



Meeting of the Recreation & Parks Commission

AGENDA

Wednesday, June 21, 2023
at City Hall- Chambers 6:00pm
350 Main St. El Segundo, CA 90245

COMMISSIONERS

Bob Motta	Chairperson
Kelly Watson	Vice-Chairperson
Dave Lubs	Commissioner
Julie Stolnack	Commissioner
Lee Davis	Commissioner

Aly Mancini	Recreation, Parks & Library Director
Arecia Hester	Recreation Superintendent
Joseph Casillas	Acting Parks Superintendent
Linnea Palmer	Senior Administrative Analyst
Brandee Thornton	Senior Administrative Specialist

The Recreation and Parks Commission can only take action upon items that have been properly posted and listed on the Agenda. Any writings or documents given to a majority of the Commission regarding any matter on this agenda that the City received after issuing the agenda packet are available for public inspection in the Recreation and Parks Department office during normal business hours. Additional copies will be available at the Commission meeting.

Members of the public may place items on the Agenda by submitting a Written Request to the Recreation Parks and Library Director at least ten (10) days before the meeting of the Recreation and Parks Commission (by 2:00 p.m. Monday, the week prior to the meeting). The request must include a brief general description of the business to be transacted or discussed at the meeting.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact Brandee Thornton, 310-524-2774. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

PUBLIC COPIES & POSTINGS

Agenda Only

Posted at City Hall

A. CALL TO ORDER

B. PLEDGE OF ALLEGIANCE – Commissioner Davis

C. ROLL CALL

D. PRESENTATION

1. Employee Spotlight – Linnea Palmer, Senior Administrative Analyst
Aly Mancini, Recreation, Parks and Library Director
2. Recreation Staff Summer Training –
Aly Mancini, Recreation, Parks and Library Director
3. Annual Community Sponsorship Campaign –
Aly Mancini, Recreation, Parks and Library Director

E. PUBLIC COMMUNICATIONS - *(Related to Commission business only and that is within the subject matter under the jurisdiction of the Commission – 5 minutes per person; 30 minutes total. The Brown Act does not allow the Commission to take action on any item not on the agenda.)*

F. CONSENT CALENDAR

1. Approval of the Minutes of the Recreation and Parks Commission meeting of May 17, 2023. (Commission Action Required)

Recommendation: Approval

G. UNFINISHED BUSINESS

None

H. NEW BUSINESS

1. Private Instructor Permit
Aly Mancini, Recreation, Parks & Library Director

Recommendation: Receive and file.

I. REPORTS

1. REPORTS OF SUBCOMMITTEES

- a. Aquatics Subcommittee
- b. Transportation Subcommittee
- c. Youth Sports Council

2. DIRECTOR REPORTS

- a. Aly Mancini, Recreation, Parks & Library Director

J. COMMISSIONERS COMMENTS

Commissioner Davis
Commissioner Stolnack
Commissioner Lubs
Vice Chairperson Watson
Chairperson Motta

K. DIRECTORS COMMENTS

Aly Mancini, Recreation, Parks & Library Director

L. ADJOURNMENT

Adjourn to the July 19, 2023, Meeting

Employee Spotlight

Linnea Palmer



During Linnea Palmer's tenure in the aquatics section, she achieved remarkable accomplishments that greatly impacted the department. To start, Linnea demonstrated her skills by overseeing the grand opening of the aquatics center not once, but twice. She orchestrated both the original opening, and the subsequent reopening after the challenging COVID-19 closure. Her meticulous attention to detail ensured successful execution, leading to a smoothly operating facility.

Linnea also excelled at professional development in the aquatics section, dedicating time to nurturing talents of her team members, empowering them to reach their fullest potential. Through guidance and mentorship, Linnea cultivated a culture of growth and excellence, enabling aquatics staff to strive in their roles.

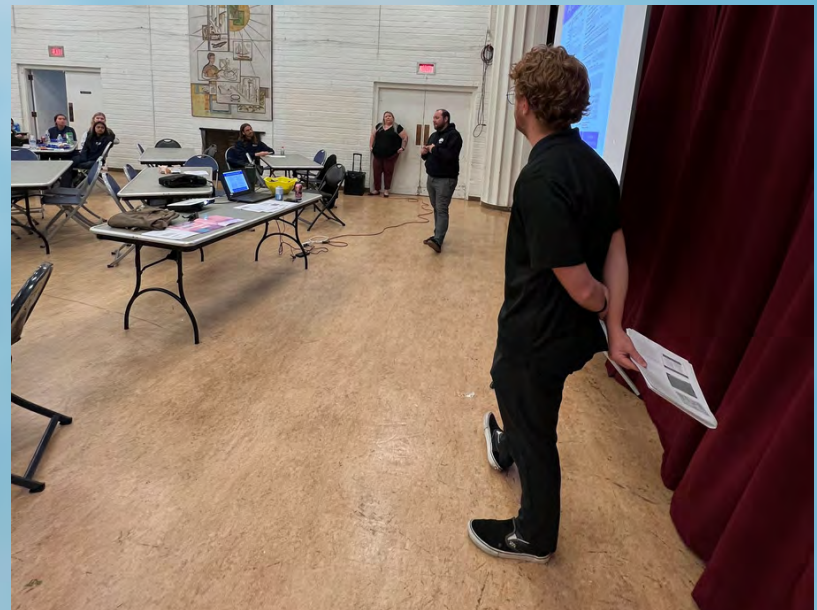
Finally, Linnea laid important groundwork for large-scale events at the new Aquatics Center. Notably, she brought Water Polo Junior Olympics to the facility; a 6-day major event with thousands of participants over the course of the week. Through meticulous coordination, Linnea produced a successful event which can be looked back upon for framework for future rentals. Aquatics is lucky to have had Linnea and applauds her for her achievement and commitment to everything she does.

In January 2023, Linnea transitioned into her current role as the Senior Administrative Analyst for the Recreation, Parks & Library Department. Linnea has been instrumental in assisting the Director of Recreation, Parks and Library with the department's budget and has taken an active role in contract management. Linnea is always willing to assist with other duties and provides a wealth of knowledge to the Department through her many years of service to the City.

ALL HANDS



The Summer Part Time Staff Training took place on May 25th at Gordon Clubhouse. Joseph Lormans, Rachel Cummings, Ryan Delgado, and Shawn Green conducted the training.



SUMMER STAFF TRAINING

Annual Community Sponsorship Campaign



2023-2024
Sponsorship Opportunities



City of El Segundo

Recreation, Parks and Library Department

Elected Officials

*Drew Boyles,
Mayor*

*Chris Pimentel,
Mayor Pro Tem*

*Carol Pirsztuk,
Councilmember*

*Lance Giroux,
Councilmember*

*Ryan Baldino,
Councilmember*

*Tracy Weaver,
City Clerk*

*Matthew Robinson,
City Treasurer*

Appointed Officials

*Darrell George,
City Manager*

*Mark D. Hensley,
City Attorney*

Department Directors

*Barbara Voss,
Deputy City Manager*

*David Cain,
Interim Chief Financial
Officer*

*Robert Espinosa,
Interim Fire Chief*

*Jose Calderon,
Information Technology*

*Aly Mancini,
Recreation Parks and
Library*

*Rebecca Redyk,
Human Resources*

*Michael Allen,
Community Development*

*Jamie Bermudez,
Police Chief*

*Elias Sassoon,
Public Works*

To Our Valued Local Business Partners,

The City of El Segundo Department of Recreation, Parks and Library is excited to launch a new partnership opportunity with our local businesses that will enhance the lives of El Segundo residents. The new *Annual Community Sponsorship Program* allows your business to benefit from a variety of marketing and relationship building opportunities with all who live, work and play in El Segundo. All funds raised through this program will directly support so many beloved community events and programs that make living in El Segundo special. There are sponsorship opportunities for events such as the Annual 4th of July event, the popular Summer Concerts in the Park series, the time honored Hometown Fair event and many more. There are also opportunities to support teens, the El Segundo Library and some of our most popular sports such as pickleball.

