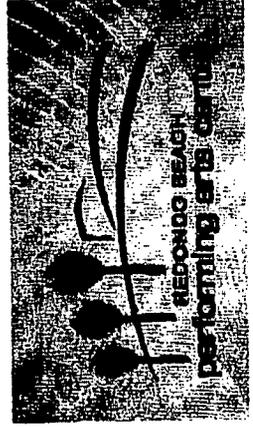
The Redondo Beach Performing Arts Center (RBPAC) is a 1,457 seat theatre offering richly diverse arts and entertainment events. The addition of 3-D Theatricals will further enhance the RBPAC's status as a cultural asset within the region.

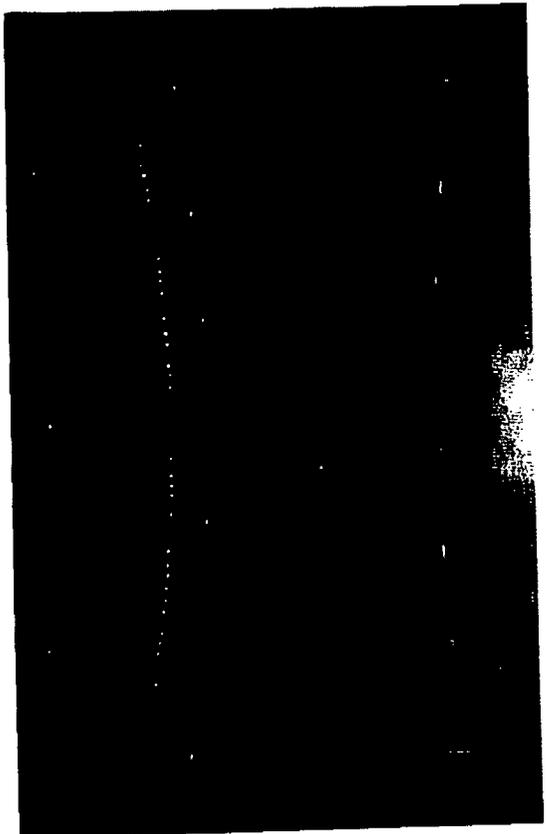
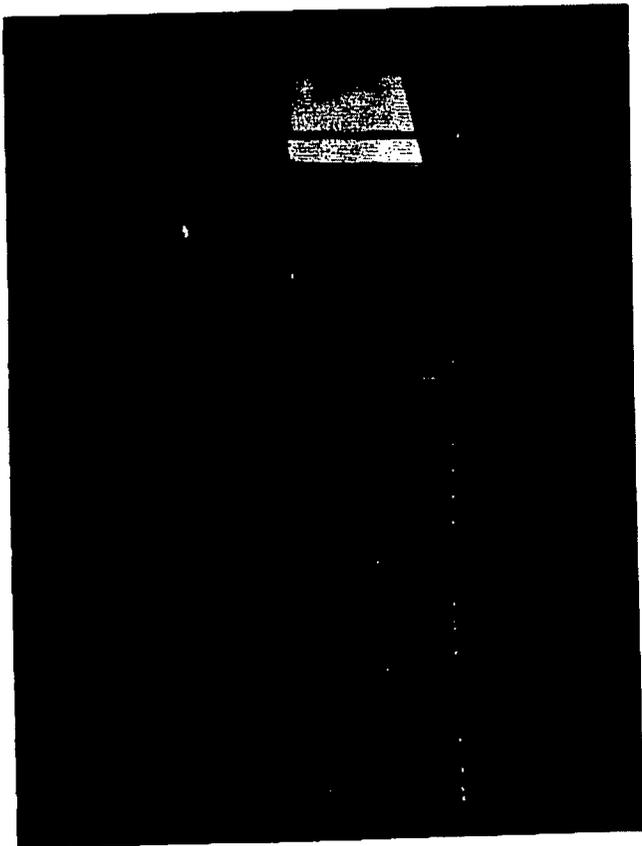
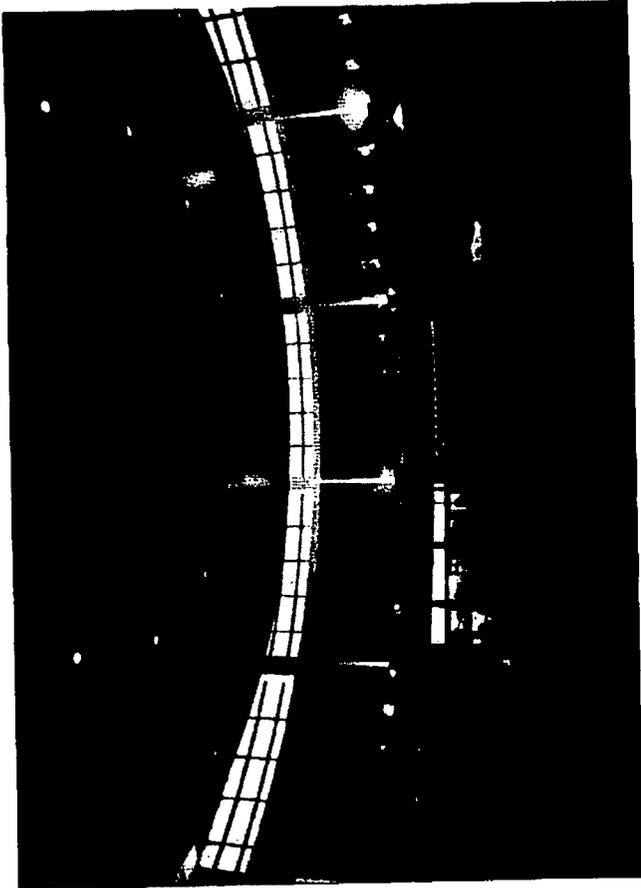
Ticket prices for each show will range from \$35 to \$65 and can be purchased at 3-D Theatricals website, www.3dtshows.com or by calling the 3-D Office at (714) 589-2770. Student, Children and group discounts are available. Additional titles and shows for 2013 will be announced soon.

