

A G E N D A

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

Wednesday, February 16, 2011 at 9:30 a.m.

Highland Park Recreation Center
6150 Piedmont Avenue, North Hollywood, CA 90042

EVERY PERSON WISHING TO ADDRESS THE COMMISSION MUST COMPLETE A SPEAKER'S REQUEST FORM AT THE MEETING AND SUBMIT IT TO THE COMMISSION EXECUTIVE ASSISTANT PRIOR TO THE BOARD'S CONSIDERATION OF THE ITEM.

PURSUANT TO COMMISSION POLICY, COMMENTS BY THE PUBLIC ON AGENDA ITEMS WILL BE HEARD ONLY AT THE TIME THE RESPECTIVE ITEM IS CONSIDERED, FOR A CUMULATIVE TOTAL OF UP TO FIFTEEN (15) MINUTES FOR EACH ITEM. ALL REQUESTS TO ADDRESS THE BOARD ON PUBLIC HEARING ITEMS MUST BE SUBMITTED PRIOR TO THE BOARD'S CONSIDERATION OF THE ITEM. COMMENTS BY THE PUBLIC ON ALL OTHER MATTERS WITHIN THE SUBJECT MATTER JURISDICTION OF THE BOARD WILL BE HEARD DURING THE "PUBLIC COMMENTS" PERIOD OF THE MEETING. EACH SPEAKER WILL BE GRANTED TWO MINUTES, WITH FIFTEEN (15) MINUTES TOTAL ALLOWED FOR PUBLIC PRESENTATION.

1. INTRODUCTIONS:

Special Introduction and Opening Remarks by Councilmember Ed Reyes, Council District 1, or His Appointed Representative

Vicki Israel, Assistant General Manager, Operations East, will Introduce the Staff of Highland Park Recreation Center

2. APPROVAL OF THE MINUTES:

Approval of the Minutes of the Meeting of February 2, 2011

3. GENERAL MANAGER'S REPORTS:

11-047 Three-Party Agreement between Department of Recreation and Parks, The People's Games, LLC and The Los Angeles Parks Foundation for the Planning and Implementation of "The People's Games" at Six Park Sites and Related Programming

11-048 Benny Potter West Adams Avenue Memorial Park (W.O. #E170486F) - Final Plans and Call for Bids

11-049 North Hollywood Multi-Purpose Intergenerational Center at Tiara Street - New Building and Landscape Project (PRJ1543B) (W.O. #E170240F) - Final Plans and Call for Bids

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- 11-050 Reseda Park - Pool Replacement and Bathhouse Renovation (PRJ#1618P) (W.O. #E1907292) - Final Plans and Call for Bids
- 11-051 Valley College Bridge - Construction Plans and Specifications and Authorization to the Social and Public Art Resource Center (SPARC) to Bid, Award, and Construct a New Pedestrian Bridge
- 11-052 Pan Pacific Park - Amendment to Lease Agreement between Los Angeles Museum of the Holocaust and City of Los Angeles
- 11-053 Hansen Dam Phase II - Ranger Station (W.O. #E170405F) - Supplemental Agreement to the Memorandum of Understanding between the Department of Recreation and Parks, Department of Public Works, Bureau of Engineering, and Department of General Services
- 11-054 Mid-Valley Multi-Purpose Center - Building Demolition Phase I (W.O. #E170239F) - Memorandum of Understanding between the Department of Recreation and Parks, Department of Public Works, the Bureau of Engineering and the Department of General Services
- 11-055 Hansen Dam - Skate Plaza (PRJ1237A) - Adoption of Initial Study/Mitigated Negative Declaration (IS/MND) - Review of Bids and Award of Contract
- 11-056 Griffith Observatory - Bookstore and Gift Shop Concession - Exercise Five-Year Option to Renew Concession Agreement No. 250
- 11-057 Griffith Park - Greek Theatre Concession - Request for Proposals for Consultant to Conduct a Best Business Practice Study
- 11-058 Griffith Park - Greek Theatre - Third Amendment to Concession Agreement No. 245
- 11-059 Parkland Tree Trimming and Removal Services at Various City Parks and Facilities Request for Proposals - Rejection of all Proposals Received, Return of Proposal Deposits and Release of a New Request for Proposals
- 11-060 Aquatics - Application for LA 84 Foundation 2011 Summer Swim Program Grant
- 11-061 Various Donations to Operations East - Pacific Region
- 11-062 Various Communications

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4. UNFINISHED BUSINESS:

- 11-028 Park Property - Installation of Cellular Telecommunication Equipment
- 11-029 Baldwin Hills Recreation Center - Conceptual Approval for Naming of the Outdoor Basketball Courts and the Installation of Appropriate Signage

PRESENTATIONS:

- Bureau of Engineering - Project Update - Status Report on Current Projects
- Bureau of Contract Administration, General Services Division - Status Report on Subcontractor Approval Activity

5. COMMISSION TASK FORCES:

- Commission Task Force on Concessions (Commissioners Stanley and Williams)
- Commission Task Force on Facility Repair and Maintenance (Commissioners Sánchez and Werner)

6. GENERAL MANAGER'S ORAL REPORT:

Report on Department Activities and Facilities

7. FUTURE AGENDA ITEMS:

Requests by Commissioners to Schedule Specific Items on Future Agendas

8. PUBLIC COMMENTS:

Any comments which require a response or report by staff will be automatically referred to staff for a report at some subsequent meeting.

9. NEXT MEETING:

The next scheduled meeting of the Board of Recreation and Park Commissioners will be held on Wednesday, March 2, 2011 at 9:30 a.m., at EXPO Center, Community Hall Room, 3980 S. Bill Robertson Lane (Formerly Menlo Avenue), Los Angeles, CA 90037.

10. ADJOURNMENT:

Under the California State Ralph M. Brown Act, those wishing to make audio recordings of the Commission Meetings are allowed to bring tape recorders or camcorders in the Meeting.

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Sign language interpreters, assistive listening devices, or any auxiliary aides and/or services may be provided upon request. To ensure availability, you are advised to make your request at least 72 hours prior to the meeting you wish to attend. For additional information, please contact the Commission Office at (213)202-2640.

Finalization of Commission Actions: In accordance with City Charter, actions that are subject to Section 245 are not final until the expiration of the next five meeting days of the Los Angeles City Council during which the Council has convened in regular session and if Council asserts jurisdiction during this five meeting day period the Council has 21 calendar days thereafter in which to act on the matter.