As a sponsor, your business will benefit from promotion via a variety of print and social media marketing campaigns. The Annual Sponsorship Program offers a wide range of sponsorship packages that provide excellent opportunities for your organization to showcase its brand and reach its target audience.

Enclosed you will find more information about event details, sponsorship levels, and benefits associated with each level. The City would be honored to have your business as a partner in this fantastic program that will enhance all of the City services, programs and events that residents cherish most.

If you have any other questions or would like to speak further, please contact Aly Mancini, Recreation, Parks and Library Director at (310)524-2730 or amancini@elsegundo.org.

Sincerely,

Aly Mancini, Recreation, Parks and Library Director
City of El Segundo

350 Main Street, El Segundo, California 90245-3813
Phone (310) 524-2300 Fax (310) 322-7137



PROGRAMS AND EVENTS

4TH OF JULY FESTIVAL	PAGE 3
SUMMER CONCERTS	PAGE 4
SUMMER READING PROGRAM	PAGE 5
FAMILY CAMPOUT	PAGE 6
HALLOWEEN FROLIC	PAGE 7
TREE LIGHTING	PAGE 8
EGG HUNT EGGSTRAVAGANZA	PAGE 9
HOMETOWN FAIR	PAGE 10



SPORTS AND FACILITIES

PICKLEBALL	PAGE 11
TEEN CENTER	PAGE 12
SKATE PARK	PAGE 12

ANNUAL 4TH OF JULY FESTIVAL & FIREWORKS SHOW

Estimated Attendance: 10,000

The Annual 4th of July festival and fireworks show is a treasured community events that brings families, friends and neighbors together to celebrate in Recreation Park. The festival has a warm, community feel that captures El Segundo’s small town charm. The daytime activities include pie and watermelon eating contests, potato sack races, food vendors, and all of the components of a good ol’ fashioned day in the park with friends and family. The nighttime portion of the event includes performances from live bands, the singing of the National Anthem and one of the most spectacular fireworks shows in Southern California.



"We come out to the 4th of July event every year with all of our family. The kids love all of the contests and games and we love seeing neighbors from all over El Segundo."

-Sara, El Segundo Resident



Platinum	\$10,000	<ul style="list-style-type: none"> • Sponsor banner with business logo posted on stage for 4th of July event reading "Platinum Sponsor of 4th of July, BUSINESS NAME" • Sponsor recognition at City Council meeting • Sponsor interview with El Segundo Media for "What's Up El Segundo" • Sponsor logo on yard signs posted throughout community • Sponsor recognition on stage with City Council at event • VIP Parking at event, 10 wristbands for free entry • Sponsor logo in same size, prominence as City logo on all printed marketing material • Booth space at event or opportunity for give-a-ways at entry • Sponsor business logo on all social media marketing for 4th of July
Gold	\$5,000	<ul style="list-style-type: none"> • Business name on shared banner posted at event entry reading "Gold Sponsor of 4th of July, BUSINESS NAME" • Sponsor recognition on stage during event • Sponsor logo on yard signs posted throughout community • Sponsor logo at 3/4 size of City logo on all printed marketing material for 4th of July event • Sponsor business logo on all social media marketing for 4th of July event
Silver	\$2500	<ul style="list-style-type: none"> • Sponsor logo on yard signs posted throughout community • Sponsor name on all printed marketing material for 4th of July event • Sponsor business logo on all social media marketing for 4th of July event
Community	\$1,000	<ul style="list-style-type: none"> • Sponsor business name on all printed marketing material for 4th of July event

SUMMER CONCERTS IN THE PARK

Estimated Attendance: 1,000 each week

Over 1,000 people come to Library Park weekly to enjoy the Summer Concerts in the Park Series. The series begins on Father's Day and attracts music fans from all over the South Bay throughout the summer. Other activities include Arts & Crafts, games and activities for children.



Platinum	\$10,000	<ul style="list-style-type: none"> • Sponsor banner with business logo posted on stage for entire Concert series reading "Platinum Sponsor of El Segundo Summer Concerts in the Park, BUSINESS NAME" • Sponsor recognition at City Council meeting • Sponsor interview with El Segundo Media for <i>"What's Up El Segundo"</i> • Sponsor logo on yard signs posted throughout community • Sponsor recognition on stage at any Concert of donors choosing • VIP Parking at event • Sponsor logo in same size, prominence as City logo on all printed marketing material • Booth space at event or opportunity for give-a-ways at entry • Sponsor business logo on all social media marketing for Concerts
Gold	\$7,500	<ul style="list-style-type: none"> • Business logo on shared banner posted on stage for entire Concert series reading "Gold Sponsor of El Segundo Summer Concerts, BUSINESS NAME" • Sponsor recognition at City Council meeting • Sponsor logo on yard signs posted throughout community • Sponsor recognition on stage • VIP Parking at event • Sponsor logo at 3/4 size of City Logo on all printed marketing material for Summer Concert series • Booth space at event or opportunity for give-a-ways at entry • Sponsor business logo on all social media marketing for Concerts
Silver	\$5,000	<ul style="list-style-type: none"> • Business name on shared banner posted on stage for entire Concert series reading "Silver Sponsor of El Segundo Summer Concerts, BUSINESS NAME" • Sponsor logo on yard signs posted throughout community • Sponsor logo on all printed marketing material • Sponsor business logo on all social media marketing
Bronze	\$2,500	<ul style="list-style-type: none"> • Sponsor business name on yard signs posted throughout the City • Sponsor business name on all printed marketing material • Sponsor business logo on select social media marketing
Community	\$1,000	<ul style="list-style-type: none"> • Sponsor business name on all printed marketing material • Sponsor business logo on select social media marketing