Recreation & Parks Commission

Redondo Beach Performing Arts Center Update

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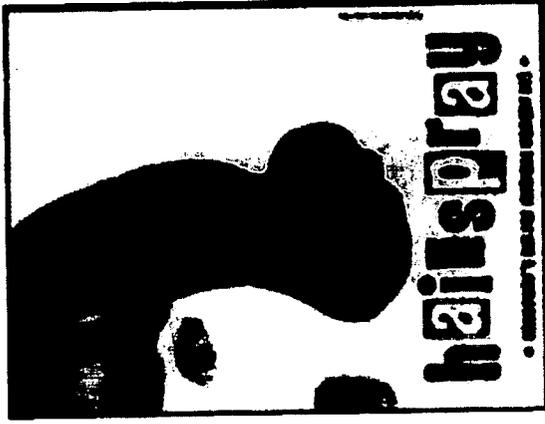
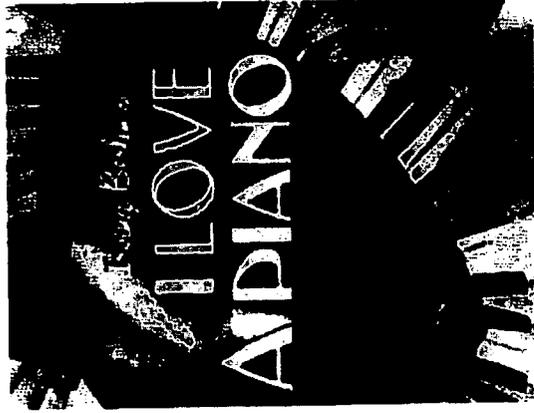
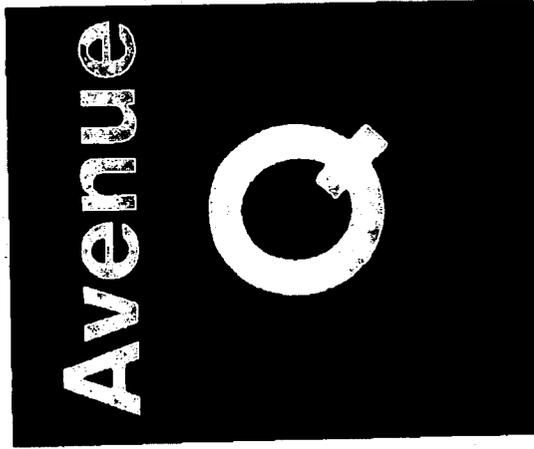




RBPAC Financial Summary 2006-2012

2006-07	\$425,000	\$997,005	(\$572,005)
2007-08	574,000	1,097,400	(523,400)
2008-09	720,600	1,130,235	(409,635)
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3-D Theatricals



