

MINUTES

BOARD OF RECREATION AND PARK COMMISSIONERS OF THE CITY OF LOS ANGELES

May 20, 2015

The Board of Recreation and Park Commissioners of the City of Los Angeles convened in regular session at the EXPO Center at 9:30 a.m. Present were President Sylvia Patsouras, Vice President Iris Zuñiga and Commissioners Lynn Alvarez and Misty M. Sanford. Also present were Michael A. Shull, General Manager and Deputy City Attorneys Anthony-Paul Diaz and Strefan Fauble.

The following Department staff was present:

Regina Adams, Executive Officer
Joel Alvarez, Senior Management Analyst II, Partnership and Revenue Branch
Kevin Regan, Assistant General Manager, Operations Branch
Cathie Santo Domingo, Superintendent, Planning, Construction and Maintenance Branch
Noel Williams, Chief Financial Officer

APPROVAL OF THE MINUTES

It was moved by Commissioner Alvarez and seconded by Commissioner Zuñiga, that the Minutes of the Meeting of May 6, 2015 be approved. There being no objections, the Motion was unanimously approved.

GENERAL MANAGER'S REPORTS

15-102

VARIOUS COMMUNICATIONS

15-103

MID-VALLEY INTERGENERATIONAL MULTIPURPOSE CENTER (W.O. #E170239F) – RELEASE OF STOP PAYMENT NOTICE ON CONSTRUCTION CONTRACT NO. 3442

The item was presented to the Board by Cathie Santo Domingo, Superintendent of the Planning and Construction Division. The Board and Department staff discussed the item in further detail.

15-104

MID-VALLEY INTERGENERATIONAL MULTIPURPOSE CENTER (W.O. #E170239F) AND ST. ANDREWS RECREATION CENTER – OUTDOOR SPORTS DEVELOPMENT (W.O. #E170302F) – RELEASE OF STOP PAYMENT NOTICES ON CONSTRUCTION CONTRACT NOS. 3442 AND 3446)

The item was presented to the Board by Cathie Santo Domingo. The Board and staff discussed the item in detail.

May 20, 2015

15-105

SAINT ANDREWS RECREATION CENTER – NAMING OF GYMNASIUM BUILDING IN HONOR OF MR. BRAD PYE, JUNIOR

The item was presented to the Board by Cid Macaraeg, Senior Management Analyst II of the Real Estate Division, who amended the date listed in the third paragraph on page 2 of the report from March 4, 2014 to March 4, 2015. The Board and staff discussed the item in detail.

Public comment was invited; however, no requests for public comment were received.

15-106

AQUATICS SUMMER SWIM PASS – AMENDMENT TO SCHEDULE OF RATES AND FEES

The item was presented to the Board by Kevin Regan, Assistant General Manager. The Board and staff discussed the item in detail.

Commissioner Alvarez proposed an amendment to reduce the \$25.00 fee for the proposed Youth Summer Swim Pass. General Manager Shull concurred and proposed an amendment to reduce the fee from \$25.00 to \$10.00. Commissioners Sanford and Zuñiga posed questions regarding the feasibility of a reduced fee for a parent or guardian accompanying a child into the facility. General Manager Shull explained the Department's current policy, which requires an adult to accompany a child under the age of seven; he asked staff if it was operationally possible to allow a reduced fee in those instances. Trish Delgado, Principal Recreation Supervisor I of the Aquatics Section confirmed it was feasible from an operational standpoint and proposed an amendment to allow an adult accompanying a season pass holder under the age of seven to be admitted free of charge.

President Patsouras voiced concern regarding the decrease in youth attendance and requested a report back in September or after the summer season to reevaluate the policy. Assistant General Manager Regan confirmed that staff will report back at a later date regarding the Youth Pass program's impact on pool usage, as well as the results of recently undertaken marketing and partnership initiatives to increase attendance.

Commissioner Sanford requested that the report back analyze attendance according to the socio-economic levels of the residents in the surrounding community, on pool-by-pool basis, to determine whether decreases in attendance correspond with lower income areas and are related to the recent cost increase. General Manager Shull agreed. Commissioner Sanford added a request that the Department consider erecting temporary shade structures over the spectator areas, especially when high temperatures are anticipated.

Public comment was invited; however, no requests for public comment were received.

It was moved by Commissioner Sanford, seconded by Commissioner Alvarez, that the report be amended to include the revisions discussed, and there being no objections, the motion was unanimously approved.

May 20, 2015

15-107

GRIFFITH PARK PONY RIDE, INC. – APPROVAL OF PRICE INCREASE

The report was withdrawn.

15-108

ECHO PARK BOATHOUSE CAFÉ CONCESSION – REQUEST FOR PROPOSALS

The item was presented to the Board by Agnes Ko, Senior Management Analyst II of the Concessions Unit. Ms. Ko requested that the Request for Proposals (RFP) document be amended to revise the stated term of the agreement to three years so it is consistent with the term detailed in the accompanying General Manager's Report and sample concession agreement.