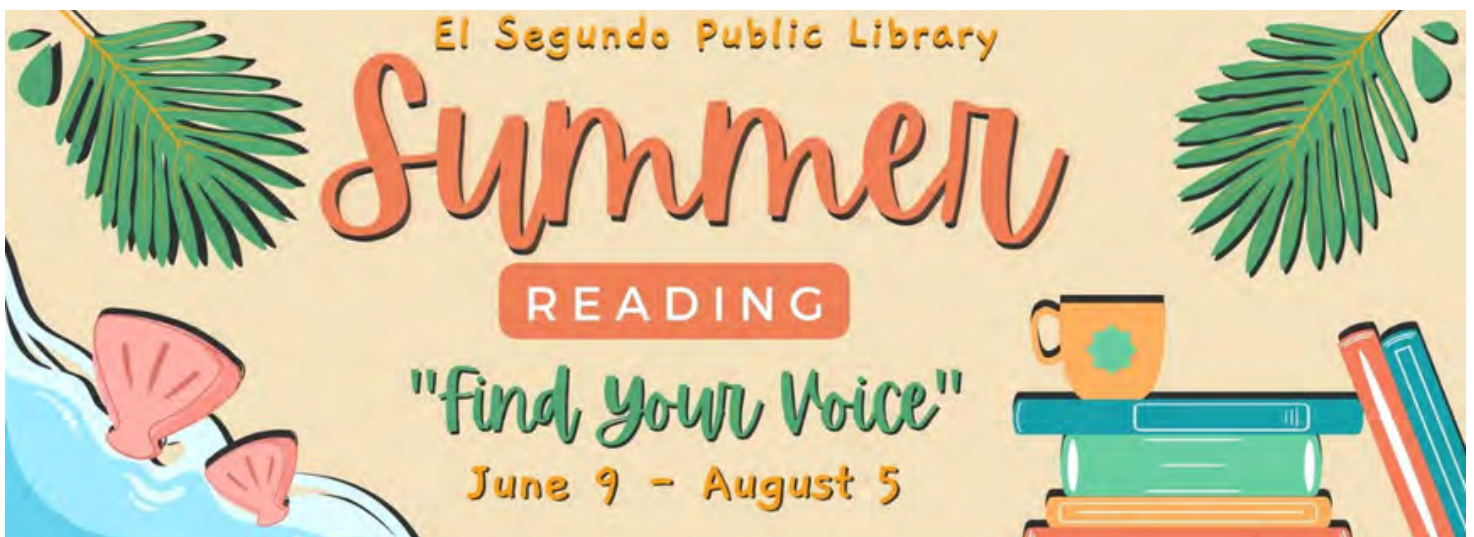
LIBRARY SUMMER READING PROGRAM

Estimated Attendance: 900+

Summer Reading is a fun program designed to engage all age groups in exploring new ideas, books and activities. Patrons may register for the appropriate age group, including Early Readers (ages 0-4), Kids (ages 5-12), Teens (ages 13-18) and Adults. This year, the theme is "Find Your Voice" and runs from June 9th through August 5th. Through the Beanstack app, participants will earn badges on a virtual BINGO! card, collecting badges for completing activities, submitting book reviews, and earning BINGO! The more participants read and engage, the more opportunities there are to win!



Platinum	\$10,000	<ul style="list-style-type: none"> • Sponsor invited to participate in Summer Library programs • Sponsor recognition at City Council meeting • Sponsor logo in same size, prominence as City logo on all printed marketing material for Summer Reading for one fiscal year • Sponsor business logo on all social media marketing for Summer Library Programs
Gold	\$5,000	<ul style="list-style-type: none"> • Sponsor recognition at City Council meeting • Sponsor on all printed marketing material for Summer Library programs • Sponsor logo at 3/4 size of City logo on all printed marketing material for Summer Library Programs



FAMILY CAMPOUT

Estimated Attendance: 400

This unique family campout held in Recreation Park invites families to join us for an evening under the stars. Campers set up their tents on Stevenson Field and enjoy dinner, activities for kids, an outdoor movie and s'mores roasted over the campfire.



AUGUST 13TH - 14TH
FAMILY CAMPOUT
AT STEVENSON FIELD

\$16 PER PERSON

Resident Sale Begins: July 5th | Non-Resident Sale Begins: July 15th
Families are invited to bring their tents and camp out under the stars on Stevenson Field.

Includes:
Dinner on Saturday and Breakfast on Sunday
Games and Activities
Movie at Dusk
S'mores around the Campfire in the evening

Wristbands available at the George E. Gordon Clubhouse from July 5th through August 2nd
Due to preparation needs, this event is pre-sale only.
Entry at 4pm on Saturday. No sales onsite & no refunds.
Must have wristbands at the gate. No alcohol. No pets allowed.
For more information please call 310-524-2362

Sponsored by: **BILL RUANE** RE/MAX



"My kids look forward to the Campout every summer. They love sleeping outside and playing into the night with their friends. Oh, and they love the s'mores!"
-Jack, El Segundo Resident

Platinum	\$5,000	<ul style="list-style-type: none"> • Sponsor banner with business logo posted at event reading "Platinum Sponsor of Family Campout, BUSINESS NAME" • Sponsor recognition at City Council meeting • Sponsor interview with El Segundo Media for "What's Up El Segundo" • Sponsor logo on yard signs posted throughout community • Sponsor recognition on microphone at event • VIP Parking at event • Sponsor logo in same size and prominence of City logo on all printed marketing material • Sponsor logo on all social media marketing for event
Gold	\$3,000	<ul style="list-style-type: none"> • Business logo on shared banner posted at event reading "Gold Sponsor of Family Campout, BUSINESS NAME" • Sponsor logo on yard signs posted throughout community • Sponsor recognition on microphone at event • Sponsor logo at 3/4 in size of City logo on all printed marketing material
Silver	\$1500	<ul style="list-style-type: none"> • Sponsor name on all printed marketing material • Sponsor business logo on all social media marketing for event
Bronze	\$1,000	<ul style="list-style-type: none"> • Sponsor logo on all printed marketing material • Sponsor business logo on all social media marketing
Community	\$500	<ul style="list-style-type: none"> • Sponsor logo posted on signage at one activity/attraction Ex: "Jump House Sponsored by BUSINESS NAME"

HALLOWEEN FROLIC

Estimated Attendance: 3,500+

This fun-filled event on Main Street celebrates Halloween and includes a haunted house, games, bouncers, live entertainment, food vendors and of course CANDY! A traditional costume contest and delight the 3,500+ attendees who flood City Hall Plaza dressed as their favorite ghoul or goblin.

"Every year we go to the Frolic and my kids enter the costume contest. Last year my very shy son won the contest and was so proud of himself for participating! It was such a great memory for all of us."

-Janae, El Segundo Resident



Platinum *One available	\$7,500	<ul style="list-style-type: none"> • Sponsor banner with business logo posted on stage for event reading "Platinum Sponsor of Halloween Frolic, BUSINESS NAME" • Sponsor recognition at City Council meeting • Sponsor interview with El Segundo Media for "What's Up El Segundo" • Sponsor logo on yard signs posted throughout community • Sponsor recognition on stage • VIP Parking at event • Sponsor logo in same size, prominence as City logo on all printed marketing material • Sponsor business logo on all social media marketing
Gold	\$5,000	<ul style="list-style-type: none"> • Business logo on shared banner posted on stage for event reading "Gold Sponsor of Halloween Frolic, BUSINESS NAME" • Sponsor recognition at City Council meeting • Sponsor logo on yard signs posted throughout community • Sponsor recognition on stage • Sponsor logo at 3/4 size of City Logo on all printed marketing material • Sponsor business logo on all social media marketing for event
Silver	\$2,500	<ul style="list-style-type: none"> • Business logo on shared banner posted on stage • Sponsor name on all printed marketing material for event • Sponsor business logo on all social media marketing for event
Bronze	\$1,000	<ul style="list-style-type: none"> • Sponsor name on all printed marketing material for event • Sponsor business logo on all social media marketing for even

TREE LIGHTING ON MAIN STREET

Estimated Attendance: 3,000

Downtown Main Street comes alive with the magic of Christmas! Guests enjoy visits with Santa Claus and the lighting of our live, 20-foot Holiday Tree at the City Hall Plaza. A craft boutique with live holiday entertainment and activities for children is also offered.