Commission Meetings can be heard live over the telephone through the Council Phone system. To listen to a meeting, please call one of the following numbers:

from Downtown Los Angeles	(213) 621-CITY (2489)
from West Los Angeles	(310) 471-CITY (2489)
from San Pedro	(310) 547-CITY (2489)
from Van Nuys	(818) 904-9450

For information, please go to the City's website:
<http://ita.lacity.org/Residents/CouncilPhone/index.htm>

PLEASE NOTE THAT DUE TO TECHNICAL DIFFICULTIES, COUNCIL PHONE MAY NOT BE AVAILABLE FOR THIS MEETING.

Information on agenda items may be obtained by calling the Commission Office at (213) 202-2640. Copies of the agenda and reports may be downloaded from the Department's website at www.laparks.org.

REPORT OF GENERAL MANAGER

NO. 11-047

DATE February 16, 2011

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: THREE-PARTY AGREEMENT BETWEEN DEPARTMENT OF RECREATION AND PARKS, THE PEOPLE'S GAMES, LLC AND THE LOS ANGELES PARKS FOUNDATION FOR THE PLANNING AND IMPLEMENTATION OF "THE PEOPLE'S GAMES" AT SIX PARK SITES AND RELATED PROGRAMMING

R. Adams _____
V. Israel _____
H. Fujita _____
S. Huntley _____

F. Mok _____
K. Regan _____
*M. Shull _____

General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve the proposed Agreement ("Agreement"), substantially in the form on file in the Board Office, between the City of Los Angeles ("City"), the Los Angeles Parks Foundation ("LAPF") and The People's Games, LLC. ("TPG"), setting forth the terms and conditions for the planning and implementation of inaugural programming under "The People's Games", consisting initially of an amateur level basketball competition between the City of Los Angeles ("Team-LA") and City of New York ("Team-NYC"), subject to the approval of the Mayor and of the City Attorney as to form;
2. Direct the Department of Recreation and Parks' ("RAP") Chief Financial Officer to identify the appropriate fund and account into which to deposit funds up to, and not exceeding, the amount of \$50,000, to be provided incrementally by LAPF to reimburse RAP for TPG program-related expenses incurred through RAP's participation in The People's Games inaugural basketball competition and any prize winnings;

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3. Direct the Board Secretary to transmit the proposed Agreement, to the Mayor in accordance with Executive Directive No. 3, and concurrently to the City Attorney for review as to form; and,
4. Authorize the Board President and Secretary to execute the Agreement upon receipt of necessary approvals.

SUMMARY:

TPG, a State of Delaware Limited Liability Corporation established by Mr. Terry Jastrow, Founder of Jastrow Productions, and Mr. Armyan Bernstein, Founder of Beacon Pictures, has approached the LAPF and RAP (collectively referred to herein as “Parties”) with a unique proposal (“The Game Plan”), attached hereto as Exhibit A, for the planning and implementation of a new brand of sport in the United States: “The People’s Games”. The People’s Games is an original and unique concept which if implemented, will provide an opportunity for the common people, such as but not limited to, school teachers, emergency personnel, custodians, administrators, steel workers, doctors, postmen, and even the unemployed, to represent the city in which they reside in a major competition against other major cities around the United States. The potential for growth that The People’s Games possesses is beyond measure; expansion of sports and activities, internet publication and video streaming on websites such as “YouTube”, and through measured success, possibly television as further described by TPG in Exhibit A.

The proposed Agreement will set forth the terms and conditions for the planning process and the implementation of the inaugural competition which is to be in the sport of basketball. The cities selected to compete in this first competition are the City of Los Angeles represented by “Team-LA”, and the City of New York, represented by “Team-NYC”. Although the LAPF and RAP will each contribute and have certain responsibilities under the proposed Agreement, TPG has pledged to fund the planning and implementation of The People’s Games at their sole cost and expense.

While the initial competition shall be in the sport of basketball, the idea is for TPG to expand the scope of its programming in the future to other sports (soccer, baseball, volleyball, etc.) and other forms of competition (singing, dance, spelling-bee, etc...), providing said opportunity to people of all sorts of backgrounds, experience, interests, and social status. With the success of this inaugural competition, the potential for expansion is great. However, at this time the scope of the proposed Agreement focuses solely on basketball, but does allow for future planning discussions among the Parties for the possible execution of an amendment to the proposed Agreement, or the execution of a subsequent agreement.

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The intent is for The People's Games (also referred to herein as "Programming") to provide the opportunity for any "Regular Joe" to possibly have a second chance at being a part of something big involving the sport or activity they love; to live out their dream of competing in "the majors", just like the professionals (practice, travel, play, etc.); all in pursuit of the sweet taste of victory, while representing their people, and their City. In the realm of sports, Programming will recapture the way sports used to be played, when athletes competed not for money or fame (as with many of today's professional athletes), but rather competing for the love of the game, with heart, passion, and teamwork; the way non-professionals currently play in school yards, park playgrounds, dirt lots and on the street.

In addition to traveling from city to city like Division-1 National Collegiate Athletic Association (NCAA) athletes and professional athletes, and to further the high level feel, legitimacy, and exposure of The People's Games, TPG intends to contract with prominent figures from a particular sport or activity, to coach the competing teams prior to (practices) and during the competition (games). In this case where the competition will be in the sport of basketball, TPG has been in discussions with Coach Mike Dunleavy, former Head Coach of the Los Angeles Lakers, Milwaukee Bucks, Portland Trailblazers, and most recently Los Angeles Clippers. During preliminary exploratory discussions among TPG and RAP staff, other potential coaches mentioned are Elgin Baylor, Kareem Abdul-Jabbar, and Norm Nixon. The selected Head Coach will coordinate and select the Team-LA assistant coaches. TPG has committed to contract with and compensate the Team-LA Head Coach and staff, at no expense to the City. The proposed Programming is further described in The Game Plan proposal attached hereto as Exhibit-A.

Upon approval of the proposed Agreement, TPG will coordinate and hold a press conference to introduce the public to Programming, and announce the launch of the inaugural basketball competition between Team-LA and Team-NYC. TPG is presently in discussions with the Mayor's Office to confirm the Mayor's availability. The plan is to hold simultaneous media events in Los Angeles and New York, with the intent of having Mayor Antonio Villaraigosa appearing in Los Angeles and Mayor Michael R. Bloomberg appearing in New York; each being telecasted live and appearing on respective video screens at each press event location, so each can see and interact with the other during the media event; basically to "talk smack" at each other. The specific details and logistics for the press conference will be determined among TPG, the mayors' staff of both cities, and a public relations firm under contract with TPG. TPG will contract with the public relations firm at TPG's sole cost and expense. The Mayor of each city will be introduced in order to, (i) announce the launch of The People's Games in his respective city, (ii) present the "Team LA" and "Team NYC" coaches, and (iii) take questions from the press. All information needed for the public's participation will be provided, including contestant qualification requirements, registration information, tryout schedules and locations, practice requirements and information, and game schedules. The date being considered for the media event and initial The People's Games announcement, as mutually determined by Parties,

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is February 28, 2011. If necessary, an alternate date may be selected, subject to the mutual approval of Parties.

