

**MINUTES  
REGULAR ADJOURNED  
CITY COUNCIL MEETING**

\*

**REGULAR MEETING  
PARK AND ACTIVITIES COMMISSION  
NOVEMBER 1, 2005**

The Regular Adjourned City Council Meeting/Regular Park and Activities Commission Meeting was called to order at 6:35 p.m. by MAYOR ADDLEMAN.

COUNCIL MEMBERS PRESENT: Addleman, Mitchell, Seamans, Zerunyan, Zuckerman

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: Cathy Gardner, Pony Club (Gymkhana)  
Ilse Persichina, Celebration Food Chair

**CALL MEETING TO ORDER**

MAYOR ADDLEMAN welcomed everyone to the meeting. MAYOR ADDLEMAN turned the meeting over to PARK AND ACTIVITIES COMMISSION CHAIRMAN DAVE PIERSON.

**OVERVIEW OF 48<sup>TH</sup> ANNUAL CITY CELEBRATION**

CHAIRMAN PIERSON thanked the City Celebration Subcommittee for a job well done. He stated that even though he did not attend this year's City Celebration, he received positive comments and he then deferred the meeting to Community Services Director Andy Clark.

**GENERAL REMARKS, COMMENTS AND SUGGESTIONS**

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

Venue – 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. 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 high school volunteers were very helpful once again. Mr. John McBride, Empty Saddle Club liaison, was very instrumental in the pre-event set up tasks.

COUNCILMAN ZERUNYAN stated it would be helpful to have the Mayor's Welcome and introductions take place closer to the eating area where more participants are located.

MAYOR ADDLEMAN suggested moving the Mayor's Welcome earlier around the PV Symphonic Band hour/Boy Scout Flag Ceremony (between 12 noon and 1:30 p.m.)

COUNCILWOMAN SEAMANS stated the Flag Ceremony and Mayor's Welcome used to take place near the main stage, and added that the PV Symphonic Band needs to be out near the middle of the eating area as it was before the event was moved to Ernie Howlett Park.

COMMISSIONER DAVIS stated the Charro demonstration should be moved toward the center of the venue as they only perform a little over an hour and everyone seems to enjoy this event.

Events – Numerous compliments were received regarding the quality of entertainment. The entertainment began earlier, and two new Wild Animal Shows which included youth audience participation drew large numbers of families to the stage seating. Increased costs in entertainment were incurred this year.

COUNCILMAN ZUCKERMAN suggested challenging the Sheriff's Department to a horseshoe match, similar to the volleyball challenge, for those who do not participate in the volleyball match.

COMMISSIONER DAVIS stated that originally, there were six equestrian demonstrations scheduled, but three cancelled. She stated actually three demonstrations worked well for this year's schedule. The vaulting demonstration was well received and the freestyle and dressage demonstrations are being planned for next year.

It was noted that due to the cancellations, the Gymkhana participants enjoyed bonus competitions and awards, which were added to the regular schedule of events.

COMMISSIONER ALLEN stated the Poker Ride was successful, and approximately \$1,300 was raised. He stated Steve Shinn did a good job in securing prizes for the Poker Ride.

The Community Services Director stated that many compliments were received on the quality of the barbecue dinner. Unfortunately, due to the lower attendance, the final dinner ticket count was 203 adult tickets and 55 children tickets (total 258) compared to 342 dinners sold in 2004. This year no comments were received regarding the \$2.00 increase in the adult ticket price and \$1.00 increase for the youth dinner ticket.

The Community Services Director thanked Ilse Persichina for handling the dinner portion of the celebration this year. She has volunteered to chair the dinner for next year's celebration. Ilse Persichina stated there was excess food even after seconds were given out. The excess food was taken to a homeless shelter in Long Beach and was very much appreciated.

The PVP 4-H Club provided the lunch items (11 a.m. to 3:30 p.m.) Ms. Gardner stated that the 4-H would probably continue providing lunch items next year, and asked whether there was interest in perhaps asking the Girl Scouts to provide a Pancake Breakfast (9-11 a.m.) for next year's event, as breakfast items are not available. She will ask the Girl Scouts whether there was an interest in providing the breakfast portion for this event.

The Community Services Director stated the watermelon eating contest and the 3-legged race events had strong interest this year, while the horseshoe tournament had limited interest. He added that the paramedics and a veterinarian were on standby at the event in case of an emergency.

Rides and Booths - The hay wagon ride, petting zoo, and pony rides were again very popular. With the increase in the length of the event, higher costs to contract pony ride and petting zoo services was incurred. Again, 13 community organizations requested booths this year.

Promotions - It was felt the promotional free hay wagon ride tickets mailed to every resident was very effective in generating participation for the rides. It was suggested that the Schedule of Events that is enclosed with the tickets be marked "Tentative" as changes in times almost always occur prior to the day of the event.

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 Horsemen's Association Newsletter, event flyers, mailings to HOAs and community organizations, Cox Communications 2004 event video replays, information contained on the City's website, and free ride coupons assisted in drawing attendees to this event. It was suggested that a flyer be sent in September to all schools

Financial Summary - The Community Services Director stated this year's event was approximately \$2,000 over budget, due to the over estimation of dinner sales and increased entertainment costs.

It was noted that a donation from Waste Management was not received, as last year, a donation of \$2,000 from BFI was received.

## **DISCUSSION/SUGGESTIONS FOR FUTURE CELEBRATIONS**

Congratulations to the CITY TEAM FOR **AGAIN** DEFEATING THE SHERIFF'S DEPARTMENT AT THIS YEAR'S CITY CELEBRATION VOLLEYBALL EVENT!!

COUNCILWOMAN SEAMANS stated the City's 50<sup>th</sup> Celebration is in 2007. Plans and publicity for the 50<sup>th</sup> Anniversary should start with next year's celebration and preparations/publicity should 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.

Ilse Persichina suggested holding a poster contest featuring the City's 50<sup>th</sup> Anniversary celebration and informing the PV Art Center/schools of this poster contest for 2007 (preparations should start next year).

COMMISSIONER DAVIS suggested holding a tandem jump off event. This event would utilize a jump course set up and different teams would vie for monetary prizes. She added that jousting brings a crowd and she believed she could get a preliminary quote for the 2007 event.

It was noted that a subcommittee should be formed now for the 2007 50<sup>th</sup> Anniversary celebration. COUNCILWOMAN SEAMANS, COMMISSIONER DAVIS and Ilse Persichina volunteered to serve on this subcommittee.

Cathy Gardner suggested holding an event where children dress up in costume and play music and ride a horse (time and faults event). Prizes, i.e., gift card or certificate can be given to the children.

**ADJOURNMENT**

THERE BEING NO OBJECTION, MAYOR ADDLEMAN ORDERED

THE PARK AND ACTIVITIES COMMISSION MEETING ADJOURNED, THE TIME BEING 8:05 P.M., AND THE CITY COUNCIL MEETING ADJOURNED TO NOVEMBER 15, AT 7:30 P.M.

Respectfully submitted,

Approved,

---

Ellen Shinkai, Minutes Secretary

---

Douglas R. Prichard, City Clerk