<p>Platinum *One available</p>	<p>\$7,500</p>	<ul style="list-style-type: none"> • Sponsor banner with business logo posted on stage for event reading "Platinum Sponsor of Tree Lighting, BUSINESS NAME" • Sponsor logo incorporated into "Santa's Workshop" area • Sponsor recognition at City Council meeting • Sponsor interview with El Segundo Media for "What's Up El Segundo" • Sponsor logo on yard signs posted throughout community • Sponsor recognition on stage • VIP Parking at event • Sponsor logo in same size, prominence as City logo on all printed marketing material • Booth space at event or opportunity for give-a-ways at entry • Sponsor business logo on all social media marketing
<p>Gold</p>	<p>\$5,000</p>	<ul style="list-style-type: none"> • Business logo on shared banner posted on stage for event reading "Gold Sponsor of Tree Lighting, BUSINESS NAME" • Sponsor recognition at City Council meeting • Sponsor logo on yard signs posted throughout community • Sponsor recognition on stage • Sponsor logo at 3/4 size of City Logo on all printed marketing material • Sponsor business logo on all social media marketing for event
<p>Silver</p>	<p>\$2,500</p>	<ul style="list-style-type: none"> • Business logo on shared banner posted on stage • Sponsor name on all printed marketing material for event • Sponsor business logo on all social media marketing for event
<p>Bronze</p>	<p>\$1,000</p>	<ul style="list-style-type: none"> • Sponsor name on all printed marketing material • Sponsor business logo on all social media marketing for event

EGG HUNT EGGSTRAVAGANZA

Estimated Attendance: 2,000-3,000

One of the largest egg hunts in the South Bay, this egg hunt utilizes different areas of Recreation Park to accommodate hundreds of little ones hunting for goodies. On the Saturday before Easter, over 8,000 eggs are found by infants, toddlers, tots, and youth up to twelve years of age. The event also includes free photos with the Easter Bunny, games and other activities for children.



Platinum	\$5,000	<ul style="list-style-type: none"> • Sponsor banner with business logo posted at event reading "Platinum Sponsor of Egg Hunt Eggstravaganza, BUSINESS NAME" • Sponsor recognition at City Council meeting • Sponsor interview with El Segundo Media for "What's Up El Segundo" • Sponsor logo on yard signs posted throughout community • Sponsor recognition on microphone at event • VIP Parking at event • Sponsor logo in same size and prominence of City logo on all printed marketing material • Sponsor logo on all social media marketing for event
Gold	\$3,000	<ul style="list-style-type: none"> • Business logo on shared banner posted at event reading "Gold Sponsor of Egg Hunt Eggstravagnza, BUSINESS NAME" • Sponsor logo on yard signs posted throughout community • Sponsor recognition on microphone at event • Sponsor logo at 3/4 in size of City logo on all printed marketing material
Silver	\$1,500	<ul style="list-style-type: none"> • Sponsor name on all printed marketing material • Sponsor business logo on all social media marketing for event
Bronze	\$500	<ul style="list-style-type: none"> • Sponsor logo posted on signage at one activity/attraction Ex: "Jump House Sponsored by BUSINESS NAME"

HOMETOWN FAIR

Estimated Attendance: 2,500-3,000

The Hometown Fair features a carnival style atmosphere with over 50 craft vendors, entertainment groups, rides, and bouncers on the first Saturday of May. Co-sponsored by the El Segundo High School Associated Student Body, the Hometown Fair's goal is to incorporate community schools and groups in the planning, organizing, and implementation of the event. Non-profit groups from El Segundo High School and the community sell food and facilitate games to fundraise for their clubs.



"The Hometown Fair is our favorite event each year! It is so great to see all of the community groups coming together to celebrate El Segundo. We feel so lucky to live in this special community."

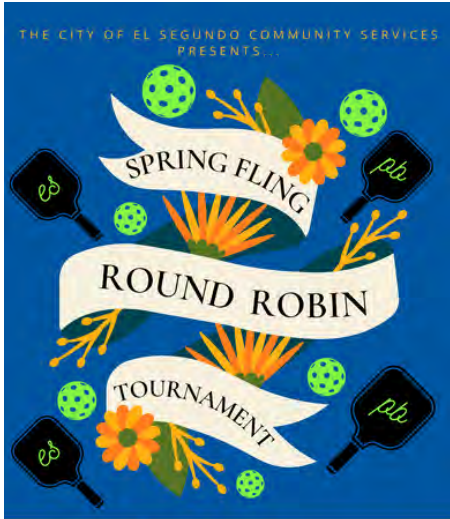
-Darlene, El Segundo Resident

Platinum	\$5,000	<ul style="list-style-type: none"> • Sponsor banner with business logo posted on stage for event reading "Platinum Sponsor of Hometown Fair, BUSINESS NAME" • Sponsor recognition at City Council meeting • Sponsor interview with El Segundo Media for "What's Up El Segundo" • Sponsor logo on yard signs posted throughout community • Sponsor recognition on stage • VIP Parking at event • Sponsor logo at 3/4 in size of City logo on all printed marketing material • Sponsor logo on all social media marketing for event
Gold	\$3,000	<ul style="list-style-type: none"> • Business logo on shared banner posted on stage for event reading "Gold Sponsor of Halloween Frolic, BUSINESS NAME" • Sponsor logo on yard signs posted throughout community • Sponsor recognition on stage • Sponsor name on all printed marketing material for event
Silver	\$1,000	<ul style="list-style-type: none"> • Sponsor name on all printed marketing material for event • Sponsor business logo on all social media marketing for event
Bronze	\$500	<ul style="list-style-type: none"> • Sponsor logo posted on signage at one activity/attraction Ex: "Jump House Sponsored by BUSINESS NAME"

PICKLEBALL

Estimated Attendance: 10,000+ per month

Recreation Park has multiple pickleball courts used for clinics, leagues, drop-in play, and personal play. Thousands of players enjoy our courts every month year-round. Pickleball is enjoyed by all ages and levels from beginners to advanced.



Platinum	\$10,000	<ul style="list-style-type: none"> • Sponsor banner with business logo posted at Pickleball Court for one fiscal year reading "Platinum Sponsor of El Segundo Pickleball, BUSINESS NAME" • Sponsor recognition at City Council meeting • Sponsor logo in same size, prominence as City logo on all printed marketing material for City pickleball clinics, classes & Events for one fiscal year • Sponsor business logo on all social media marketing for pickleball activities for one fiscal year
Gold	\$5,000	<ul style="list-style-type: none"> • Business logo on shared banner posted at Skatepark for one fiscal year reading "Gold Sponsor of El Segundo Pickleball, BUSINESS NAME" • Sponsor logo at 3/4 size of City logo on all printed marketing material for Pickleball activities for one fiscal year
Silver	\$1,000	<ul style="list-style-type: none"> • Sponsor name on all printed marketing material for City pickleball clinics, classes & Events for one fiscal year

**ADULT PICKLEBALL LEAGUE
SPRING 2022**



SEASON STARTS MARCH 30



Pickleball participation has grown by over 150% in the past three years in the United States. There are an estimated 4.8 million players across the country.

EL SEGUNDO TEEN CENTER

Estimated Attendance: 1,000+ per month

The El Segundo Teen Center serves as a drop in safe space for teens to enjoy games, movies, sports, arts and time with friends. Trained staff are on hand to act as role models for youth and to help the teens establish peer relationships.

Platinum	\$10,000	<ul style="list-style-type: none"> • Sponsor banner with business logo posted in Teen Center for one fiscal year reading "Platinum Sponsor of El Segundo Teen Center, BUSINESS NAME" • Sponsor recognition at City Council meeting • Sponsor logo in same size, prominence as City logo on all printed marketing material for all Teen activities for one fiscal year • Sponsor business logo on all social media marketing for Teen Center activities for one fiscal year
Gold	\$5,000	<ul style="list-style-type: none"> • Business name or logo on shared banner posted in Teen Center for one year reading "Gold Sponsor of El Segundo Teen Center, BUSINESS NAME" • Sponsor recognition at City Council meeting • Sponsor logo at 3/4 size of City logo on all printed marketing material for all Teen activities for one fiscal year



EL SEGUNDO SKATE PARK

Estimated Attendance: 5,000+

The El Segundo Skate Park is a place for youth and teens to hone their skate skills and have fun with friends in a healthy environment.