Concurrently with the press announcements in Los Angeles and New York, TPG will launch its new website which will be fully functional on the date of the press conference so complete information about the Programming is readily available as the press conference is occurring, including how to sign up and register for tryouts. The People's Games website will have all information fully updated in real time over the course of the implementation process, from the initial press announcements through practice periods and leading up to and during the actual competitions. The website will provide such information as contestant registration information, tryout and practice schedules, game schedules and results, player profiles and statistics, press releases, etc. In addition, Parties will attempt to link certain City websites to The People's Games website, including the official City website, the Mayor's website, the RAP website, LAPF website and the EXPO Center website, subject to necessary City approvals and connectivity.

Tryouts: For this inaugural basketball competition, Team-LA players will be selected through a series of open tryouts held at the following six (6) RAP park sites:

Park Site	Address	Community	Council District	RAP Region
1. Pan Pacific Park	7600 Beverly Boulevard, Los Angeles. 90036	Park La Brea	4	Metro
2. Westwood Park	1350 South Sepulveda Boulevard, Los Angeles, 90073	Westwood	5	West
3. Expo Center	3980 Bill Robinson Lane, Los Angeles, 90037	Exposition Park	8	Pacific
4. Sepulveda Basin Recreation Area - Balboa Sports Center	17015 Burbank Boulevard, Los Angeles, 91316	Encino	12	Valley
5. Pecan Recreation Center	127 S. Pecan Street, Los Angeles, 90033	East L.A.	14	Metro
6. Normandale Recreation Center	22400 Halldale Avenue, Los Angeles 90501	Harbor Gateway	15	Pacific

It is anticipated that there will be a huge turnout of applicant-contestants for the Team-LA tryout events, and because the Programming's intent is partly to attract a wide range of people from various backgrounds, cultures, and social status, multiple park sites citywide were considered, primarily those which staff felt were most representative of the City of Los Angeles. After close consideration, the above 6 park sites were selected for the Team-LA tryouts. These were selected because of their geographic locations, occupant capacity, number of basketball courts,

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and overall condition. Parties also agreed that the location of each site must be located in areas of the City that are readily accessible by vehicle, mass transit, or foot.

The dates for the Team-LA player tryout and selection process are as follows:

- A. Open Tryout - Sunday, March 13, 2011, from 9am to 9pm.
Open tryouts shall be conducted at the 6 park sites listed above. To accommodate those applicant-contestants not able to attend a tryout in person, TPG will allow the applicant-contestant to submit a video tryout via The People's Games website, demonstrating the contestant's skill level by performing certain drills maneuvers and basketball shot selections (to be determined by TPG) in the same manner and time frame as those to be trying out in person. At the conclusion of the Open Try-Out, Team-LA Coaches, RAP staff, and TPG staff will reduce the number of applicant-contestants down to one hundred (100) prospects. Those 100 prospects that survive the first cut and are invited to return to the Second Stage Try-Out will be notified via email and phone call. The list of 100 names will also be posted on The People's Games website. The contestants who do not survive the initial cut will be notified via email or phone with a thankful acknowledgement for participating.
- B. Second Stage Tryout - Sunday, March 20, 2011, from 9am to 6pm.
The Second Stage Try-Out shall be conducted at Pan Pacific Park. The Team-LA Coaches and RAP staff will then reduce the number of prospects from the 100 invited from the Open Try-Out, to forty (40) finalists to be invited to the Final Stage Try-Out. TPG staff will interview the 40 finalists to verify qualifications and ensure legitimacy of each, and begin obtaining additional background information and personal stories.
- C. Final Stage Tryout - Sunday, March 27, 2011, from 9am to 6pm.
EXPO Center shall be the location of the Final Stage Try-Out. The number of contestants shall be reduced from 40 finalists to the final Team-LA squad of fifteen (15) players.

Following the conclusion of the three Try-Out events, the selected players of Team LA and Team NYC will be announced in a formal event to be determined by the Parties. The Parties have agreed that the specific event details and logistics for the announcement of the Team-LA and Team-NYC players will be determined in the future.

Practices: Both teams will practice in preselected neighborhoods in their respective cities during the month of April. The practice schedule for Team LA shall be determined by Team LA Coaches, Team LA players, TPG staff, and RAP staff, in accordance with practice site availability.

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Games: The Programming's initial competition will consist of a best-of-three (3) game basketball series ("Competition"), similar to the National Basketball Association playoffs. The Mayors of each competing City will flip a coin and the winner of the coin flip will have the choice of hosting either Game #1 or Game #2 and Game #3 (if necessary.) The winner of the Competition will be that team which is the first to win two (2) games out of the three game series. The games to be played in Los Angeles will be played at a site or sites mutually determined by TPG and RAP staff.

The following is a tentative schedule for the Competition between Team LA and Team NYC:

- Saturday, April 30, 2011 – Travel and Practice.
- Sunday, May 1, 2011 – Game #1.
- Monday, May 2, 2011 – Travel/Practice.
- Tuesday, May 3, 2011 – Game #2.
- Wednesday, May 4, 2011 – Game #3 (if necessary).

Consideration and Grand Prize: TPG has agreed, pursuant to the terms and conditions of the proposed Agreement, to pay LAPF consideration in the amount of Thirty Thousand Dollars and No Cents (\$30,000), through three equal payments of Ten Thousand Dollars and No Cents (\$10,000) in mid-February, mid-March, and mid-April, 2011. These funds are to be used to reimburse RAP for costs incurred by RAP through its participation in the Programming. In addition, as an incentive for each respective City's participation in the People's Games, TPG agrees to pay the City that wins the Competition (first to win 2 games) an additional Twenty Thousand Dollars and No Cents (\$20,000). Thus the winning City will receive Fifty Thousand Dollars and No Cents (\$50,000) and the non-winning City will receive \$30,000.

Although the term or duration of the proposed Agreement is only one (1) year, the intent is for this relationship to grow with the expansion of the Programming into other sports and activities, potentially creating a valuable revenue stream for the City. Following the conclusion of the basketball competition, staff will review the results and evaluate if it is in the City's best interest to continue the relationship with TPG beyond the initial 1 year term of the Agreement.

