



**MINUTES
CITY OF LAWDALE
PARKS, RECREATION AND SOCIAL SERVICES COMMISSION
REGULAR MEETING – JULY 8, 2019**

A. CALL TO ORDER AND ROLL CALL

Chairperson Harbison called the meeting to order at 7:05 p.m. in the City Hall Council Chamber, located at 14717 Burin Avenue, Lawndale, California.

Members Present: Chairperson Erica Harbison
 Vice Chairperson Daniel Woods
 Commissioner Shirley Rudolph
 Commissioner Christina Carroll
 Commissioner Madonna Sitka

Members Absent: None

Others Present: Mike Estes, Director of Community Services

B. FLAG SALUTE

Vice Chairperson Woods led the Commissioners and those in attendance in the flag salute.

C. APPROVAL OF JUNE 24th, 2019 MINUTES

Commissioner Rudolph made a motion, seconded by Commissioner Carroll, to approve the minutes of July 8th, as written.

Motion carries 4-0 (Commissioner Sitka abstained due to her absence on June 24th)

D. PRESENTATIONS

None.

E. ITEMS FROM CITIZENS

None.

F. ITEMS FROM COMMUNITY SERVICES STAFF

1. PRSSC Fireworks Sales Stand Program Review:

Director Estes mentioned the following to the PRSSC: 1) the PRSSC and volunteers worked very hard over the past week to oversee and supervise the PRSSC fireworks stand; 2) there were a number of challenges throughout the week; 3) it was thought that a discussion pertaining

to the fireworks stand operations makes sense at this time so we can document what went well and what could be improved upon so next year's program will be better than this year's.

The following are comments made during the meeting about the fireworks stand operations:

1) Overall things went well; 2) the commissioners took charge of the stand; 3) the City generator that was stolen while the stand was operational should have been secured in some manner or chained down; 4) the cash register came up short on two occasions; some volunteers did not follow instructions; and 5) the City's financial forms need some adjusting.

6) The commissioners really stepped up; 7) when issues came up, they were handled on the spot; 8) the volunteers were great; 9) volunteers should be acknowledged with a certificate of appreciation; 10) the security guard was great and was able to help out in a number of areas; 11) Pep Boys was also very helpful and they let the commissioners use the restrooms and provided change when it was needed; 12) the location was challenging due to homeless individuals in the area and people who may have been under the influence of substances wandering put and about in the area; 13) a better location should be sought for future years.

14) Erica's husband was very helpful and assisted in a number of ways during the unpacking and inventory phases on June 27th; 15) cash purchases were entered into the iPads for all cash purchases.

16) the PRSSC was very appreciative of Vice Chairperson Woods involvement and leadership over the operational part of the program.

Director Estes made the following comments:

1) The location was challenging due to the non-stop activity near the corner of Hawthorne Boulevard and Rosecrans Avenue which included people wandering around at all hours of the day and night; 2) the goal has always been to find the best property that we can; 3) we will continue the same level of persistence in finding the best property available leading into 2020 as we have for the past several years; and 4) it was good that we got the property at 14411 Hawthorne Boulevard secured for future years in case new and better property is not available.

There were a number of comments made about potential properties for 2020 such as, Lawndale High School Performing Arts Center parking lot. In addition, there were comments made about the lack of restroom facilities and other amenities.

Director Estes reiterated to the PRSSC that Pep Boys, according to TNT, would not allow any additional amenities such as a portable restroom, storage container, etc. on the property. However, Director Estes believes that we can make some headway next year in this area if we end up using that same property again in the future. The City may need to have separate discussions with the property owner in future years, or experiment with a few ideas. In addition, Director stated that there could be more volunteer training next year so operations run smoother. Some of the volunteers did not attend either training session due to the late notification by TNT that a property is available. Now that we have a property for next year, if we decide to use it next year, trainings and other preparatory plans can happen farther in advance.

There were a number of discussions pertaining to the sales figures. It was speculated that approximately \$32,000.00 in total revenues were collected.

2. 7th Annual Lawndale Blues Festival Final Post Card:

Director Estes provided the PRSSC with a full color copy of the final oversized post card, which will be the main advertising piece for the blues festival in September. The cards have recently gone to print and the community services department is expecting that the supply of 5,000 cards ordered will be available for distribution in the next few days. The only changes made since the last time it was provided to the PRSSC for review is the addition of the food vendors on the back side of the oversized post card and the inclusion of the 60th anniversary logo to replace the traditional City seal.

3. 7th Annual Lawndale Blues Festival Post Card Distribution Process:

Director Estes reported the following to the PRSSC regarding the distribution of the cards: 1) several hundred cards will be mailed to each of the band leaders for distribution to their friends, fans and places that they frequent; 2) band leaders have been provided the electronic version of the card as well for posting on social media sites and websites; 3) a supply of cards will be provided to each of the commissioners at the next meeting for distribution over the next two months; 4) other distribution methods for hard copy cards include local music retailers, local music performance venues, public counters in each City department, City Hall, all recreation facilities, selected businesses in the City and other distribution locations that may arise in the next several weeks.

4. 60th Anniversary Logo, Final Image:

Director Estes provided the PRSSC with a full color copy of the final 60th anniversary logo image. In addition, Director Estes mentioned that the logo will be used to brand a number of City special events such as: National Night Out, 7th Annual Lawndale Blues Festival, Halloween Haunt, Field of Honor, Angel Tree Lighting event and the 60th Anniversary Celebration on December 7th and 8th, 2019.

The logo will be used on several platforms such as: City website, special event banners, City newsletter, flyers and many other advertising platforms.

G. PARK IMPROVEMENTS AND FACILITIES UPDATE

No report.

H. ITEMS FROM COMMISSIONERS

None.

I. SPECIAL EVENTS UPDATE

No report.

J. MISCELLANEOUS

5. Individual Comments from Commissioners:

One commissioner suggested that a list of addresses for the fireworks booth volunteers is created so the City can acknowledge their volunteer efforts. There were a number of

comments about the fireworks stand volunteers and their involvement in the fireworks stand program.

K. AGENDA ITEMS FOR NEXT REGULARLY SCHEDULED MEETING

6. 7th Annual Lawndale Blues Festival

L. ADJOURNMENT

Chairperson Harbison adjourned the meeting at 7:58 p.m. to a regularly scheduled meeting to be held on Monday, July 22nd, 2019, at the Lawndale City Hall Council Chamber located at 14717 Burin Avenue.

Erica Harbison, Chairperson

Attest:

Mike Estes, Director of Community Services