Platinum	\$10,000	<ul style="list-style-type: none"> • Sponsor banner with business logo posted at Skatepark for one fiscal year reading "Platinum Sponsor of El Segundo Skate Park, BUSINESS NAME" • Sponsor recognition at City Council meeting • Sponsor logo in same size, prominence as City logo on all printed marketing material for Skate Park for one fiscal year • Sponsor business logo on all social media marketing for Skate Park for one fiscal year
Gold	\$5,000	<ul style="list-style-type: none"> • Business logo on shared banner posted at Skatepark for one fiscal year reading "Gold Sponsor of El Segundo Skate Park, BUSINESS NAME" • Sponsor recognition at City Council meeting • Sponsor logo at 3/4 size of City logo on all printed marketing material for Skate Park for one fiscal year

El Segundo
**REC, PARKS,
& LIBRARY**
We Engage... We Inspire... We Play...



@esrecandparks



www.elsegundorecparks.org

City of El Segundo Recreation & Parks
401 Sheldon Street
El Segundo, CA 90245
310-524-2700



RECREATION AND PARKS COMMISSION
Meeting Minutes
Wednesday, May 17, 2023, 6:00 p.m.

A. CALL TO ORDER – The meeting of the Recreation and Parks Commission was called to order by Chairperson Motta at 6:00 p.m.

B. PLEDGE OF ALLEGIANCE – Led by Commissioner Stolnack

C. ROLL CALL –

Commissioner Lee Davis	Present
Commissioner Julie Stolnack	Present
Commissioner Dave Lubs	Present
Vice Chairperson Kelly Watson	Absent
Chairperson Bob Motta	Present

ALSO PRESENT –

Joseph Casillas, Acting Parks Superintendent
Rachel Cummings, Acting Recreation Superintendent
Linnea Palmer, Senior Administrative Analyst

D. PRESENTATION

1. Employee Spotlight – Kristina Kora-Beckman, Senior Librarian
Director Mancini shared about all the value Kristina has brought to the library as well as her history working in the City.
2. 2023 District 9 CPRS Banquet
Aly congratulated staff that was selected by the El Segundo leadership team to recognize their outstanding contributions to our team.

E. PUBLIC COMMUNICATIONS – *(Related to Commission business only and that is within the subject matter under the jurisdiction of the Commission – 5 minutes per person; 30 minutes total. The Brown Act does not allow the Commission to act on any item not on the agenda.)*

None

F. CONSENT CALENDAR

1. **APPROVAL OF THE MINUTES** of the Recreation and Parks Commission Meeting of April 19, 2023. (Commission Action Required)

Motioned by Commissioner Davis and seconded by Commissioner Lubs to approve the minutes of the April 19, 2023. Motion carried 3-0-1 (Commissioner Stolnack abstained from

the vote).

G. UNFINISHED BUSINESS - None

H. NEW BUSINESS

1. Recreation Park Renovation Subcommittee

The commission appointed Chairperson Motta as the Recreation and Parks Commission representative on the Recreation Park Renovation Subcommittee. Commissioner Lubs was appointed as the alternate representative for the Recreation Park Renovation Subcommittee.

Motioned by Commissioner Davis and seconded by Chairperson Motta.

Motion carried 4-0.

2. Review of Recreation and Parks Commissioners terms and appointments to subcommittees.

Director Mancini reviewed the subcommittee appointments of the commissioners. The commissioners did not seek changes to their appointments.

I. REPORTS

1. REPORTS OF SUBCOMMITTEES

- a. Aquatics Subcommittee – Commissioner Davis shared about the Aquatics Subcommittee creating a workplan to progress aquatics in El Segundo. He is seeking further direction from Council as to the direction of the workplan for the subcommittee. Director Mancini informed that she is working with the department's Communications Specialist to share information about the Plunge with the public.
- b. Transportation Subcommittee – Ryan Delgado, Recreation Supervisor shared about the new ES Connect pilot program to provide public transportation throughout El Segundo. The program will run from September 15th – November 15th at which point staff will be provided data about ridership and use of the shuttles.
- c. Youth Sports Council – did not meet.

2. DIRECTOR REPORTS

Director Mancini commended the Teen Center staff, Devon Zamora and Terrance Wilson, for provided structured programming for teens. There will be an open house at the Teen Center on June 14th from 3pm-5pm. Commissioner Stolnack inquired about the Pine Beetle eradication and Joseph Casillas, Acting Parks Superintendent informed that 9 trees were removed.

J. COMMISSIONERS COMMENTS

Vice Chairperson Watson – Absent

Commissioner Stolnack – Requested that staff look at the model the City of Redondo Beach has laid for their Community Garden. She requested Parks staff remove the advertising signs at the intersection of Imperial and Center Street. Commissioner Stolnack requested Parks staff plant a Blue Butterfly habitat off of Imperial. She also requested staff consider the ability to renew Recreation ID Cards online. Additionally, she noticed weeds on PCH that she would like to be removed beyond the planters. Joseph informed Commissioner Stolnack that the Streets Department handles all City hardscapes.

Commissioner Lubs – Shared his appreciation for the parks in the City and thanked Joseph and the Parks staff for the work they do to maintain the spaces.

Commissioner Davis – Would like to review the payment history of Southern California Aquatics and to address their concerns about ESAC. He recognized the efforts Joseph

Lormans puts in at the Aquatics Center. Lastly, he requested subcommittees present to the Recreation and Parks Commission before items are presented to City Council.
Chairperson Motta – Thanked staff for their work.

K. Director's Comments

Director Mancini shared her appreciation for all of the staff, specifically Parks staff for their flexibility and ability to complete tasks with their changes in leadership.
She also shared that the City held their Strategic Plan meeting to introduce and reprioritize the goals of the City.

L. ADJOURNMENT

Adjourn to the next meeting on June 21, 2023, at 6:00pm.

Meeting adjourned at 6:53pm



TITLE:

Private Instructor Permit.

RECOMMENDATION:

1. Review and file.

FISCAL IMPACT:

The estimated fiscal impact for the proposed private instruction fee and permit is potential additional revenue for FY 2023-2024 of approximately \$20,000.

The staffing time to monitor private instruction in the park is anticipated to be approximately six staff hours per week resulting in approximately \$7800 in additional part time staffing fees.

BACKGROUND:

The Recreation Division currently contracts with individuals to conduct a variety of recreation classes and camps for the community. The contractor sets their class rates, and the City manages the advertising, registration, and provides facility space to conduct the program. Contract instructors receive 70% of all registration fees (at the resident rate) and the City retains the remaining 30% of fees. The contract class program generates approximately \$230,000 in revenue annually.

Since the onset of the Covid-19 pandemic in 2020, Recreation Staff has observed an increase in private instruction taking place in public parks. Individuals are utilizing park spaces to conduct business activity such as fitness training, day camps, and other classes. According to municipal code 10.1.4 in Parks Rules in Regulations, Section R., such activity is not permitted in the parks without approval from the City.

DISCUSSION:

In an effort to meet the desire of residents to participate in private instruction, staff are proposing a process in which private instructors pay an hourly fee to the City to conduct these activities. The instructor will be restricted to providing one-on-one instruction. If an instructor wishes to provide class instruction for more than one person, they will be required to become a contract instructor with the City and adhere to the guidelines of that program.

Staff are proposing a \$15 hourly fee for the Private Instruction Permit to go into effect on July 1, 2023. Approved permitted private instructors will be given an identification badge to assist staff enforcing the program. Instructors will be limited in the number of hours they can provide services weekly and will be assigned space in the parks based on other park activity. Other rules and guidelines for the proposed program can be found in Attachment A.