Staff has determined that the issuance of the proposed Agreement is for the operation of recreational programming at an existing park facility involving negligible or no expansion of use and, therefore, is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 1 (14) of the City CEQA Guidelines.

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FISCAL IMPACT STATEMENT:

The proposed Agreement will not have any impact on the Department's General Fund, as TPG Programming costs shall be paid by TPG, at no cost to the City. RAP staff costs associated with RAP's participation in proposed Programming shall be reimbursed by LAPF through funding provided by TPG.

This report was prepared by Joel Alvarez, Sr. Management Analyst, Partnerships Unit.

THE PEOPLE'S GAMES

- game plan -

Property of The People's Games, LLC
2900 W. Olympic Blvd., 2nd Floor
Santa Monica, CA 90404
Office: (310) 260-7056

U.S. Copyright Case # 1-80087491

U.S. Patent & Trademark Serial # 77/475,559

WGA Registration # 1275145

*Prepared by Terry Jastrow
February 1, 2011*

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THE PEOPLE'S GAMES

Overview

THE PEOPLE'S GAMES is a new brand of sport in America. It is an original and unique concept which provides an opportunity for the common man to represent their city in sporting competition against rival cities. It's an opportunity for real people...teachers, taxi drivers, policemen, janitors, waiters, etc...to live out their dream of playing in a big time sporting event, representing their family, neighborhood, and city in pursuit of the thrill of victory.

THE PEOPLE'S GAMES recaptures the way sports used to be...when it was about heart, passion, and teamwork...played by people of varying backgrounds, race, religion, and social status...in short, when people played for "the love of the game", not for money or fame.

Unlike other competitions, players on a team must come from the city for which they play. THE PEOPLE'S GAMES are the antithesis of professional sports.

Competitors will be selected through citywide sign ups, grassroots tryouts and competitions in neighborhoods, districts, and/or boroughs to create a team which reflects and represents the city. That city's team competes against a rival city's team, similarly comprised.

THE PEOPLE'S GAMES will be launched with a basketball competition between the cities of New York and Los Angeles in the spring of this year, and will quickly grow with other sports and spread to other cities throughout the United States, and soon thereafter to other great cities of the world.

This new brand of sport will eventually provide a significant amount of original content programming for selected internet sites, social networking, TV broadcasters, phone apps, etc.

THE PEOPLE'S GAMES is about the people, as much as it is the games. For those who believe the best ideas can be stated simply, it's... "the common man playing the most popular sports...meets reality TV...and living in a robust, inter-connective community online".

While THE PEOPLE'S GAMES will be launched with sporting events, the concept is applicable to any and all forms of competition...i.e., singing, dancing, spelling, etc.

THE PEOPLE'S GAMES Sports Selected & the Rollout

- **Initial Launch, 2011** – THE PEOPLE'S GAMES will first be played as a “best of three” competition between the cities of New York and Los Angeles, and hopefully soon thereafter, in soccer, baseball and football.

The competitions could potentially roll out as follows: April – Basketball, July – Baseball, September – Soccer, November – Football.

- **Expansion Year, 2012** – THE PEOPLE'S GAMES will expand to 16 top markets (8 East, 8 West) competing in six sports from March through November.

East Markets: New York, Chicago, Philadelphia, Boston, Washington, D.C., Atlanta, Detroit, and Miami

West Markets: Los Angeles, San Francisco, Dallas, Houston, Phoenix, Seattle, Minneapolis, and Denver

Timing: April – Basketball, June – Track, July – Baseball, September – Soccer, November – Football

THE PEOPLE'S GAMES Competition: East and West teams compete in their respective divisions until a champion is determined. Then the champion city from the East plays the champion city from the West in the finals.

- **Full Application, 2013 and Beyond** – other markets and additional competitions...both sport and non sport...will be added as demand dictates. Not only will the franchise be fully developed in the USA, but in international markets as well, i.e., New York vs. London, Paris vs. Miami, Los Angeles vs. Beijing, Moscow vs. Mexico City, etc.

We believe The People's Games could evolve to become what the Olympic Games were originally intended to be...creating for the future what was once great in the past. Today, the Olympics are big business, and Olympic athletes clearly more professional than amateur. THE PEOPLE'S GAMES could become the Olympics for the common man...where real people compete for reasons that are personal, not professional...for pride, not profit...where people are in pursuit of their dreams, not business objectives.

THE PEOPLE'S GAMES

Selection of Competitors & Coaches

Working in cooperation with the City of Los Angeles Department of Recreation & Parks, and the New York City Department of Parks & Recreation, here is the method we will use to determine the competitors/teams:

- **Qualification** – entrant must be eighteen or older, a current resident of the city, and have never played professionally in the sport for which they're attempting to qualify. Otherwise, everyone is eligible regardless of gender, race, religion, sexual persuasion, perceived ability, etc., keeping in mind we are looking for the best 20 amateur basketball players in each city.
- **Coaches** – our intent is to select well known figures in the sport to be Head Coach of the team...they in turn would select Assistant Coaches. Unlike competitors who receive no money, TPG coaches will be paid a modest fee, which they may choose to donate to the charity of their choice.
- **Team Selection Process** –
 1. Local PR and marketing campaigns will announce THE PEOPLE'S GAMES and invite people to sign up and try out to make the team. PR campaign will utilize TV, print, radio, billboards, and internet to create awareness and provide information.
 2. Entrants will register on www.thepoplesgames.com, which will provide basic information regarding sign up and tryout process (or call 1-800-TPG-3098). Cities are anticipating more than 3,000 competitors will sign up.

3. will announce date and locations of neighborhood tryouts throughout the city, i.e., NYC tryouts will be held in all five boroughs. Los Angeles has a selected six sites throughout the city...Balboa Sports Complex, EXPO Center, Normandale Recreation Center, Pan Pacific Recreation Center, Pecan Recreation Center and Westwood Recreation Complex.

Coaches, city reps, and THE PEOPLE'S GAMES staff will welcome entrants and conduct sign up and tryouts at each location. A "bulk" cut will reduce the entrants down to 100...the best 100 amateur basketball players in the city.

Open tryouts are scheduled for Sunday, March 13.

4. Second stage tryouts, Sunday, March 20. Coaches, city reps, and THE PEOPLE'S GAMES staff will put those who survive the initial cut through various drills and scrimmages to determine which 40 players will be invited back for the final cut.
5. Final tryouts, Sunday, March 27. Coaches will setup practice drills and scrimmages with the 40 finalists in order to select the best 20 players...15 team members and 5 alternates.
6. Each team will reflect the profile of the city's population, with specific regard to geography, race, religion and economic status.

