

REPORT OF GENERAL MANAGER

APPROVED
NOV 04 2009

NO. 09-288

DATE: November 4, 2009

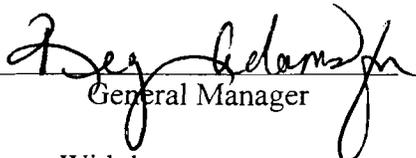
BOARD OF RECREATION
and PARK COMMISSIONERS

C.D. 11

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: VENICE BEACH - TIME CAPSULE AT MUSCLE BEACH

R. Adams _____	J. Kolb _____	
H. Fujita _____	F. Mok _____	
S. Huntley _____	*K. Regan _____	
V. Israel _____	M. Shull _____	


General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Accept with gratitude, a gift from Iron Man Magazine for the purchase and installation of a time capsule at the Muscle Beach Weight Pen at Venice Beach in celebration of the 75th Anniversary of Muscle Beach; and
2. Authorize the installation of the time capsule and a recognition plaque at Muscle Beach.

SUMMARY:

To celebrate the 75th Anniversary of Muscle Beach, the Venice Recreation Center, Muscle Beach will bury a time capsule. Iron Man Magazine (publisher and owner, John Balik) has agreed to sponsor the project. The burial will take place on Sunday, December 13, 2009, in conjunction with the 3rd Annual Muscle Beach Toy Drive celebration. A dedication plaque will be installed to recognize Iron Man Magazine, Councilman Bill Rosendahl, the City of Los Angeles Recreation and Parks Department, and the creators of the project, Joseph and Christine Wheatley (see Attachment 1). The bronze dedication plaque is 10 inches by 10 inches by 3/8 inch.

The time capsule will be opened in 50 years. The total estimated cost of the project is \$1,100. The containers will be buried into a hole, two feet deep, cored into the concrete of the Muscle Beach stage (see Attachment 2). The time capsule will consist of two 10-inch containers that

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will include articles representing the history of Muscle Beach, such as photos, magazines, newspaper clippings, testimonials, Digital Video/Versatile Disks (DVDs) and other significant memorabilia.

Department staff has determined that this project will consist of the placement of a minor accessory structure (a plaque) to an existing park facility, and therefore, is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 11 (1, 6) of the City CEQA Guidelines.

FISCAL IMPACT STATEMENT:

This project will be completed at no cost to the Department and there is no impact to the Department's general fund.

This report was prepared by Alexa Esparza, Senior Management Analyst I, West Region.

MUSCLES BEACH VENICE

75TH ANNIVERSARY TIME CAPSULE

COMMITTED DECEMBER 13, 2009

TO BE OPENED 2059

SPONSORED BY

IRON MAN

MAGAZINE.COM

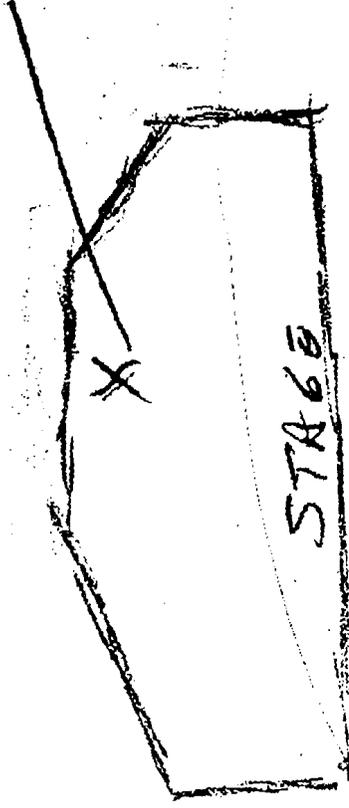
IN CONJUNCTION WITH

COUNCILMEMBER BILL ROSENDAHL 11TH DISTRICT
CITY OF LOS ANGELES RECREATION AND PARKS

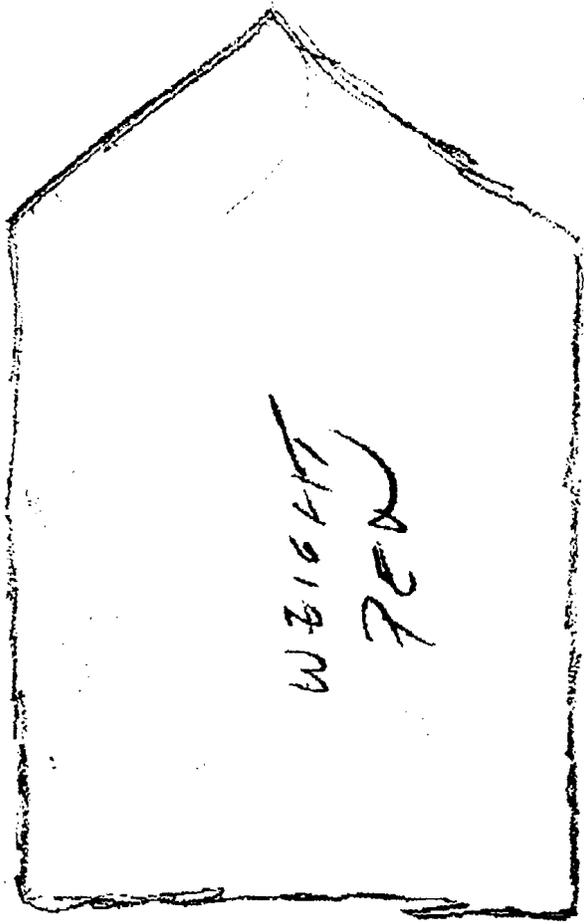
CREATED AND DEVELOPED BY
JOSEPH AND CHRISTINE WHEATLEY

DUCKHOUSES

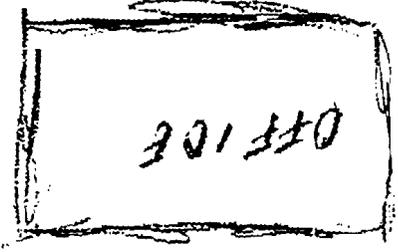
DUCKHOUSES
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STAGE



WRIGHT
FEN



OFFICE

BOARD WAZIK