



**MINUTES
CITY OF LAWNDALE
PARKS, RECREATION AND SOCIAL SERVICES COMMISSION
REGULAR MEETING – JULY 26th, 2021**

A. CALL TO ORDER AND ROLL CALL

Chairperson Carroll called the meeting to order at 7:01 p.m. in the City Hall Council Chamber, located at 14717 Burin Avenue, Lawndale, California.

Members Present: Christina Carroll, Chairperson
 Jessica Martinez, Vice Chairperson
 Sylvia Chavez, Commissioner
 Ignatius Lin, Commissioner
 Daniel Woods, Commissioner

Members Absent: None

Others Present: Mike Estes, Director of Community Services

B. FLAG SALUTE

Commissioner Woods led the PRSSC and those in attendance in the flag salute.

C. APPROVAL OF JULY 12th, 2021 MINUTES

Chairperson Carroll made a motion, seconded by Commissioner Chavez to approve the minutes of July 26th, 2021, without corrections.

Motion carries: 5-0

D. PRESENTATIONS

None scheduled

E. ITEMS FROM CITIZENS

None Present

F. ITEMS FROM COMMUNITY SERVICES STAFF

1. PRSSC Street Pole Banner Program Discussion:

Director Estes informed the PRSSC that five quotes have been received as a result of the quote request issued to seven qualified banner production entities. Director Estes provided staff analysis of each of the five quotes received and questions by the PRSSC members were answered accordingly. Of the five quotes received, the PRSSC made a unanimous decision to move forward with Street Décor as the vendor for the purchase of Sunbrella material consisting of up to three colors per banner design. The PRSSC agreed on a project total of a Not to Exceed (NTE) amount

of \$45,000.00 to be funded by the PRSSC Fireworks Trust Fund account. The NTE funding allocation is for the purchase of 260 custom-designed banners to represent winter, spring, summer and fall seasons. As well, the allocated funds will be earmarked for the purchase of 65 sets of banner hardware. Banner orders will be placed in two phases with the initial order being comprised of winter and spring-themed banners, while the second phase order will be comprised of summer and fall-themed banners. Director Estes informed PRSSC that he will have a purchasing resolution available for approval at the August 9th regularly scheduled meeting. The desired start time for the year-round banner display program will be November 2021

2. City Funding Request:

Director Estes issued a funding request to the PRSSC for the purchase of 10 new pop up canopies, with artwork displaying the City Seal and Community Services Department identification headers to be used for City special event programs. Many years ago, the PRSSC allocated funds for the purchase of 10 canopies of which 4 are remaining. The City issued a quote request to a number of qualified vendors and three quotes were received.

The lowest and most responsible quote is from International EZ Up, Inc. The City's experience with International EZ Up, Inc. has been very positive as they produce the most durable and stable canopies in the canopy production industry. After some discussion and a show of hands vote, the PRSSC allocated a Not to Exceed (NTE) amount of \$3,000.00 for the purchase of 10 screen-printed canopies from International EZ Up, Inc.

Director Estes informed the PRSSC that he will have a purchasing resolution available for approval at the August 9th regularly scheduled meeting.

3. Lawndale Blues Festival Marketing/Advertising Piece:

Director Estes shared the latest draft of the main marketing piece, a 4" x 6" post card marketing the event and confirmed with the PRSSC that the piece will go to print this week. 5,000 of them will be produced and distributed manually throughout the City once they have been received.

G. ITEMS FROM COMMISSIONERS

4. Prevention/Prosecution Related to Property Damage and Graffiti in City Parks:

History: Item requested by Commissioner Lin on July 19th, 2021. Commissioner Lin introduced this agenda item and stated that there has been an increasing level of graffiti and vandalism at the park near his home. Instances of graffiti and an intentionally broken tree branch at Hopper Park were reported as specific instances of graffiti and vandalism and an inquiry of what steps are being taken to reduce such acts in the City. Commissioner Lin specifically inquired about more patrols at the city parks and what is the role or authority limits of those that are currently working park supervision. PRSSC Commissioners inquired about what the city is doing to reduce and/or combat the issue, as heightened vandalism is occurring throughout the city in general.