THE PEOPLE'S GAMES Format of Competition & Venues

GAMES FORMAT: The initial games will be competed as follows:

- Basketball – full court, indoor and outdoor, 20 players...15 team members and 5 alternates
- Track – all classic individual and relay events
- Baseball – hardball, aluminum bats, 7 inning games, 20 players...15 team members...5 alternates
- Soccer – field shorter and narrower, 20 players...15 team members...5 alternates

- Football – full contact (helmets & pads), 30 players...25 team members...5 alternates

Note: complete THE PEOPLE'S GAMES rules for each sport will be provided.

OFFICIALS: THE PEOPLE'S GAMES will hire qualified officials. While THE PEOPLE'S GAMES competitions will be played under conventional rules, the officials will call the event "looser" than college or professional competitions. The adherence to rules will be more reflective of playground competition than organized professional leagues, and yet officials will insure good sportsmanship and penalize heavily when flagrant fouls or fights occur.

CHEERLEADERS: Like the competitors, cheerleaders for THE PEOPLE'S GAMES will be selected through a process of sign ups, tryouts and interviews and will reflect the city population at large.

VENUES: In order to deliver on the promise of providing the common man an opportunity to fulfill a dream, our intention is to play many of THE PEOPLE'S GAMES events at well-known arenas such as USC's Galen Center and St. John's Carnesseca Arena.

We're hopeful some games will take place at outdoor courts such as Rucker Park in Harlem, or Venice Beach.

Subject to venue availability, lighting, and content programming needs, all events will be played at night, starting at 8:00pm local time.

SPECTATORS: PR, advertising and word of mouth will establish date, location and time of games. Ticket prices will be modest to encourage the maximum amount of team support.

THE PEOPLE'S GAMES PR Plan

THE PEOPLE'S GAMES will be a viable story in three categories...sports, entertainment news, and community affairs. Some key elements of the PR campaign are as follows:

- **Website Creation & Interface** – will be interactive and maintained real time. We will also interface with selected websites from both cities, and eventually, websites of our sponsors.
- **The PR Plan** – the initial thrust of the PR campaign will occur a few weeks before the sign up and tryouts of the first series, and will be utilized to both launch THE PEOPLE'S GAMES and call attention tryouts, practices and games.
- **Press Conference, Announcement** – in addition to launching THE PEOPLE'S GAMES, we will be announcing the first series (basketball, NYC vs. LA). Both Mayor Bloomberg and Mayor Villaraigosa, and team coaches will be in attendance.
- **PR Continuity** – after the announcement, national and local PR reps will aggressively follow up to insure proper continuity of coverage and notification of such things as tryouts, team practices and games. We plan to be aggressive in all conventional and nonconventional PR strategies including interviews with coaches and competitors, satellite media tours, conference calls between selected journalists and THE PEOPLE'S GAMES competitors and coaches, TV and radio talk shows, inviting journalists to practices, insuring THE PEOPLE'S GAMES events are listed in all customary internet and TV listings, and aggressive utilization of ethnically diverse social networking.

The campaigns above hopefully will have the following collateral support:

- **Press** – the story of THE PEOPLE'S GAMES figures to engender news coverage in four categories...sport, entertainment, community affairs, and business.

- – will provide PR and advertising support for THE PEOPLE’S GAMES in specifically created and coordinated marketing campaigns.

THE PEOPLE’S GAMES **Content Production**

Production for THE PEOPLE’S GAMES will be noticeably different than for other conventional sports on TV. The focus will be on the people, the players...their lives, families, homes, jobs, idiosyncrasies, passions, dreams, etc. Each broadcast will be less about documenting the game, and more about storytelling. Some TV production techniques include:

- **Web & TV Possibilities** – as with “American Idol”, “So You Think You Can Dance” and others, the tryout phase and competitions will provide popular content programming.
- **Up Close & Personals** – getting to know the competitors as real people, greatly enhancing interest and enjoyment in THE PEOPLE’S GAMES.
- **Player Interviews** – unlike professional sports, reporters will frequently interview competitors, coaches, referees and fans during competition, both on the field/court and sidelines.
- **Mics on Coaches, Officials and Players** – THE PEOPLE’S GAMES coaches and officials, and in some cases players, will wear mics.
- **Involvement of the Fans** – as all THE PEOPLE’S GAMES events will be played between teams of rival cities, we expect colorful and enthusiastic fans. Our plan is to show fans frequently and interview them when appropriate.
- **Event Coverage** – we will start with conventional coverage concepts and seek to add new and unusual features such as interesting camera angles, “in-game” audio and video coverage, fan mics, and graphic treatments...all to enhance viewing enjoyment and distinguish THE PEOPLE’S GAMES telecasts.

- **Play-By-Play Announcer on Court (or Field)** – we'll explore having play-by-play announcers down where the action is, and possibly feed his mic to the PA system, making the commentary more dynamic and the event more enjoyable for fans.
- **THE PEOPLE'S GAMES Production Company** – we'll engage top sports and reality television production people and state of the art equipment. All THE PEOPLE'S GAMES content will be produced under the leadership of Terry Jastrow, seven time Emmy Award winning Producer & Director (bio included below).

THE PEOPLE'S GAMES Schedule of Activity – 2011

February 28 (anticipated): THE PEOPLE'S GAMES press announcement. Plans are to have Mayor Bloomberg in NYC and Mayor Villaraigosa in Los Angeles for a simultaneous announcement and press conference. Coaches for both cities will be introduced. Mayors will toss a coin...winning Mayor will have choice of whether to host Game #1, or Game #2 and #3 (if needed).

February 28-March 10: Sign up for tryouts... , or call 1-800-TPG-3098, or fill out registration form at Rec. & Parks facility.

March 13: Open tryouts in both NYC and LA.

NYC tryouts in all five boroughs, locations TBD.

Los Angeles tryouts in six locations around city as follows:

- Balboa Sports Complex: 17015 Burbank Blvd., Encino, CA 91316
- EXPO Center: 3980 S. Menlo Ave., Los Angeles, CA 90037
- Normandale Recreation Center: 22400 Halldale Ave., Torrance, CA 90501
- Pan Pacific Recreation Center: 7600 Beverly Blvd., Los Angeles, CA 90036
- Pecan Recreation Center: 145 S. Pecan St., Los Angeles, CA 90033
- Westwood Recreation Complex: 1350 S. Sepulveda Blvd., Los Angeles, CA 90025

March 20: Second stage tryout (reduce from 100 to 40)

NYC location – TBD

LA location – Pan Pacific Recreation Center

March 27: Final tryout (reduce from 40 to 20)

NYC location – TBD

LA location – EXPO Center

March 29: Introduction of Team Los Angeles, location TBD.