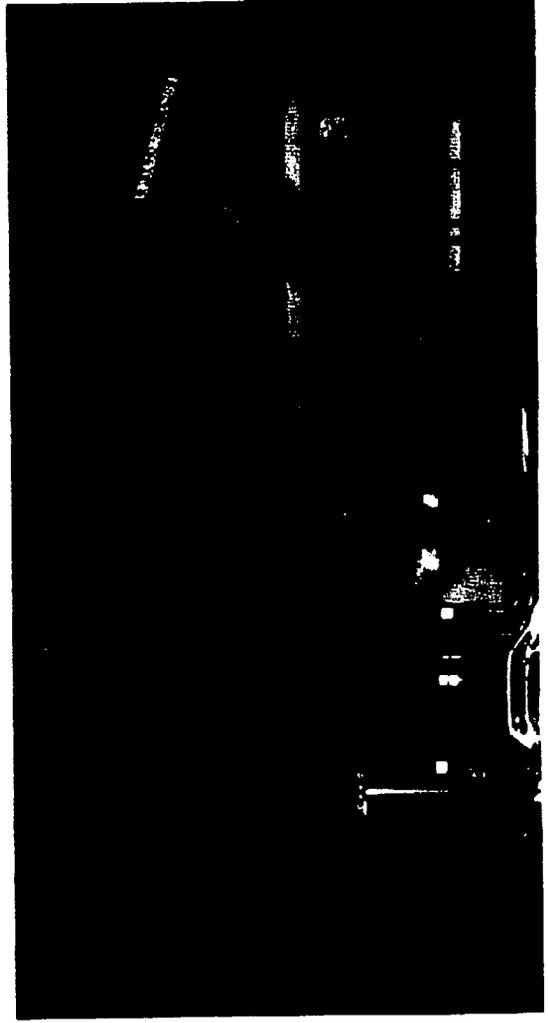
Aug. 3-5

Sept. 28-30

Nov. 2-4

Recommendation:

Receive and File a report on the Performing Arts Center





Administrative Report

Commission Action Date: July 11, 2012

To: RECREATION & PARKS COMMISSION

**From: JOE HOEFGEN, RECREATION, TRANSIT & COMMUNITY SERVICES
DIRECTOR**

**Subject: PREPARATION OF A MASTER PLAN FOR THE VARIOUS USES AT
VETERANS PARK**

RECOMMENDATION

Receive and file a report related to the preparation of a master plan for the various uses at Veterans Park.

EXECUTIVE SUMMARY

Veterans Park is a 6.3-acre park located at the Esplanade and Torrance Boulevard. This highly popular park includes a number of different uses including large grassy area, playground equipment, various picnic tables and benches, the Veterans Memorial, the Veterans Park Community Center, and the Veterans Park Senior Center.

Over the course of the next few months, staff will be drafting a Veterans Park "master plan" to integrate the various uses which take place at Veterans Park. This work will be completed with input from the various departments of the City, with the Department of Recreation, Transit and Community Services taking the lead.

The purpose of this administrative report is to advise the Recreation and Parks Commission that preparation of this plan is underway, and to solicit any feedback and observations concerning the uses at Veterans Park that Commissioners and members of the public may be willing to share with City staff at this time.

BACKGROUND

Veterans Park is a 6.3-acre park at the Esplanade and Torrance Boulevard. This highly popular park includes a number of different uses including large grassy area, playground equipment, various picnic tables and benches, the Veterans Memorial, the

Veterans Park Community Center, and the Veterans Park Senior Center. Additional information related to the Community Center and the Senior Center is provided below:

The Veterans Park Community Center is a 13,333 square foot historic building (formerly Redondo Beach Main Library) constructed in 1930, and listed on the National Register of Historic Places. The Center contains a grand ballroom/banquet room, mezzanine, meeting rooms, fully equipped catering kitchen, office, bridal room, restrooms, elevator and storage. The building is leased to Spectrum Catering for weddings, banquets, meetings and special events.

The Veterans Park Senior Center is a 4,172 square foot facility which includes a main activity/dining room, secondary activity room, kitchen, lobby, restrooms, storage areas, and outdoor patio and shuffleboard courts. The Center is used approximately 45 hours per week for senior activities.

As referenced earlier, over the course of the next few months, staff will be drafting a Veterans Park "master plan" to integrate the various uses of Veterans Park. This work will be completed with input from the various departments of the City, with the Department of Recreation, Transit and Community Services taking the lead.

The intent of the master plan is to identify ways to better integrate the various uses of Veterans Park and to plan for the eventual construction of the Events Plaza at the site of the former bandshell. Through the master planning process, it is envisioned that recommendations will be made concerning:

- The existing and future landscaping at Veteran's Park;
- Replacement of the existing playground equipment;
- The location of walkways;
- Replacement park furnishings and trash cans;
- How to best integrate the Events Plaza into Veterans Park including managing its use and operation;
- Park entrance improvements;
- Other improvements to enhance Veterans Park;

All current uses at the Park are envisioned to remain.

The master plan will be developed over the course of the summer months and brought back to the Recreation and Parks Commission for additional input before the report is finalized.

The purpose of this administrative report is to advise the Recreation and Parks Commission that preparation of this plan is underway, and to solicit any feedback and

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observations concerning the uses at Veterans Park that Commissioners and members of the public may be willing to share with City staff at this time.

COORDINATION

The Recreation, Transit & Community Services Department prepared this report.

FISCAL IMPACT

The staff cost of preparing the Veterans Park Master Plan are included in the FY 2012-13 Recreation Division Budget of the Recreation, Transit and Community Services Department.

Submitted by:



Joe Hoefgen
Recreation, Transit & Community Services Director