CITY STRATEGIC PLAN COMPLIANCE:

None

PREPARED BY: Brandee Thornton, Senior Administrative Specialist

REVIEWED & APPROVED BY: Aly Mancini, Recreation, Parks and Library Director

ATTACHED SUPPORTING DOCUMENTS:

Attachment A



City of El Segundo
Recreation, Parks, and Library Department
401 Sheldon Street, El Segundo, CA 90245
Call: 310-524-2700
Contact:
Email:

PRIVATE INSTRUCTION PERMIT

In accordance with El Segundo Municipal Code Title 10, Chapter 1, Section 4, the use of public parks or facilities to provide a service requires a written approval.

The following items must be included for eligibility and application to be considered:

- A copy of a valid business license with the City of El Segundo
- Proof of Certificate of Insurance
 - *\$1 million general liability insurance naming "The City of El Segundo, it's officers, agents and employees" as additionally insured, auto insurance, and workers compensation insurance.*
- Signed Hold Harmless Agreement
- Completed Outdoor Private Instruction Permit Application

Commercial use of park property requires a permit issued by the City of El Segundo. The permit does not grant exclusive use of space but provides the permit holder a license for the activity in the designated area, for private, one-on-one instruction only. Complete of application is only a request and does not indicate approval of permit.

Restrictions and Requirements:

- Permit applications must be submitted quarterly. Once approved, fees will be collected. No refunds will be given for cancellations for any reason
- Class times are reserved for one hour maximum.
- Permit holders can reserve up to 5 hours of space per location, per week, subject to availability. The Recreation Department reserves the right to allocate usage at staff's discretion.
- Permits may not be transferred to any other individual.
- No slamming of weights or other equipment is allowed. All participants must remain mindful not to damage the surface of the designated area. Instruction may not block designated walkways and stairways. In the event an activity causes damage to City property, repairs will be the responsibility of the instructor.
- Instructors may not attach any equipment to existing fences, benches, other infrastructure, trees, bushes, or other existing landscaping.
- Amplified sound, yelling or use of whistles, horns or other noise making equipment is not permitted.
- City activities will have priority on City-owned facilities and parks. The City of El Segundo reserves the right to cancel any scheduled private instruction at any time without notice. Private instructors must observe all rules and regulation of all City parks and facilities which are found in Municipal Code Chapter 10.

Permitted Locations

Recreation Park: Lawn Bowling Green:

- Surface: natural grass turf
- Size: 40' x 120'

Recreation Park: Clubhouse "Skate" Circle:

- Surface: concrete
- Size: approximately 40' x 40'

Recreation Park: Batting Cages

- Located at George Brett Field or Stevenson Field

El Segundo Teen Center: Skate Park

- Located on Grand Ave
- Surface: concrete

Library Park

- Surface: natural grass turf



Below are the requestable days/times for each location. Subject to availability.

Days:

Monday – Saturday

Times:

7:00am-8:00pm

Price (Plus \$100 Refundable Deposit):
\$15 per hour for all

Permitted Locations (Continued)

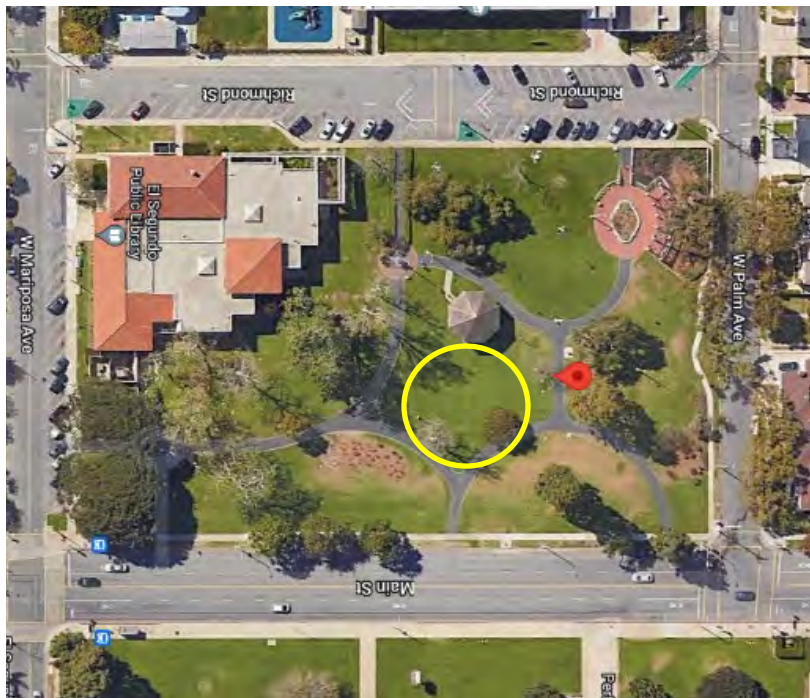
Clubhouse “Skate” Circle at Recreation Park

Concrete Surface



Library Park

Natural Grass Turf



Below are the requestable days/times for each location. Subject to availability.

Days:

Monday – Saturday

Times:

7:00am-8:00pm

Price (Plus \$100 Refundable Deposit):
\$15 per hour for all

EL SEGUNDO RECREATION, PARKS, AND LIBRARY

Private INSTRUCTION PERMIT APPLICATION

1. Name of Business or Instructor: _____

2. Applicant Name: _____

3. Business mailing address: _____

4. Business website: _____

5. Business phone number: _____

6. Email address: _____

7. Proposed Use (describe equipment, activities, age of participants, and fees charged to participants):

8. Proposed Day/Time/Location (5 maximum per week):

First Choice Selections	Day of Week	Time	Location
1			
2			
3			
4			
5			

Alternate Selections	Day of Week	Time	Location
1			
2			
3			



RECREATION, PARKS & LIBRARY DEPARTMENT

DATE: June 21, 2023
TO: Recreation and Parks Commission
FROM : Aly Mancini, Director of Recreation, Parks and Library
SUBJECT: Department Report

Recreation Division

Joslyn Center, Senior Transportation, & Community Garden

May Meals Delivered: 488
May Lyft Pass: 107
May Lyft Concierge: 315
May Seasonal Transportation: 621 riders

May Senior Activities: 305 participants
May Recurring Activities: 1572 hours
May Facility Rentals: 266 hours

Community Garden (West) Active Plots: 16
Community Garden (East) Active Plots: 22

Teen Center

May Attendance: 2166 teens
Average Hourly Attendance: 14 teens

May:
Champ Camp: 8 hours / 4 reservations
Dungeons & Dragons: 8 hours / 4 reservations

The Teen Center continues to be staffed and open for drop-in use 6 days per week and was open a total of 26 days in May. Throughout May, a total of 2,166 teens visited the Teen Center and Teen Center Basketball Court based on the hourly attendance added up for each day of month. Throughout the month of May the Teen Center hosted twice daily activities to encourage more attendance. Lastly, the Teen Center had a booth at Hometown Fair selling pizza and drinks, earning \$1,047.

Gordon Clubhouse Facility Use

May Co-Op: 98 hours / 28 reservations
May Recreation Classes: 65 hours / 60 reservations
May Drama: 59 hours / 17 reservations
May Internal Use: 6 hours / 4 reservations
May Private Rentals: 1hour / 1 reservation

The Clubhouse and its various rooms were reserved/activated a total of 110 times totaling, 229 hours in May for recreation activities, youth drama program, camps, Co-op, meetings, and rentals. This month we onboarded a new gymnastics instructor, as well as screened several ceramics instructors.