March 30: Introduction of Team New York City, location TBD.

April: Team practices in both cities at locations throughout the city.

May 1: Los Angeles vs. New York City – Game #1, location TBD.

May 2: Teams travel and practice

May 3: Los Angeles vs. New York City – Game #2, location TBD.

May 4: If needed, Los Angeles vs. New York City – Game #3, same location as above.

THE PEOPLE'S GAMES Leadership Bios

ARMYAN BERNSTEIN, FOUNDER & CHAIRMAN:

- Founded Beacon Communications in 1990, one of the most successful independent film companies
- Produced and Executive Produced more than 40 highly regarded films including: *THE HURRICANE*, starring Denzel Washington, *AIR FORCE ONE*, starring Harrison Ford, *THIRTEEN DAYS* and *FOR THE LOVE OF THE GAME*, starring Kevin Costner, *SPY GAME*, starring Brad Pitt and Robert Redford, *LADDER 49*, starring John Travolta and Joaquin Phoenix, *END OF DAYS*, starring Arnold Schwarzenegger, and David Mamet's *A LIFE IN THE THEATER*, which one a cable ACE Award for Best Drama
- Directed such films as *WINDY CITY* (from his screenplay), starring Kate Capshaw and John Shea, and *CROSS MY HEART*, starring Martin Short and Annette O'Toole

- Acclaimed screenwriter for such films as *THE HURRICANE*, *ONE FROM THE HEART*, directed by Francis Ford Coppola, and *THANK GOD IT'S FRIDAY*, starring Debra Winger and Jeff Goldblum
- Wrote and produced ABC's Emmy Award winning *THE EARTH DAY SPECIAL*
- Currently Executive Producer of ABC primetime series *CASTLE*

TERRY JASTROW, COMMISSIONER & EXECUTIVE PRODUCER:

- Started working for ABC Sports out of college in June, 1970
- Became youngest network sports producer/director at age 24
- Produced/directed 6 Olympic Games, numerous episodes of ABC's Wide World of Sports, Super Bowl, Indy 500, Kentucky Derby, many college football games, and 68 major championships of golf
- Produced Howard Cosell Sports Magazine show and a majority of Howard Cosell programs during his prime
- Directed the Opening and Closing Ceremonies of the 1984 Summer Olympics in LA. Produced or directed six Olympic Ceremonies in all
- Staff producer and director at ABC Sports for 24 years
- President of Jack Nicklaus Productions for 12 years
- Nominated for 17 Emmys, won 7 Emmy
- Nominated for the Directors Guild of American Lifetime Achievement Award

PR Contact New York City:

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hkrug@rogersandcowan.com

REPORT OF GENERAL MANAGER

NO. 11-048

DATE February 16, 2011

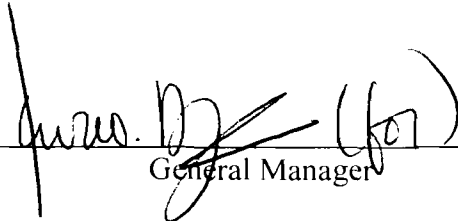
C.D. 10

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: BENNY POTTER WEST ADAMS AVENUE MEMORIAL PARK
(W.O. #E170486F) -- FINAL PLANS AND CALL FOR BIDS

R. Adams _____
V. Israel _____
H. Fujita _____
S. Huntley _____

F. Mok _____
K. Regan _____
*M. Shull _____



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve final plans and specifications for the Benny Potter West Adams Avenue Memorial Park (Benny Potter Park) (W.O. #E170486F) project;
2. Approve the reduction in the value of work that the specifications required to be performed by the Prime Contractor from 50% to 20% of the base bid price; and,
3. Approve the date to be advertised for receipt of bids as Tuesday, April 12, 2011, at 3:00 P.M. in the Board Office.

SUMMARY:

The City of Los Angeles, Departments of Public Works, and Recreation and Parks propose to construct the Benny Potter Park (W.O. #E170486F) project. The project is designed to improve greening, irrigation, picnic area, path with outdoor fitness stations within Department of Recreation and Parks owned property. Benny Potter Park is located at 2327 West 24th Street, Los Angeles, CA 90018. This portion of the park is known as the annex.

REPORT OF GENERAL MANAGER

PG. 2 NO. 11-048

A Benny Potter Park Local Volunteer Neighborhood Oversight Committee (LVNOC) was formed to give input on potential designs that would implement the Proposition K scope of work. The proposed project is funded by Proposition K. The development of the proposed project is expected to provide additional recreational amenities at the existing community park. The proposed action would maximize the use of the City's Proposition K funds for recreational development.

The Benny Potter Park (W.O. #E170486F) project is a 0.6-acre day-use park. The proposed improvements will be implemented in the park annex in the northeast quadrant of 2nd Avenue and 24th Street. Once completed, the park would be operated and maintained by the Department.

The Bureau of Engineering prepared the final plans and specifications for the current phase. As required under the Proposition K - L.A. for Kids Program, three (3) LVNOC meetings have been held, and the LVNOC has approved the scope of this project.

Plans and specifications provide for the following scope:

1. Demolition, site preparation and grading
2. Installation of new permeable paving walkways.
3. Installation of new concrete paving and headers.
4. Installation of new decomposed granite paving.
5. Installation of new picnic tables, barbecues and drinking fountain.
6. Installation of new pre-fabricated metal picnic shelter.
7. Installation of solar-powered security lighting.
8. Installation of new irrigation system.
9. Installation of new trees, shrubs and lawn.
10. Installation of fitness equipment.

Funding will be drawn from the funding sources listed below:

<u>Funding Source</u>	<u>Fund/Dept/Acct. No</u>
Proposition K Year 12	43K/10/E864
Proposition K Year 13	43K/10/F864
Proposition K Year 14	43K/10/G864

The City Engineer's estimate for the construction cost of the Benny Potter Park project is \$425,750.

REPORT OF GENERAL MANAGER

PG. 3 NO. 11-048

It has been the policy of this Board to require that the prime contractor on construction projects perform a minimum of 50% of the work for the project, as measured by the base bid price. It is proposed that the Board reduce the prime contractor's participation requirement from 50% to 20% on this project. This should help attract a broader range of prime contractors, thus creating a more inviting and competitive bidding environment for this project. Also, it should create more competitive pricing among the subcontractors providing bids to the prime contractors.