She further recommended that the RFP document be amended to include language requiring the successful proposer/concessionaire to work in conjunction with the Echo Park Pedal Boat Concessionaire in order to provide seamless service to the community.

Commissioner Alvarez noted that the RFP was reviewed and discussed in detail during the Concessions Task Force meeting held earlier in the day, and that issues arose relevant to this RFP as well as other RFPs to be considered by the Commission. The Board and Department staff discussed the item in detail.

Commissioner Alvarez proposed a Motion to amend the language in the Echo Park Café RFP regarding the hours of operation, to allow flexibility for the respondents to propose the days and hours of operation, adding that the language regarding the six-hour per day operating minimum could remain but proposers should be allowed to decide which days and hours the operation can be closed for holidays. The Commissioner concurred with Ms. Ko's recommendation to add language stating the selected proposer should work in conjunction with the Echo Park Pedal Boat Concessionaire, which includes coordinating the hours of operation.

Commissioner Alvarez moved, and Commissioner Zuñiga seconded, that General Manager's Report 15-108 and related documents be amended to include the three aforementioned technical changes, and that the RFP Evaluation Criteria be amended as follows:

- 1) Business Plan: ~~2~~30 points
- 2) Proposed Operational Plan for the Echo Park Boathouse Café Concession: ~~2~~30 points
- 3) Proposed Revenue-Sharing Payment: ~~6~~40 points possible

There being no objections, the Motion was unanimously approved.

May 20, 2015

15-109

PERSHING SQUARE – CANCELLATION OF REQUESTS FOR PROPOSALS FOR FOOD AND BEVERAGE SERVICE CONCESSION AND BRANDED COFFEE CONCESSION; REQUEST FOR PROPOSALS FOR PERSHING SQUARE CAFÉ CONCESSION

The item was presented to the Board by Agnes Ko. The Board and staff discussed the item in detail.

Commissioner Alvarez moved, and Commissioner Zuñiga seconded, that General Manager's Report 15-109 and related documents be amended to change the term of the agreement by adding language to provide for two five-year extensions to be granted at the sole discretion of the General Manager, to revise the RFP Evaluation Criteria to add a new category entitled *Operational Plan*, and revise the possible points for each category as follows:

- 1) Business Plan (including Sustainability Plan): 20 points
- 2) Proposed Revenue Sharing Payment: 640 points
- 3) Facility Improvements: 20 points
- 4) **Operational Plan (new), which includes provisions regarding the sale and service of alcohol (20 points)**

There being no objections, the Motion was unanimously approved.

15-110

APPROPRIATION FROM UNRESERVED AND UNDESIGNATED FUND BALANCE IN FUND 302 TO VARIOUS ACCOUNTS IN THE DEPARTMENT OF RECREATION AND PARKS

The item was presented to the Board by Noel Williams, Chief Financial Officer. The Board and staff discussed the item in detail.

It was moved by Commissioner Sanford, seconded by Commissioner Alvarez, that General Manager's Report 15-110 be amended to remove the appropriation in the amount of \$204,500.00 for improvements to the Bad News Bears Baseball Field at Westwood Recreation Complex and instruct the Department to return to the Board with more information regarding the scope of work. There being no objections, the Motion was unanimously approved.

Public comment on the General Managers Reports was invited; however, no requests for public comment were received.

Commission President Patsaouras requested a Motion to approve the General Manager's reports, reiterating that General Manager's Report 15-107 was withdrawn, and General Manager's Reports 15-106, 108, 109, and 110 were corrected. Commissioner Sanford moved, and Commissioner Zuñiga seconded that the reports be approved with applicable amendments. There being no objections, the Motion was unanimously approved.

May 20, 2015

15-111 – Considered Later in the Meeting
GRIFFITH PARK – REQUESTS FOR PROPOSALS FOR
OVERSIGHT OF THE GREEK THEATRE'S OPEN VENUE MODEL
AND FOR OPERATION AND MAINTENANCE OF THE GREEK
THEATRE FOOD AND BEVERAGE CONCESSION

Commissioner Sanford recused herself from consideration of this item, which was presented to the Board by Agnes Ko. The Board and Department staff discussed the item in detail, considering each RFP separately.

Ms. Ko proposed an amendment to the Oversight of the Greek Theatre's Open Venue Model (Open Venue Oversight) RFP's Background and Experience Section to require proposers to submit evidence of the management of a minimum of 25 venues and 20 years' experience. Ms. Ko also proposed an amendment to add language under the Management Duties and Responsibilities Section to require the selected proposer to develop agreements with two additional local unions under the umbrella of the International Alliance of Theatrical Stage Employees Union, Local 706 and 768, for make-up/hair and wardrobe staffing.

