

**MINUTES**  
**SPECIAL CITY COUNCIL MEETING**  
\*  
**REGULAR MEETING**  
**PARK AND ACTIVITIES COMMISSION**  
**NOVEMBER 7, 2006**

The Regular Park and Activities Commission Meeting was called to order at 6:40 p.m. by CHAIRMAN PERSICHINA.

COUNCIL MEMBERS PRESENT: Addleman, Mitchell\*, Seamans\*, Zuckerman\*

COUNCIL MEMBERS ABSENT: Zerunyan

COMMISSIONERS PRESENT: Allen, Clewis, Davis, Pagliano, Pekich, Persichina, Pierson

CITY STAFF PRESENT: Douglas R. Prichard, City Manager  
Andy Clark, Community Services Director  
Greg Grammer, Administrative Analyst  
Hope Nolan, Deputy City Clerk

OTHERS PRESENT: John McBride, Empty Saddle Club  
Jeff Semko, Poker Ride Chairman  
Ilse Persichina, Celebration Food Chair

\*Councilwoman Seamans arrived at 6:55 p.m.

\*Mayor Zuckerman and Councilwoman Mitchell arrived at 7:00 p.m.

**CALL MEETING TO ORDER**

CHAIRMAN PERSICHINA called the PARK AND ACTIVITIES COMMISSION meeting to order, the time being 6:40 p.m.

**OVERVIEW OF 49<sup>TH</sup> ANNUAL CITY CELEBRATION**

CHAIRMAN PERSICHINA welcomed everyone to the meeting. He thanked the Empty Saddle Club for allowing the City Celebration to be held at the Club again and looked forward to the upcoming 50<sup>th</sup> Celebration at the Empty Saddle Club. He then turned the meeting over to Community Services Director Andy Clark.

**GENERAL REMARKS, COMMENTS AND SUGGESTIONS**

The Community Services Director reviewed the staff report dated November 7, 2006, per written agenda material.

Discussion ensued regarding other aspects of the City Celebration as follows:

Venue – It was noted that the layout of the stage, hayride tour, petting zoo, pony rides, lunch and dinner events, picnic games, parking, and equestrian activities worked well. Mr. John McBride, Empty Saddle Club liaison, was very instrumental in the pre-event set up tasks and was thanked for providing a tractor and hay wagon ride.

Discussion ensued regarding parking at the Empty Saddle Club. It was stated that the overflow parking area was not used too much, due to the decrease in attendance and the fact that parking issues will need to be addressed for next year's 50<sup>th</sup>, as it is anticipated that overflow parking options will be needed.

## Events

High school organization volunteers assisted City staff in decorations, parking vehicles, equestrian events, food service and picnic games. It was noted that the watermelon eating contest, sack races, 3-legged race events and informal horseshoe tournament had strong interest from event attendees.

The barbecue dinner sales reflected the lower attendance. The weather was great and the celebration started earlier (12 noon). In general, the comments regarding this year's event was positive. It was noted that the 4H Club continued to sell barbecue lunches until well after the cutoff time which impacted the dinner sales. The Community Services Director stated that many compliments were received on the quality of the barbecue dinner. Unfortunately, the final dinner ticket count was lower than the previous year. This year, excess food was sold to event attendees. The Community Services Director thanked Lou and Ilse Persichina for handling the dinner portion of the celebration this year.

Numerous compliments were received regarding the quality of entertainment. Two wild animal shows, strolling rope trick artist, Boomer McLennen and the Rhythm Rangers all were very popular events.

The equestrian events drew large audiences. COMMISSIONER DAVIS noted the problem where cars were allowed to park and the performers had a hard time maneuvering their trailers.

The Annual Poker Ride raised a record total of \$2,316, which was evenly split between the PVPHA and the Pepper Tree Foundation. MAYOR ZUCKERMAN commended Jeff Semko for his hard work which resulted in the most successful Poker Ride to date. Mr. Semko expanded the list of donors and suggested added publicity (adding banners in the City's rights-of-way). COMMISSIONER ALLEN noted the results of the Poker Ride were slower and suggested utilizing a computer program to attain the results faster.

Rides and Booths - The hay wagon ride, petting zoo, and pony rides were again very popular. There were 13 community organization booths.

Promotions - It was felt the promotional free hay wagon ride tickets mailed to every resident was very effective in generating participation for the rides.

Greg Grammer, Assistant to the City Manager, was congratulated on a job well done in promoting this event. Promotions included banners in the City's rights-of-way, newspaper ads, article in the Fall Newsletter, press releases, PVP Horsemens Association Newsletter, event flyers, mailings to HOAs and community organizations, Cox Communications 2005 event video replays, Schedule of Events mailed to residents, information contained on the City's website, and free ride coupons assisted in drawing attendees to this event.

Financial Summary - The Community Services Director stated this year's event was approximately \$2,400 over budget. It was noted that an increase in the budget was needed for the 50<sup>th</sup> Celebration. It was suggested that at least \$50,000 be allotted for the 50<sup>th</sup> City Celebration budget, and it was noted that there will be various events held in conjunction with other City events leading up to the City Celebration.