In accordance with the requirements of the California Environmental Quality Act, staff has determined that the proposed improvements will not have a significant impact on the environment. This project has been determined to be Categorical Exempt per City CEQA Guidelines Article III, Section 1(k), Class 11(3) (accessory structures). A Notice of Exemption was filed with the Los Angeles City Clerk's Office on July 11, 2008, and posted by the County Clerk's Office on July 11, 2008.

The bid package has been approved by the City Attorney's Office.

FISCAL IMPACT STATEMENT:

There is no fiscal impact to the Department's General Fund at this time. The assessments of the future operations and maintenance costs have yet to be determined and will be addressed in future budget requests.

This Board Report was prepared by Fang Chang, Project Manager, BOE Recreational and Cultural Facilities Program. Reviewed by Neil Drucker, Program Manager, BOE Recreational and Cultural Facilities Program; and Michael A. Shull, Superintendent, Planning and Construction Division, Department of Recreation and Parks.

REPORT OF GENERAL MANAGER

NO. 11-049

DATE February 16, 2011

C.D. 4

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: NORTH HOLLYWOOD MULTI-PURPOSE INTERGENERATIONAL CENTER AT TIARA STREET – NEW BUILDING AND LANDSCAPE PROJECT (PRJ1543B)(W.O. #E170240F) – FINAL PLANS AND CALL FOR BIDS

R. Adams _____
V. Israel _____
H. Fujita _____
S. Huntley _____

F. Mok _____
K. Regan _____
*M. Shull *M. Shull*

[Signature]
General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve the final plans and specifications for the North Hollywood Multi-purpose Intergenerational Center at Tiara Street – New Building and Landscape (PRJ1543B) (W.O. #E170240F) project; and,
2. Approve the date to be advertised for receipt of bids as Tuesday, March 29, 2011 at 3:00 P.M. in the Board Office.

SUMMARY:

Submitted are final plans and specifications for the North Hollywood Multi-purpose Intergenerational Center at Tiara Street – New Building and Landscape project, located at 11480 West Tiara Street, Los Angeles, CA 91601. This is a Proposition K Year 1 and Year 2 project. The Bureau of Engineering Architectural Division prepared the building plans for this project, and the Department of Recreation and Parks Planning and Construction prepared the grading and landscape plans. The City Engineer’s estimated total construction cost is \$2,300,000.

The undeveloped 1.56 acre site is located at the intersection of Tiara Street and Lankershim Boulevard. The North Hollywood Multi-purpose Intergenerational Center at Tiara Street – New Building and Landscape (PRJ1534B) (W.O. #E170240F) project will consist of construction of a new 2,100 square foot, one-story wood framed building with a multi-purpose room, lobby area, storage and equipment rooms, restrooms, staff office/ranger sub-station, and break room. The

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building will have fire sprinklers throughout for fire life safety protection. Landscaping and outdoor amenities include a children’s play area with rubberized surfacing, decomposed granite walking paths, new turf areas, a trellis, benches, gaming tables, solar powered lighting, outdoor fitness exercise equipment stations, picnic tables, drinking fountain, landscaping, irrigation, shade structure, perimeter fencing, a trash enclosure, and a new asphalt concrete parking lot to accommodate up to 19 vehicles.

The outdoor exercise equipment, shade structure, rubberized surfacing, children’s play equipment, and solar powered lighting will be completed by City vendors and are to be excluded in the contractors’ base bid proposal for the construction project. However, during the course of construction, should Recreation and Parks or the Bureau of Engineering determine that the work can be completed more efficiently by the contractor, then the work will be added to the contract as extra work.

Funds for construction are available for the proposed improvements in Proposition K Year 1, Year 2, and Year 5 Inflation funds and in Quimby funds, from the following accounts:

<u>Funding Source</u>	<u>Fund/Dept./Acct No.</u>
Proposition K Year 1	43K/10/K008
Proposition K Year 2	43K/10/N208
Proposition K Year 5-Inflation	43K/10/S208
Quimby	302/89/460K-TS

In compliance with the California Environmental Quality Act (CEQA), Staff has determined that the subject project will consist of construction of new small and accessory structures, and therefore, is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 3(6, 17), Class 4(1), and Class 11(3) of the City CEQA Guidelines.

The bid package has been approved by the City Attorney’s office.

Council District Four and Valley Region Staff support the recommendations set forth in this report.

FISCAL IMPACT STATEMENT:

There is no immediate fiscal impact to the Department’s General Fund. The assessments of the future operations and maintenance costs have yet to be determined and will be addressed in future budget requests.

This report was prepared by Gary Lam, Project Manager, BOE. Reviewed by Neil Drucker, Program Manager, Recreational and Cultural Facilities Program, BOE; and by Michael A. Shull, Superintendent, Planning and Development Division, Department of Recreation and Parks.

REPORT OF GENERAL MANAGER

NO. 11-050

DATE February 16, 2011

C.D. 3

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: RESEDA PARK – POOL REPLACEMENT AND BATHHOUSE RENOVATION (PRJ#1618P) (W.O. #E1907292) – FINAL PLANS AND CALL FOR BIDS

R. Adams _____
V. Israel _____
H. Fujita _____
S. Huntley _____

F. Mok _____
K. Regan _____
*M. Shull _____ *MS*

Vicki D. [Signature]
General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve the final plans and specifications for the Reseda Park – Pool Replacement and Bathhouse Renovation (PRJ#1618P) (W.O. #E1907292) project;
2. Approve the reduction in the value of work that the specifications required to be performed by the Prime Contractor from 50% to 20% of the Base Bid price; and,
3. Approve the date to be advertised for receipt of bids as Tuesday, March 29, 2011 at 3:00 P.M. in the Board Office.

SUMMARY:

Submitted for the Board’s approval are the final plans and specifications for the Reseda Park – Pool Replacement and Bathhouse Renovation (PRJ#1618P) (W.O. #E1907292), located at 18411 Victory Boulevard, Reseda, CA 91335, as prepared by Lehrer Architects, under the direction of the Department of Public Works, Bureau of Engineering (BOE), Architectural Division.

The proposed scope for this project includes the following features:

1. Site preparation and construction of new 75-feet by 120-feet pool tank and surrounding pool deck.
2. Installation of the new pool accessories and service equipment.

