

MINUTES
REGULARLY ADJOURNED
CITY COUNCIL MEETING

*
REGULAR MEETING
PARK AND ACTIVITIES COMMISSION

NOVEMBER 7, 2000

The Regularly Adjourned City Council Meeting/Regular Park and Activities Commission Meeting was called to order at 6:15 p.m. by MAYOR ADDLEMAN. He asked for two volunteers from the CITY COUNCIL who would serve on the Audit Subcommittee that is scheduled to meet on Tuesday, November 14, 2000, at 7:00 p.m. COUNCIL MEMBERS MITCHELL and RAUCH volunteered to serve on this subcommittee.

COUNCIL MEMBERS PRESENT: Addleman, Mitchell, Rauch, Zuckerman**

COUNCIL MEMBERS ABSENT: Seamans

COMMISSIONERS PRESENT: Clewis, Frantz, Pagliano*, Pekich, Persichina, Pierson, Vullo

CITY STAFF PRESENT: Douglas R. Prichard, City Manager

Andy Clark, Community Services Director

Gregory Grammer, Administrative Analyst

*COMMISSIONER PAGLIANO arrived at 6:25

**COUNCILMAN ZUCKERMAN ARRIVED AT 6:35 p.m.

MAYOR ADDLEMAN welcomed everyone to the meeting. He then turned the meeting over to COMMISSIONER FRANTZ who chaired this year's City Celebration.

COMMISSIONER FRANTZ stated that the subcommittee (COMMISSIONERS VULLO, PAGLIANO AND FRANTZ) and staff felt that this year's City Celebration was successful and enjoyed by those who attended. He added that the weather cooperated this year and made a difference in attendance, as there were approximately 250 people in attendance at all times throughout the day. He stated the children's area was not as popular this year. He added that the equestrian events had participation from the Equestrian Committee Members, equestrian associations in the City and on the Peninsula. He commended Equestrian Committee Member Deborah Davis, who attended all the subcommittee meetings and was present all day at the City Celebration, overseeing all the equestrian events.

COMMISSIONER FRANTZ stated the barbecue dinner was enjoyed by all and the

fact that CITY COUNCIL MEMBERS served the food received positive feedback. He felt that this year's City Celebration not only catered to the equestrian part of the community, but also the non-equestrian segment. He suggested better scheduling of events to prevent conflicts of participants, and more variety of rides (however, one price ticket was popular). He added that Conte Productions has improved over the years and has the manpower and time that neither City nor volunteers have in order to handle this event.

COMMUNITY SERVICES DIRECTOR CLARK reviewed the staff report per written material. After some discussion, the following were comments and suggestions were received:

VENUE:

1. Condensing the carnival rides and booths in the parking lot section adjacent the main venue was well received.
2. Inviting the Fire Department/Paramedics next year to be present at the City Celebration.
3. Inviting a Veterinarian to be on stand-by and give mini-clinics next year (i.e., horse shoeing, teeth filing, etc.)

EVENTS:

1. The barbecue dinner was well received. Maintain the practice of having the CITY COUNCIL serve the dinner.
2. Have one table available for CITY OFFICIALS to sit at during and after the dinner.
3. A second sheet cake should be purchased for the barbecue dinner.
4. Equestrian events were well organized and well received. COUNCILWOMAN MITCHELL suggested thanking Deborah Davis appropriately.
5. Schedule Volleyball and Poker Ride Prize awards at 4:00 p.m. so as not to conflict with Mayor's Welcome at 3:30 p.m.

RIDES AND BOOTHS:

1. Keep choice of booths interactive, enhancing participants' experiences (Animal Rescue booth was very popular).
2. Keep Ride-All-Rides for \$6.00; however, add more variety of mechanical rides.
3. Add more of a variety and quality of game booths.
4. A better food selection that will attract children should be offered next year, i.e., pizza. Contractor should be more aware of booths chosen (this year scheduled two hot dog vendors).

PROMOTIONS

1. Every resident was sent coupons directly to their home. A total of 477 tickets were redeemed this year, compared to 412 last year.
2. AYSO Soccer games were held on the sportsfields this year; however, very few families attended the City Celebration. Next year, free lemonade/pony ride coupons should be distributed on the day of the event to each team.
3. According to ADMINISTRATIVE ANALYST GREG GRAMMER, the Post Office, at Congressman Kuykendall's request, will inform their carriers to get the Newsletter out in a timely manner.
4. Next year, the ADMINISTRATIVE ANALYST will place an article in the PV News containing a summary of the Poker Ride winner, Horseshoe Contest winner, Watermelon Eating Contest winner, and Chili Cookoff winner. In addition, it was suggested a "Best Cookie" contest be included.
5. The ADMINISTRATIVE ANALYST will check into inviting Frank Brown (PV News Social Event Reporter) and Mary Jane Schoenheider (PV People Magazine Reporter) to the City Celebration.
6. Publicity for the event should target intermediate and elementary schools. Pictures should be used in advertising the event wherever possible. This will be coordinated between the ADMINISTRATIVE ANALYST and the contractor.

FINANCIAL SUMMARY

The COMMUNITY SERVICES DIRECTOR reviewed the financial summary. COUNCILWOMAN MITCHELL commented that the budget for the City Celebration should be watched closely.

OTHER COMMENTS

COMMISSIONER VULLO suggested revamping the Newsletter. ADMINISTRATIVE ANALYST GRAMMER stated he would work on a different format for review by the CITY MANAGER.

ADMINISTRATIVE ANALYST GRAMMER stated he will work with the contractor to assure the most publicity/advertising for the cost involved, and will also make sure the City Celebration is more publicized next year.

It was the consensus that reinstating the dinner and having CITY COUNCIL MEMBERS serve the dinner were positively received.

The COMMISSION and CITY COUNCIL thanked COMMISSIONER FRANTZ for chairing the City Celebration and for a job well done. COMMISSIONER FRANTZ graciously offered to chair event next year.

COMMISSIONER PIERSON stated the feedback from the horse community was very positive.

It was the consensus that this year's City Celebration was well attended and that the event should be held at Ernie Howlett Park.

ADJOURNMENT

There being no further business or discussion, MAYOR ADDLEMAN adjourned the meeting to the CITY COUNCIL meeting of November 14, 2000, the time being 7:53 p.m., and noted that the next regularly scheduled PARK AND ACTIVITIES COMMISSION meeting will be held on December 5, 2000.

Respectfully submitted, Approved,

Ellen Shinkai, Minutes Secretary Douglas R. Prichard, City Clerk