## **DISCUSSION/SUGGESTIONS FOR 50<sup>th</sup> CITY CELEBRATION**

COUNCILWOMAN SEAMANS stated plans and publicity for the 50<sup>th</sup> Anniversary are being discussed in subcommittee meetings. So far, it is planned to have events take place throughout 2007 (starting with the parade in 2006) and crescendo into a blowout celebration in 2007. She added that residents on the Peninsula should all be made aware of what the City Celebration is about. Grand Marshalls for this year's parade will be Sara Ruth and Elmer Grimes, and the Community Grand Marshall will be Dick Moe.

### **SUGGESTIONS FOR THE 50<sup>TH</sup> CITY CELEBRATION:**

1. 4H Club not be allowed to sell food after 1:30 p.m.
  2. Add a 50's band to the entertainment.
  3. Rent a larger public address system.
  4. Review the parking lot design to ensure adequate room to maneuver trailers in the area where performers are allowed to park.
  5. Use adult volunteers to help the high school volunteers with dinner ticket collection and serving the punch and cake. Have one adult responsible for check in and assigning volunteers.
  6. Order more punch and cake for next year.
  7. Add Jousting event.
  8. Explore overflow parking options for 50<sup>th</sup>; i.e., utilizing Rolling Hills Road and a shuttle service and looking into parking on/near Landauer's property.
  9. Rent big screen TVs in order to view football games. Conflict with football game noted as a concern. Inform the public that the games will be available for viewing on the TV screens provided.
  10. Start dinner at 5:00 p.m.
  11. Include a Power Poker Walk together with the Poker Ride. The Poker Ride will be on bridle trails, while the Power Poker Walk will be held on the bike path.
  12. Time Capsule – have ideas for what items should be included in the time-capsule to Community Services Director by November 22.
  13. Book of Residents' Stories about City's Historical Development – City Manager Doug Prichard suggested that anyone who has a long history with the City (i.e., COUNCILMAN ADDLEMAN, COMMISSIONER PIERSON, COMMISSIONER ALLEN, etc.) obtain stories and memories from those residents who lived here at the time of incorporation. Staff would then edit those stories for a commemorative book.
- MAYOR ZUCKERMAN and COUNCILWOMAN MITCHELL were not in favor of advertising space in the Book of Residents' Stories about City's Historical Development. Rather than sell advertising space, have a "Sponsors Page". COUNCILWOMAN MITCHELL noted her opposition to having a big screen television at the City Celebration."
- Ilse Persichina suggested looking into developing a DVD to not only "hear" old timers talking about the history, and see pictures while music from the era is played, rather than a book. The City Manager stated Cox Communications, as part of their franchise requirement, could assist the City in putting together a historical video or DVD to incorporate the stories, pictures and music.
14. 50<sup>th</sup> Anniversary Pin Logo – Order a new lapel pin (design attached).

## **ANNIVERSARY EVENTS TO BE HELD WITH OTHER CITY EVENTS:**

### 1. Kick-Off Event (December 2, 2006) – The Peninsula Holiday Parade

Dinner event at Marmalade Café for up to 75 guests after the parade. 50<sup>th</sup> Anniversary pins and other souvenir items will be given to each attendee. Guest list to include present and past City Council, City Attorney, Commissioners and staff; 2006 Parade dignitaries (Grand Marshals, School Board, Library Board, Chamber of Commerce Board, and Peninsula City Council Members).

### 2. Sock Hop & Progressive Block Party (April 21, 2007)

Close off Deep Valley Drive so event attendees could enjoy music, dancing and visit booths of business districts restaurants (a “Taste of Deep Valley Drive”). On top of PV Library parking garage (under large canopy) 50’s Sock Hop. May have an Elvis impersonator attend event. Have City booth with 50<sup>th</sup> anniversary merchandise for sale.

### 3. Mayor’s Breakfast Ride (May 5, 2007)

Include a musical concert event and a variety of children’s activities. Have a City booth with 50<sup>th</sup> anniversary merchandise for sale.

### 4. Include a City booth with 50<sup>th</sup> anniversary merchandise for sale at:

a) the Palos Verdes Street Fair (June 2-3, 2007);

b) the Tracy Austin Doubles Tennis Tournament (July 13-15, 2007) which will also include a 50<sup>th</sup> Anniversary logo t-shirt;

c) the Las Amigas De Las Lomas National Horse Show (July 12-15, 2007);

d) The Hills Are Alive Race (August 11) which will also include a 50<sup>th</sup> Anniversary logo t-shirt; and

e) the Portuguese Bend National Horse Show.

### 5. Treasure Hunt – Have clues printed in the Peninsula News throughout the year, culminating in someone finding the “Pot of Gold”.

## **ADDITIONAL SUGGESTED ITEMS FOR SALE AT THE CITY CELEBRATION:**

Reyn Spooner “Commemorative Shirt”

Tote Bag

Ceramic Ware

Bottle of Wine with RHE Label

Lithograph suitable for framing featuring the City’s 50<sup>th</sup> Anniversary Celebration and including the City’s landmarks, logo, and areas of interest, and informing the PV Art Center/schools of this poster contest for 2007.

**ADJOURNMENT**

THERE BEING NO OBJECTION, MAYOR ZUCKERMAN ORDERED

THE PARK AND ACTIVITIES COMMISSION MEETING ADJOURNED, THE TIME BEING 7:55 P.M., AND THE SPECIAL CITY COUNCIL MEETING BE ADJOURNED TO THE REGULAR CITY COUNCIL MEETING OF NOVEMBER 14, 2006

Respectfully submitted,

Approved,

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Ellen Shinkai, Human Resources Analyst

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Douglas R. Prichard, City Clerk