Director Estes reported the following to the PRSSC: 1) the City is aware of the vandalism at Hopper Park as well as other parks; 2) instances of graffiti in the City have increased dramatically as of late; 3) targeted areas have been City property as well as non-City property such as store fronts, walls, sidewalks, parks and other areas; 4) reported acts of graffiti have totaled approximately 550 in the past quarter, or an average of 6 per day, or 180 per month; and 5) due to budget planning for 2021-22, staffing at the parks has been reduced to one staff roving all six parks as opposed to the previous system of providing staff at each individual park.

Director Estes also reported that the City is handling these issues as follows: 1) recording acts of graffiti on a spreadsheet to determine what areas of the City are being consistently hit the hardest; 2) requesting additional law enforcement patrols at hot spots in the City; 3) hiring additional graffiti removal staff so acts of graffiti can be wiped out as soon as possible (within 24 hours); 4) staff patrols throughout the City to identify acts of graffiti as soon as possible; 5) encouraging the community to use the graffiti hotline to report acts of graffiti as soon as possible; 6) quarterly meetings with the Sheriff's Department leadership; 7) forwarding photos to the law enforcement detective bureau when such acts are assumed to be gang related so the various monikers and gang symbols can be investigated and potentially identified with known gangs in and out of the City; 8) looking into an administrative citation process that will allow the Sheriff's Department to write citations of acts of vandalism without actually seeing the act similar to the process adopted by the City and used during the 2021 fireworks season; and 9) moving forward with a recreation facility security camera replacement project paid for with grant funding aimed to replace existing security cameras while adding additional cameras for full facility coverage at the three City parks, the Community Center and potentially McKenzie Community Garden.

The City believes that most of the graffiti is not a result of gang-related graffiti wars (graffiti being over-written by rival gangs); however, non-gang related graffiti or acts committed by wayward juveniles and/or non-gang members.

H. SPECIAL EVENTS UPDATES

5. 8th Annual Blues Festival Update:

Director Estes updated the PRSSC about the following 8th Annual Blues Festival planning activities: 1) advertising elements completed include City website, post card flyers, summer City newsletter, and electronic billboard adjacent to the southbound side of the 405 freeway. Other pending advertising elements include the following: potential KJAZZ radio promotions and Lawndale Channel 22 Cable Television; 2) the following food vendors have committed to the event or are still considering: Doty's Tacos Mexican food truck, B & R Old Fashioned Burgers Food Truck and Dad's Barbeque traditional booth; 3) the event layout will remain the same as in prior years, including a canopy zone for canopies and umbrellas; 4) low back lawn chairs are encouraged; 5) whatever State/County COVID-19 restrictions in place on the day of the event will be in force at the event; 6) one commissioner suggested encouraging each band to play one song related to 9/11 Patriot's Day to commemorate the unfortunate event's anniversary.

I. MISCELLANEOUS

6. Individual Comments from Commissioners:

One commissioner mentioned a leave of absence in August and September due the upcoming birth of a child.

J. ADGENDA ITEMS FOR NEXT REGULARLY SCHEDULED MEETING

- 7. PRSSC Street Pole Banner Program Purchasing Resolution, 8/9**
- 8. City Special Event Canopy Purchasing Resolution, 8/9**
- 9. Tour of City-owned and School District-owned Parks, (Potentially in September)**

K. ADJOURNMENT

Chairperson Carroll adjourned the meeting at 9:31 p.m. to a regularly scheduled meeting to be held Monday, August 9th, 2021, at the Lawndale City Hall Council Chamber located at 14717 Burin Avenue, Lawndale, CA 90260.

Christina Carroll, Chairperson

Attest:

Mike Estes, Director of Community Services