Total Clubhouse Reservations: 110
Total Number of Hours: 229

Recreation Guide & Marketing

The 2023 Summer Recreation Activity Guide was released on May 17. The summer guide advertises recreation classes, camps and events taking place June through August. Resident registration opened on May 22 and non-resident registration opened on May 29, with summer programs beginning on June 12. For the first time in several years, Staff secured a printing vendor and printed 1,000 copies of the Recreation Guide to be distributed to the public. Printed copies of the guide are available for public distribution at all recreation facilities.

Staff are working on the Summer Recreation Guide.

Instagram Followers: 2,691
Teen Center Instagram Followers: 379
Facebook Followers: 3185

Farmer's Market

Below are the following numbers for farmers market during the month of May.

May 4th, 2023

Prepackaged Vendors: 14
Produce Vendors: 4
Craft Vendors: 0
Total Vendors: 18
Total Revenue: \$853.26.64

May 11th, 2023

Prepackaged Vendors: 13
Produce Vendors: 4
Craft Vendors: 3
Total Vendors: 20
Total Revenue: \$904.74

May 18th, 2023

Prepackaged Vendors: 14
Produce Vendors: 4
Craft Vendors: 3
Total Vendors: 21
Total Revenue: \$916.82

May 25th, 2023

Prepackaged Vendors: 12
Produce Vendors: 4
Craft Vendors: 3
Total Vendors: 19
Total Revenue: \$819.02

Aquatics Center

A detailed report for use of the Aquatic Center is attached. (Attachment A).

Fields and Courts Use

Pickleball Leagues for Spring 2023 will be ending in June. There are 10 League Divisions occupies all Pickleball courts, various Tennis courts and, Volleyball Courts 1&2. Summer 2023 Pickleball Leagues are set to begin the week of June 5th. Tennis Court 6 will be re-painted to become a set of four permanent pickleball courts on June 19th. Volleyball Courts 1 and 2 will be repainted as both volleyball and pickleball courts that day as well.

Field Reservations are mostly internal apart from Campus, which houses both internal and public reservations.

A detailed report for the use of fields and courts is attached with number of reservations calculated by hour. (Attachment B).

Parks Division

Maintenance

Parks

Park Maintenance

- Staff working on reconditioning dedication benches and plaques along Memory row.
- Fence repair – Richmond Field , George Brett Field, Stevenson Field and Skate Park completed.
- Routine maintenance continues throughout the parks.

Tree Maintenance

- Routine tree maintenance and light trimming citywide.
- Tree Division Boom Truck Out Of Service for repair and parts are on back order.

Commission Requests and Follow Up

- PCH – Center Medians with plant material is Parks Department Landscape contractor Parkwood.
- PCH – Landscape Medians between Grand avenue to Imperial are drought tolerant plant material with no irrigation .2nd Median between El Segundo Blvd to Rosecrans has irrigation and serviced by Parkwood Landscape.
- PCH – Streets, Sidewalks, Hardscapes are Public Works Street Department and Cal – Trans.
- PCH – Street Supervisor Beto Moreno advised PCH belongs to Cal – Trans and any type of work goes through Cal - Trans first.
- PCH and Citywide weed abatement – The reason we are observing more weeds today on PCH and Citywide is because the City, Parks and Street department banned weed killer like Round Up and now weed control is done manually which takes more staffing, scheduling and time.

ATTACHMENTS

Attachment A – Aquatics Center Detailed Report

Attachment B – Fields and Court Use Detailed Report



AQUATICS May Report

Aquatics Center Instructional Programming		\$	Number of Participants
Contract Classes			
	Naomi's Hiit Water Aerobics	\$1,470.00	198
Staff Guided Lessons			
	Group Lessons	\$0.00	0
	Private Swim Lessons	\$0.00	0
Totals		\$1,470.00	198

Aquatics Center Public Drop In Programming		\$	Number of Customer Lane Reservations
Public Swim			
	Reservations	\$7,440.00	4909
	Lap Swim Drop in	\$766.00	369
	Recreation Swim	\$530.00	249
Totals		\$8,736.00	5527

Annual Membership Sales at the Aquatics Center		\$	Memberships sold
Wiseburn Rec IDs	Adult ID	\$210.00	14
Wiseburn Rec IDs	Senior ID	\$10.00	2
Wiseburn Rec IDs	Youth ID	\$150.00	15
Wiseburn Rec IDs	Infant ID	\$5.00	1
Totals		\$375.00	32

El Segundo Rec IDs	Adult ID	\$180.00	13
El Segundo Rec IDs	Senior ID	\$5.00	1
El Segundo Rec IDs	Youth ID	\$60.00	6
El Segundo Rec IDs	Infant ID	\$10.00	2
Totals		\$255.00	22

Membership Sales		Passes Purchased to use towards Lane Rentals	
El Segundo Resident Punch Passes			
	10 Punch Pass	\$264.00	9
	20 Punch Pass	\$391.00	7
	30 Punch Pass	\$765.00	12
El Segundo Resident Membership Passes			
	30 Day	\$80.00	2
	90 Day	\$265.00	3
	Annual	\$1,000.00	4
Wiseburn Resident Punch Passes			
	10 Punch Pass	\$88.00	2
	20 Punch Pass	\$98.00	2
	30 Punch Pass	\$270.00	4
Wiseburn Resident Membership Passes			
	30 Day	\$40.00	1
	90 Day	\$0.00	0
	Annual	\$0.00	0
Non-Resident Punch Passes			
	10 Punch Pass	\$643.00	18
	20 Punch Pass	\$1,125.00	13
	30 Punch Pass	\$2,970.00	27
Non-Resident Membership Passes			
	30 Day	\$260.00	5
	90 Day	\$160.00	1
	Annual	\$400.00	1
Totals		\$8,819.00	111

Aquatics Center Permit Groups	Short Lane Hours	\$	Estimated Participants (4 to 5 per lane)
Alpha	911.50	\$14,029.00	3646
Beach Cities	476.00	\$7,378.00	1904
SCAQ	427.50	\$6,626.25	1710
South Bay United	610.00	\$4,026.00	1220
Tower 26	223.50	\$3,464.25	670.5
Trojan	530.00	\$4,558.00	1060
Coastal	90.00	\$774.00	180
Totals		\$40,855.50	10390.50

Events		\$	Number of Events
Alpha Swim Meet	4/20/2023	\$2,725.00	1
Totals		\$2,725.00	1

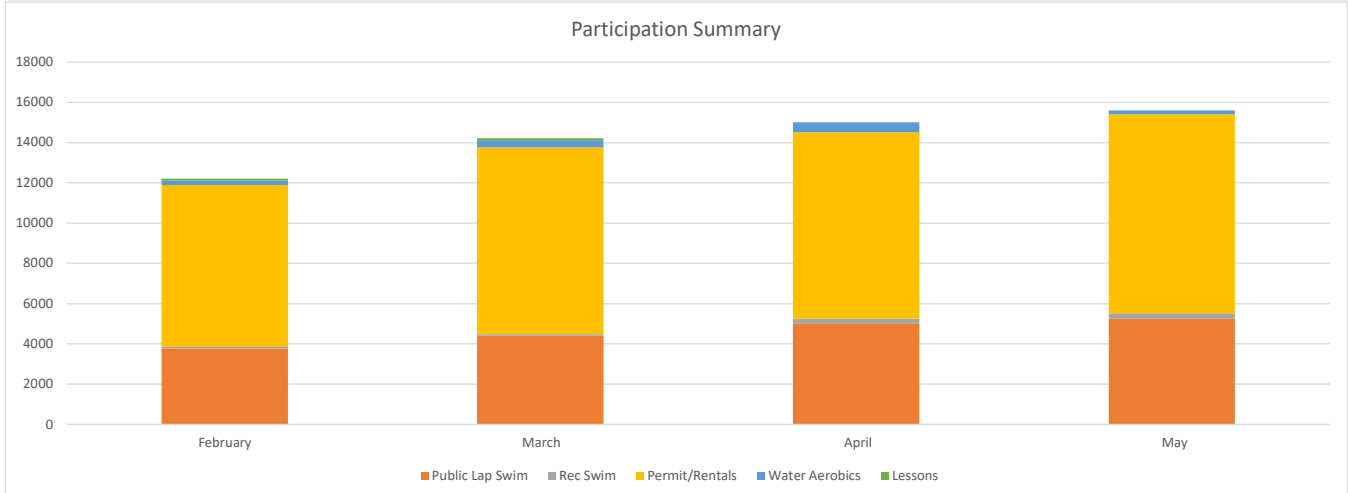
TOTAL		Total Revenue \$63,235.50	Estimated Amount of Visitors in May 16248.50
--------------	--	--	---