Commissioner Alvarez proposed an amendment to the Open Venue Oversight RFP requiring a minimum of 50 events per season and to add language stating that the management company is to be responsible for the oversight of promoters' use of various sections of the venue, including the redwood deck and Hospitality Room.

Commissioner Zuñiga proposed an amendment to the Open Venue Oversight RFP to add language requiring that all non-concert events use the Food and Beverage Concessionaire, including the Redwood Deck, Hospitality Room and back stage areas.

General Manager Shull proposed an amendment to the Operation and Maintenance of the Greek Theatre Food and Beverage Concession (Food and Beverage) RFP's Business Plan to replace the language requiring 10 years' experience with more detailed language to ensure that proposers demonstrate the commensurate experience and ability to operate the Concession, including a requirement to demonstrate the successful operation of a minimum number of venues of a certain size. General Manager Shull also proposed an amendment to the Evaluation Criteria, to increase the number of possible points under the Business Plan category to 40, and reduce the number of possible points under the Revenue Sharing Payment category to 45.

Public comment was invited. One request for public comment was received and such comment was made to the Commission.

Commissioner Alvarez moved, and Commissioner Zuñiga seconded that General Manager's Report 15-111 be approved as amended. There being no objections, the item was approved.

May 20, 2015

UNFINISHED BUSINESS

15-093

MACARTHUR (GENERAL DOUGLAS) PARK – ‘ANGEL DE LOS MIGRANTES’ MONUMENT PROJECT

The report was withdrawn. A correction was read into the record to memorialize the correct report number of 15-093; the agenda showed the report number as 15-193.

Public comment on the item was invited; however, no requests for public comment were received.

NEW BUSINESS

Memorandum: 2015 Special Olympics World Games Marketing Update

The item was presented to the Board by Rose Watson, Public Information Director. The Board and staff discussed the item in detail.

The item was received and filed.

COMMISSION TASK FORCES

Commission Task Force on Concessions (Commissioners Alvarez and Zuñiga)

Commissioner Alvarez reported that the Task Force reviewed various RFPs that were presented and requested two items from staff: a report regarding the strategic plan for the Concessions operation and a report back on the Observatory concession.

Commission Task Force on Facility Repair and Maintenance (Commissioners Culpepper and Sanford)

Commissioner Sanford stated there was nothing to report at this time, and the next scheduled meeting is on June 4, 2015.

PRESENTATION

Homelessness Issues and Park Programming – Oral Presentation by Kevin Regan, Assistant General Manager, Operations Branch

Assistant General Manager Kevin Regan provided an oral report on the issue of homelessness, its impact on Recreation and Parks facilities, and the policies and procedures in place to deal with these impacts, specifically the methods employed by the Department in handling homeless encampments.

Commissioner Sanford requested additional information that focuses on how the Department handles homelessness in the parks in general, above and beyond the encampment issue and sweep process, and suggested that staff research best practices in other countries and in other parts of the U.S. regarding the methods other municipalities have successfully implemented to serve

May 20, 2015

this population. The Commissioner also suggested that staff survey the program offerings at San Julian Park in Skid Row for lessons learned that can be utilized at other facilities within the Department, and asked whether there is more that can be done, including the possibility of convening a town hall meeting to investigate the feasibility of developing programs and services within the Department's purview to more fully engage and serve the homeless and chronically homeless community, given the recent rise in homelessness and its evidence in the City's parks.

Mr. Regan stated there are a number of ways the Department currently serves the homeless population, including partnerships with nonprofit service providers and via Department-sponsored programs such as the Summer Night Lights program, which offers free meals to the community at large. He concluded by stating he will return to the Board at a subsequent meeting and provide a presentation that addresses the Commissioner's request.

Mr. Regan then introduced Captain Albert Torres of the Park Ranger Division, who provided his insights, background, and experience in dealing firsthand with the issues of homelessness during his tenure with the Department.

One request for public comment was received; the comment was presented to the Commission.

GENERAL MANAGER'S ORAL REPORT

Michael A. Shull, General Manager, reported on Department activities.

PUBLIC COMMENTS

Public comment was invited. Six requests for public comment were received and such comment was made to the Commission.

FUTURE AGENDA ITEMS

There were no requests for future items.

RECESS

The regular meeting recessed at 11:54 a.m. to convene a Special Meeting of the Board of Recreation and Park Commissioners.

The regular meeting reconvened at 12:29 p.m. to consider Board Report No. 15-111.

NEXT MEETING

The next scheduled meeting of the Board of Recreation and Park Commissioners was scheduled to be held on Wednesday, July 8, 2015, 9:30 a.m., at EXPO Center, 3980 S. Bill Robertson Lane, Los Angeles, CA 90037.

ADJOURNMENT

There being no further business to come before the Board, the meeting adjourned at 1:15 p.m.

May 20, 2015

ATTEST



PRESIDENT



BOARD SECRETARY