



**MINUTES  
CITY OF LAWDALE  
PARKS, RECREATION AND SOCIAL SERVICES COMMISSION  
REGULAR MEETING – DECEMBER 9<sup>th</sup>, 2019**

**A. CALL TO ORDER AND ROLL CALL**

Chairperson Harbison called the meeting to order at 7:12 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 Christina Carroll  
    Commissioner Madonna Sitka

Members Absent:                      Commissioner Shirley Rudolph

Others Present:                      Mike Estes, Director of Community Services

**B. FLAG SALUTE**

Chairperson Harbison led the commissioners and those in attendance in the flag salute.

**C. APPROVAL OF NOVEMBER 25<sup>TH</sup>, 2019 MINUTES**

Commissioner Sitka made a motion, seconded by Commissioner Woods, to approve the minutes of November 25<sup>th</sup>, 2019, as written.

**Motion carries 4–0 (Commissioner Rudolph absent)**

**D. PRESENTATIONS**

None.

**E. ITEMS FROM CITIZENS**

None.

**F. ITEMS FROM COMMUNITY SERVICES STAFF**

**1. Update Regrading Music Festival Survey:**

Director Estes reported the following to the PRSSC: 1) the survey was active for one month; 2) the response was good and approximately 200 surveys were completed; 3) the survey was available on the City's website; 4) traffic was driven to the website using various resources and forms of notification such as, a) Channel 22 Cable Television, b) A-frame signs with QR codes at 10 City locations, c) electronic sign adjacent to the 405 freeway northbound side; and d) City

Facebook page; 5) the survey included three questions: a) would you like to see a second music festival event?; b) what genres of music would you like to see?; and c) what time of year would you like to see this event take place at?.

Director Estes informed the PRSSC that the survey will be presented to the City Council on January 6<sup>th</sup> at which time it is likely there will be discussions and hopefully direction will be provided. As well, they will likely provide direction regarding the funding of the event and I am suspecting that the City Council may request that this body fund this event.

There were separate discussions about the concerns with the PRSSC funding the event that will need further discussion if in fact the City Council wants this body to fund the event.

**2. PRSSC Funding for Potential Second Music Festival Event:**

After Director Estes introduced the topic of potentially funding a second music festival event, there were a number of discussions pertaining to the PRSSC's desire and foreseeable limitations in funding the event on a long-term basis. Although the PRSSC expressed a desire to fund the event, there were some reservations about funding the event, being involved in fundraising activities and maintaining a balance in the PRSSC Trust Fund account. There were discussions about potentially creating an annual budget and determining how much of the PRSSC Fireworks Trust Fund account revenues could be spent each year while still maintaining a high balance in the account to be prepared to finance a large project in the future.

**3. 8<sup>th</sup> Annual Lawndale Blues Festival Details:**

Director Estes informed the PRSSC that it is about time to start determining the details for the event once the addition of a potential music festival has been deliberated by the City Council and direction is provided. It is believed that the City Council will make decisions based upon what the community wants to see as it relates to a potential music festival event. Further discussions confirmed that this issue should be discussed at the January 13<sup>th</sup> PRSSC meeting.

**4. PRSSC 60<sup>th</sup> Anniversary Celebration Sponsorship Update:**

Director Estes reported to the PRSSC that approximately \$2,500,000 was collected for the 60<sup>th</sup> Anniversary Celebration event. These revenues will help to offset the donation amount of \$8,500.00 donated by the PRSSC using PRSSC Fireworks Trust Fund revenues. Director Estes also reported to the PRSSC that \$6,000.00 of the \$8,500.00 dollars were used for the 60<sup>th</sup> Anniversary event. The PRSSC donation of \$6,000.00 was used for the following event elements: 1) 1,000 60<sup>th</sup> Anniversary cupcakes distributed to the event attendees, \$1,909.00; 2) face painters for all three event dates, \$1,940.00; 3) LED Solar String Lights, \$994.00; and 4) synthetic skating rink (8%), \$1,157.00.

**G. PARK IMPROVEMENTS AND FACILITIES UPDATE**

**5. City Water Bottle Filling Station Project:**

Director Estes reported that this project is in the hands of the public works department at this time as contracts and insurance issues are being resolved. This has caused a slight delay in the upstart of the project; however, when it is completed, it will be a nice addition to two of our parks.

**H. ITEMS FROM COMMISSIONERS**

No items submitted.

## **I. SPECIAL EVENTS UPDATE**

### **6. Angel Tree Lighting Event Review:**

Director Estes reported the following regarding the event on December 6<sup>th</sup>: 1) we got a break on the rain as there was no rain after the deluge we got at approximately 1:30 to 2:00 p.m. even though rain was in the forecast; 2) the synthetic skating rink was a big hit; 3) the school bands and groups involved in the stage performances brought large crowds and lots of spirit to the event; 4) the snow sled run and Santa Claus lines were long all night; 5) the Michael Jackson impersonator had a great performance as well.

### **7. 60<sup>th</sup> Anniversary Winter FunLand Event Review:**

Director Estes reported the following as it pertains to the 60<sup>th</sup> Anniversary Celebration event: 1) the event was successful despite the challenging weather; 2) the Saturday operations were consistent the entire day and the crowds in the evening were large; 3) the Sunday operations were interrupted by the rain, but large crowds came later in the evening after the rain subsided; and 4) all elements that were in place on Friday night were operational on Sunday as well outside of the snow sled run which was too compromised due to the ice melting.

The following comments were made by the PRSSC:

- The Angel Tree event was a great event. The layout and stage performances were good as well. The dance group was adorable.
- There were not a lot of 60<sup>th</sup> Anniversary promotions.
- The disc jockey slipped a few times and played some music that was borderline.
- The line for the skating rink could have been organized better. Director Estes commented that this issue was resolved on Saturday.
- It was discouraging that staff and volunteers were making comments about the fact that there is no Santa Claus at the Letters to Santa station.
- The lines for the Santa Sleigh and Snow Sled Run were very effective as opposed to years past when they extended out into the parking lot and other areas.
- The distribution of Santa Sleigh route schedules was a good notification process.

### **8. Lawndale Youth Day Parade Update:**

Director Estes reported the following regarding the Youth Day Parade event planning: 1) the registration packets will be released within the next week; 2) the artwork contest will be held over the winter break for the Lawndale Elementary and Middle School students; 3) the contest solicits artwork for images related to their vision of Pop Culture; 4) the winner of the contest will be offered the opportunity to be the Youth Day Parade Grand Marshall; 5) the City is working again with the Lawndale Elementary School District to include the Spring Extravaganza as part of the Youth Day Parade event; last year's extravaganza was a very nice complementary event; and 6) the committee will begin meeting twice per month in January, February and March.

## **J. MISCELLANEOUS**

### **9. Individual Comments from Commissioners:**

There were a number of Merry Christmas and Happy New Year comments made by various members.

There were other discussions about the PRSSC's involvement in the Santa Sleigh program on December 12<sup>th</sup>.

**K. AGENDA ITEMS FOR NEXT REGULARLY SCHEDULED MEETING**

**10. 8<sup>th</sup> Annual Lawndale Blues Festival**

**11. McKenzie Gardens Volunteer Work Project Update (TBA)**

**L. ADJOURNMENT**

Chairperson Harbison adjourned the meeting at 8:07 p.m. to a regularly scheduled meeting to be held on Monday, January 13<sup>th</sup>, 2020, at the Lawndale City Hall Council Chamber located at 14717 Burin Avenue.

  
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Erica Harbison, Chairperson

Attest:

  
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Mike Estes, Director of Community Services