AQUATICS CENTER February-May Summary

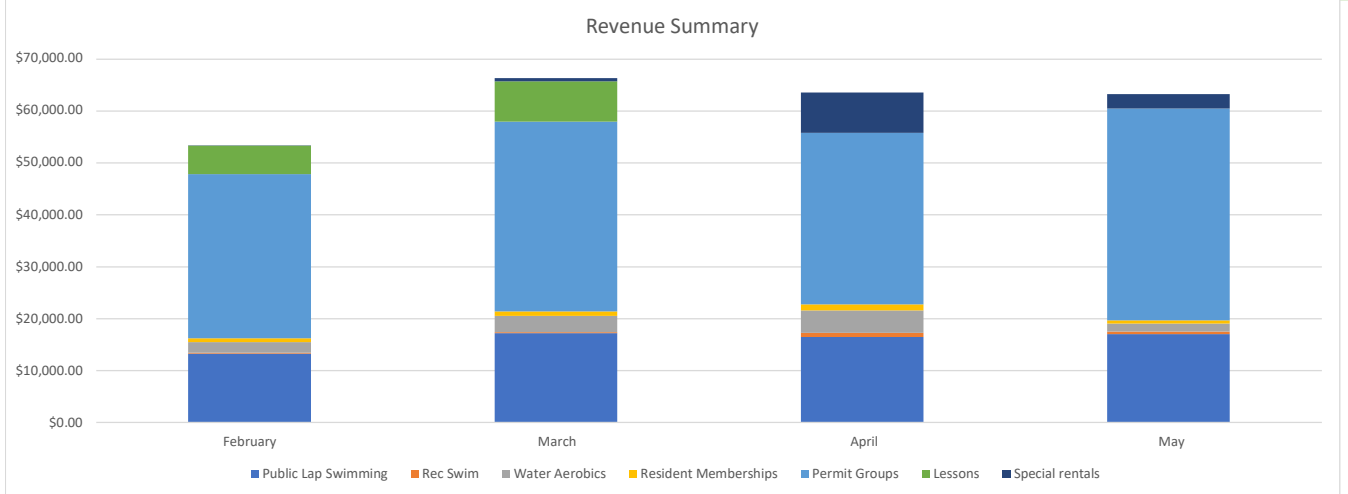
Monthly Statistics	February		March		April		May	
	Revenue	Participation	Revenue	Participation	Revenue	Participation	Revenue	Participation
Water Aerobics	\$ 2,040.00	224	\$ 3,184.00	492	\$ 4,334.00	492	\$ 1,470.00	198
Lesson Programming	\$5,475.54	103	\$ 7,838.00	104				
Lap Swimming	\$13,255.00	3764	\$17,217.00	4396	\$16,482.00	4995	\$17,025.00	5269
Family/Rec Swim	\$172.00	82	\$156.00	90	\$776.00	251	\$530.00	249
Annual Membership Sales	\$745.00	72	\$845.00	72	\$1,160.00	43	\$630.00	54
Rentals/Permit Groups	\$31,654.60	8049	\$36,526.80	9283	\$40,841.60	9270	\$43,580.50	10390
	\$53,342.14	12,294	\$65,766.80	14,437	\$63,593.60	15,051	\$63,235.50	16,160

Participation Summary



Total Participation February-May 57,942

Revenue Summary



Total Revenue February-May \$245,938.04

Facility Report Summary - January 2023

Racquet Sport Courts

Facility	Total Reservations	Amount paid
Paddle Tennis	2	\$30.00
Total	2	\$30.00
Pickleball Court 1	421	\$ 1,550.00
Pickleball Court 2	399	\$ 1,455.00
Pickleball Court 3	404	\$ 1,420.00
Pickleball Court 4	395	\$ 1,225.00
Pickleball Court 5	326	\$ 1,055.00
Pickleball Court 6	294	\$ 770.00
Pickleball Court 7	298	\$ 760.00
Pickleball Court 8	316	\$ 840.00
Total	2853	\$ 9,075.00
Tennis Court 1	318	\$ 1,100.00
Tennis Court 2	326	\$ 895.00
Tennis Court 3	242	\$ 1,055.00
Tennis Court 4	213	\$ 955.00
Tennis Court 5	212	\$ 1,100.00
Total	1311	\$ 5,105.00
Jaguar Tennis Academy	85	\$ 800.00
Scott Crandall - Pickleball	50	\$ 315.00
Racquetball Court 1	0	0
Racquetball Court 2	0	0
Total	0	\$ -
Volleyball Court 1	60	\$304.00
Volleyball Court 2	60	

Total	120	\$	304.00
-------	-----	----	--------

Basketball Court	10.5	\$	1,368.00
------------------	------	----	----------

Total	10.5	\$	-
-------	------	----	---

Hockey Rink	43		
-------------	----	--	--

Total	43	\$	-
-------	----	----	---

Field Reservations

Facility	Total Reservations	Amount paid
----------	--------------------	-------------

George Brett Field	138	\$	-
--------------------	-----	----	---

Total	138	\$	-
-------	-----	----	---

Stevenson Field	180	\$	-
-----------------	-----	----	---

Total	180	\$	-
-------	-----	----	---

Softball Field	201	\$	-
----------------	-----	----	---

Total	201	\$	-
-------	-----	----	---

Campus El Segundo(1/2 field)	55.5	\$	1,755.00
-------------------------------	------	----	----------

Total	55.5	\$	1,755.00
-------	------	----	----------

Campus El Segundo(full field)	336	\$	4,715.00
-------------------------------	-----	----	----------

Total	336	\$	4,715.00
-------	-----	----	----------

Richmond Field	185	\$	-
----------------	-----	----	---

Total	185	\$	-
-------	-----	----	---

Other Facility Reservations

Facility	Total Reservations	Amount paid
----------	--------------------	-------------

Skate Circle		0	\$	-
	Total	0	\$	-

Lawn Bowling			\$	-
	Total	0	\$	-

Checkout Grass Area		15.45	\$	-
	Total	15.45	\$	-

Picnic Tables		168	\$	2,172.00
	Total	168	\$	2,172.00

BBQ Area		21	\$	1,369.50
	Total	21	\$	1,369.50

Fire Circle		38	\$	2,839.00
	Total	38	\$	2,839.00

Raytheon Facilities

Facility	Total Reservations	Amount paid
Ball Field 1	81	\$ -
	Total	81 \$ -
Ball Field 2	81	
	Total	81 \$ -
Full Soccer Field	81	\$ -
	Total	81 \$ -
Picnic Areas	0	\$ -
	Total	0 \$ -

