

MINUTES
ADJOURNED CITY COUNCIL MEETING
*
REGULAR MEETING
PARK AND ACTIVITIES COMMISSION
NOVEMBER 6, 2007

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

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

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

COMMISSIONERS ABSENT: Clewis, Davis

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

OTHERS PRESENT: Cathy Gardner, Gymkhana Events
John McBride, Empty Saddle Club
Ilse Persichina, Celebration Food Chair

CALL MEETING TO ORDER

MAYOR SEAMANS called the SPECIAL CITY COUNCIL meeting PARK AND ACTIVITIES COMMISSION meeting to order, the time being 6:40 p.m.

OVERVIEW OF 50TH ANNUAL CITY CELEBRATION

MAYOR SEAMANS welcomed everyone to the meeting. She thanked the Empty Saddle Club for allowing the City Celebration to be held at the Club again. She 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 6, 2007, per written agenda material. He inquired whether the City Celebration should continue to be an annual event. The consensus was that the City Celebration should continue as an annual event.

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

Venue – The Community Services Director thanked the Empty Saddle Club and John McBride for their continued cooperation with this event. He also thanked the City Celebration Subcommittee for attending several meetings to help plan the 50th City Celebration.

The Community Services Director stated that overflow parking on the Chandler Preserve and former Landauer property worked well, and he acknowledged all of the high school clubs for providing all of the volunteers that helped with this event.

Mr. John McBride stated the Empty Saddle Club was honored to host the City Celebration, and invited the City to continue holding the City Celebration at the Empty Saddle Club as long as the City desires this location. He added that there is great cooperation between City Staff and the Empty Saddle Club.

Events

The Community Services Director stated the schedule of events was mostly the same as last year. He added that it was suggested a band not be scheduled to play while there are equestrian events being held, as those watching the equestrian events could not hear the equestrian commentators. Cathy Gardner, Equestrian Events chair stated the Gymkhana had a larger response this year with at least 30 participants in each event. She added that the Gymkhana will start one-half hour earlier next year.

COMMISSIONER ALLEN reviewed the Annual Poker Ride and added a total of approximately \$2,030 was raised, which, after expenses, was split between the PVPHA and the Pepper Tree Foundation (\$913 each). He commended Jeff Semko for his hard work.

The Community Services Director noted that the food ran out and six dinners had to be refunded. Ilse Persichina, Food Chair, suggested the following for next year:

- The child's plate be smaller in size and/or a different color so that the portion given is not the same as an adult meal.
- Offer chicken and ribs only (the most popular chicken piece was the leg). The tri-tip was not well received.
- Add salad and garlic bread
- Order more cake
- Sell a cake and coffee only ticket
- See whether Starbucks can provide the coffee. COUNCILMAN ZERUNYAN volunteered to talk to Starbucks regarding donating the coffee for next year's event.
- Have Waste Management provide trash receptacles for food/plates and a separate one for recycling of cans and bottles. The Assistant to the City Manager stated that the Conservation Corps was separating the recyclables from the regular trash.

The Community Services Director stated the 4H lunch went well and they stopped serving at 1:30 p.m., and therefore did not impact the dinner sales.

It was announced that the City won this year's annual City vs. Sheriff's Department volleyball game.

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 Horsemen's Association Newsletter, event flyers, mailings to HOAs and community organizations, Cox Communications 2006 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 \$1,300 over budget, with the biggest increase being in advertising.

DISCUSSION/SUGGESTIONS FOR 51st CITY CELEBRATION

1. Rent only one television, and include a tent rental in addition to all other rental equipment that was ordered this year.
2. Carry out all the suggestions made by the Food Chairperson.

The Community Services Director stated that the Annual Parade will be held on December 1, with a pre-parade reception at Marmalade Café again. The Grand Marshall this year is Joseph Valenti, PV Symphony conductor. The Community Grand Marshall is Debbie Richardson. Pageantry Productions informed the Community Services Director that NBC has offered to provide a newscaster or weather person for this event, and that radio station 103.5 "The Kost" has offered to co-sponsor the parade by providing eight pre-recorded announcements to be played (worth \$14,000); including parade information on "The Kost" website; and providing a radio celebrity.

MAYOR SEAMANS thanked the Community Services Director and the Assistant to the City Manager for all their hard work on the 50th Anniversary City Celebration events. She added that there will be an anniversary publication coming out soon. She then presented a 50th Anniversary paperweight to CITY COUNCIL MEMBERS, PARK AND ACTIVITIES COMMISSIONERS, and to all the Chairs of the City Celebration.

COUNCILMAN ZERUNYAN noted that at the May 28 - June 1, 2008 California Contract Cities Annual Municipal Seminar, the City of Rolling Hills Estates will be in charge of dinner one night and the children's camps. Meetings for the committee in charge of planning for the dinner and children's camps will start meeting in January, 2008. It was announced that next year, COUNCILMAN ZERUNYAN will be President of California Contract Cities Association.

ADJOURNMENT

COMMISSIONER ALLEN moved, seconded by COMMISSIONER PERSICHINA

TO ADJOURN THE PARK AND ACTIVITIES COMMISSION MEETING, THE TIME BEING 8:31 P.M., AND TO ADJOURN THE SPECIAL CITY COUNCIL MEETING TO THE REGULAR CITY COUNCIL MEETING OF NOVEMBER 13, 2007

THERE BEING NO OBJECTION, MAYOR SEAMANS SO ORDERED.

Respectfully submitted,

Approved,

Ellen Shinkai, Human Resources Analyst

Douglas R. Prichard, City Clerk