



**MINUTES
CITY OF LAWNDALE
PARKS, RECREATION AND SOCIAL SERVICES COMMISSION
REGULAR MEETING – MAY 9, 2022**

A. CALL TO ORDER AND ROLL CALL

Chairperson Martinez called the meeting to order at 7:11 p.m. in the City Hall Council Chamber located at 14717 Burin Avenue, Lawndale, CA 90260.

Members Present: Chairperson, Jessica Martinez
 Commissioner, Daniel Woods
 Commissioner, Christina Carroll

Members Absent: Vice Chairperson, Ignatius Lin
 Commissioner, Sylvia Chavez

Others Present: Mike Estes, Director of Community Services

B. FLAG SALUTE

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

C. APPROVAL OF APRIL 25, 2022 MINUTES

Commissioner Woods motioned to approve the April 25, 2022 minutes as written. The motion was seconded by Commissioner Carroll.

Motion carries: 3-0 (Vice Chairperson Lin and Commissioner Chavez absent)

D. PRESENTATIONS

None scheduled.

E. ITEMS FROM CITIZENS

None present.

F. ITEMS FROM COMMUNITY SERVICES STAFF

1. Fall Street Pole Banners, First Draft Review:

Director Estes informed the PRSSC of the following pertaining to the fall street pole banners: 1) the first draft designs are ready for review; 2) the fall banners will be the final set of banners in the PRSSC year-round street pole banner program; 3) the review process, in terms of timing, seems to be on track for design completion in July and production in late July or August; 4) this review schedule will keep us on track for installation of the fall banners sometime prior to Labor Day; 5) the PRSSC year-round street pole banner program will begin its second year with the installation of the winter/holiday banners in November prior to the Thanksgiving holiday.

Director Estes began gathering feedback from the PRSSC for the fall street pole banner designs: 1) Commissioner Chavez, although absent, submitted feedback electronically via email prior to the meeting and preferred the following banner design: #2, #4 and #6; 2) Chairperson Martinez went on record as preferring the following banner designs: #4, #7 and #8; 3) Commissioner Woods went on record as preferring the following banner designs: #2, #4 and #7; and 4) Commissioner Carroll went on record as preferring the following banner designs: #3, #4 and #6.

The following changes were submitted for the fall banner designs: 1) change in color of background color for banner design #7 to Sea Grass; 2) lower Acorn image in banner design #2 to cover the dead space; 3) the following banner designs will be brought back for the second round review on May 23: #2, #3, #4, #6 and #7.

2. Summer Street Pole Banners Closeout Report:

Director Estes reported the following regarding the summer/patriotic street pole banner costs: 1) the summer/patriotic banners are being produced at the total cost of \$8,491.19; 2) this is the same cost as the winter/holiday and spring street pole banners; 3) the summer/patriotic street pole banners will be installed sometime prior to the Memorial Day holiday; and 4) as previously discussed, the Public Works Department will determine when they are ultimately installed based upon their work schedule.

3. PRSSC Street Pole Banners Budget Report:

Director Estes provided the PRSSC with a Financial Expenditure Report for the PRSSC Street Pole Banner Project and reviewed the contents of the report which consisted of: 1) Budgeted Funds (\$45,000.00); 2) Expenses (\$31,438.26); 3) Remaining Funds (\$13,561.74); 4) Final Projected Expenses (\$39,929.450; and 5) Projected Savings \$5,070.55.

G. ITEMS FROM COMMISSIONERS

None

H. SPECIAL EVENTS UPDATES

4. Memorial Day Remembrance, Veteran's Memorial Wall, May 30 @ 9:00 a.m.:

Director Estes reported the following pertaining to the upcoming Memorial Day Remembrance event on May 30: 1) formal invitations were distributed this past week; 2) the RSVP deadline is Monday, May 23, at 5:00 p.m.; 3) the invitation has been posted on the City's website and RSVP details pertain to the community as well; 4) the RSVP system will allow us to get a good idea pertaining to the attendance for seating and Continental Breakfast ordering purposes; 5) those attending the event can bring an unlimited number of guests; 6) we will have to use all surrounding areas for seating if the attendance exceeds the number of individuals that normally attend this event; 7) it is not necessary that individuals RSVP to attend the event; 8) the Keynote Speaker from the Los Angeles Air Force Base has been confirmed; 9) all advertising components have been completed; 10) the City has had no luck securing a military flyover; and 11) we have RSVP's from area representatives Congresswoman Maxine Waters and Senator Steven Bradford who both will likely speak at the event.

5. Health, Safety and Pet Fair, June 18, 2022, Jane Addams Park, 10:00 a.m. to 2:00 p.m.:

Director Estes reported the following to the PRSSC as it pertains to the upcoming Health, Safety and Pet Fair event on June 18, from 10:00 a.m. to 2:00 p.m.: 1) the attached flyer in both English and Spanish is very near completion and will be finalized this week, posted on the website and

distributed accordingly; 2) there will be a variety of pet services for dogs and some for cats as well; however, the City does not license cats; 3) both Los Angeles County Fire and Sheriff's Departments will be participating in the event and staff is trying to coordinate demonstrations ; 4) there will be two face painters and one balloon artist at the event; 5) there will be a healthy snacks booth providing food prep demos and free samples; and 6) the Community Services Department has a very strong lead for the provision of Mobile Screening Unit and costs are being negotiated.

6. Lawndale Blues Festival Band Report:

Director Estes reported the following to the PRSSC regarding the 9th Annual Lawndale Blues Festival on September 10, 2022: 1) due to the recent passing of Guitar Shorty the Community Services Department has been searching for a replacement band; 2) the Community Services Department has gotten interest from approximately 15 bands in the past week; 3) the Community Services Department has secured the Laurie Morvan Band to headline the event and play in the third slot as they have an open weekend between shows in San Francisco and Temecula; 4) this gives us three bands and we'll be solidifying the fourth band as soon as possible; and 5) the event budget still needs to be approved by the City Council.

I. MISCELLANEOUS

7. Individual Comments from Commissioners:

There were no comments made by the PRSSC members.

J. ADGENDA ITEMS FOR NEXT REGULARLY SCHEDULED MEETING

8. Fall Street Pole Banners, Second Draft Review, May 23, 2022

K. ADJOURMENT

Chairperson Jessica Martinez adjourned the meeting at 7:46 p.m. to a regularly scheduled meeting to be held on Monday, May 23, 2022, to be held at the City Hall Council Chamber located at 14717 Burin Avenue, Lawndale, CA 90260.

Jessica Martinez, Chairperson

Attest:

Mike Estes, Director of Community Services