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3. Modification of the existing pump room as required for new equipment.
4. Installation of the new solar-powered security lights and LED underwater pool lights.
5. Replacement of all site utilities connections serving the building and the pool from the building to the property line.
6. Installation of stadium light poles and their wiring to the pool area.
7. Construction of the colored concrete insert in the site and pool deck paving.
8. Construction of shade structures on east and west sides of the pool.
9. Construction of five shade towers on the south side of the pool.
10. Construction of colored concrete paving at all parking areas and driveways.
11. Updating the pool and bathhouse heating system.
12. Construction of a new spectator area with bleachers.
13. Construction of the new perimeter fencing and gates.
14. Update of existing electrical and plumbing system as applicable.
15. Replacement of existing landscaping, and installation of new landscaping, planting, and irrigation.
16. Construction of the new parking lots for 30 parking spaces and bike racks.

The bid proposal includes the following deductive alternates:

1. Installation of stadium light poles and their wiring to the pool area.
2. Construction of the colored concrete insert in the site and pool deck paving.
3. Construction of shade structures on east and west sides of the pool.
4. Construction of five shade tower on the south side of the pool.
5. Construction of colored concrete paving at all parking areas and driveways

The lowest responsible bidder shall be the lowest responsible bidder who submits the lowest Base Bid. The Base bid shall include the deductive alternates. The deductive alternates may be used at the discretion of the Board to adjust the contract price by subtracting any of the deductive alternates from the Base Bid after the lowest responsible bidder is determined.

To ensure the quality and to meet the standards for construction of City pools, all bidders will be required to complete and submit "Pool Contractor's Minimum Qualifications - Experience with Public Swimming Pools Construction" forms as part of their bids, as instructed in the bid package. The Pool Contractor must have constructed at least five public pools for government agencies within the last six years that are comparable to this project.

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It has been the policy of this Board to require that the prime contractor on construction projects perform a minimum of 50% of the work for the project, as measured by the base bid price. It is proposed that the Board reduce the prime contractor's participation requirement from 50% to 20% on this project. This should help attract a broader range of prime contractors, thus creating a more inviting and competitive bidding environment for this project. Also, it should create more competitive pricing among the specialty pool subcontractors providing bids to the prime contractors.

The City Engineer's estimate for the construction costs of the pool demolition work for this project is \$2,900,000. Funds are available from the following funding accounts:

<u>Funding Source</u>	<u>Fund/Dept./Acct. No.</u>
CRA/LA AB1290 Funds	205/88/FMM0
RAP Special Fund (MRP)	302/89/845M
Quimby Funds	302/89/460K-RE

In accordance with the requirements of the California Environmental Quality Act (CEQA), a Mitigated Negative Declaration (MND) that included the development elements of the project was reviewed and adopted by the Board on November 15, 2010. The MND was filed with the Los Angeles City Clerk on November 16, 2010 and the Los Angeles County Clerk on November 18, 2010.

The bid package has been approved by the City Attorney's Office.

FISCAL IMPACT STATEMENT:

The project will be funded by a combination of the aforementioned funding sources. There is no immediate fiscal impact to the Department's General Fund. However, operations and maintenance costs will be evaluated and included in future Department budget requests.

This report was prepared by Alex Ngo, Project Manager, Bureau of Engineering (BOE) Architectural Division. Reviewed by Neil Drucker, Program Manager, Recreational and Cultural Facilities Program, BOE; Deborah Weintraub, Chief Deputy City Engineer, BOE; and Mike Shull, Superintendent, Planning and Development Division, Department of Recreation and Parks.

REPORT OF GENERAL MANAGER

NO. 11-051

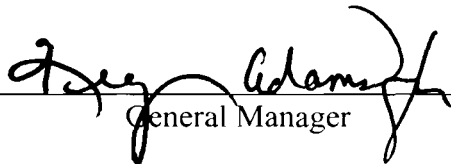
DATE February 16, 2011

C.D. 2

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: VALLEY COLLEGE BRIDGE - CONSTRUCTION PLANS AND SPECIFICATIONS AND AUTHORIZATION TO THE SOCIAL AND PUBLIC ART RESOURCE CENTER (SPARC) TO BID, AWARD, AND CONSTRUCT A NEW PEDESTRIAN BRIDGE

R. Adams	_____	F. Mok	_____
H. Fujita	_____	K. Regan	_____
S. Huntley	_____	*M. Shull	<i>msf</i>
V. Israel	_____		



 General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Grant approval of the construction documents and specifications prepared by the Social and Public Art Resource Center (SPARC) and its consultant, wHY Architecture, for the construction of a new, solar power lit, pedestrian bridge over the Tujunga Wash; and,
2. Authorize SPARC to bid, award, and construct the Valley College Bridge.

SUMMARY:

The dilapidated Valley College Bridge overcrossing the Tujunga Wash between Oxnard Street and Burbank Boulevard, just east of Los Angeles Valley College, was demolished on October 2, 2008 by staff of the Department of Recreation and Parks (RAP) and its on-call sub-contract vendor in preparation for the construction of a new, solar lit, pedestrian bridge to be spearheaded by SPARC as part of its efforts to restore "The Great Wall of Los Angeles" mural along the Tujunga Wash within the subject reach.

REPORT OF GENERAL MANAGER

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SPARC has entered into various agreements with both the Los Angeles County Flood Control District (LACFCD) and the City of Los Angeles to enable it to restore the mural and to design and build a new, solar power-lit, pedestrian bridge with interpretive stations located on the bridge. The RAP Board has previously approved the agreements, along with a conceptual plan for the new bridge (Board Report No. 07-81).

SPARC, with the assistance of its consultant, WHY Architecture, have completed the construction documents. The new pedestrian bridge will be a single span, steel girder, composite concrete and steel decked bridge measuring approximately 100 feet in length and 13 feet in width. It will be supported by 30 inch diameter concrete piles on both ends of the bridge. Above the bridge is a metal roof structure to support future photovoltaic cells to light the bridge.

Approvals and permits have been obtained from the US Army Corp of Engineers and LACFCD. RAP's Planning and Construction has also reviewed the construction documents, as has staff of the Department of Public Works, Bureau of Engineering (BOE). It is recommended to the Department of Recreation and Park Board of Commissioners (Board) to approve the plans and specifications for the Los Angeles Valley College Bridge project and to authorize SPARC to proceed to bid, award, and construction of the project.

SPARC has secured funding for the project through grants from the California Cultural Historical Endowment and Santa Monica Mountains Conservancy totaling \$1.665 million, with a matching fund from the City's Sites and Facilities in the not-to-exceed amount of \$297,400.

In compliance with the California Environmental Quality Act (CEQA), staff has determined that the proposed construction will have no significant impact on the environment. A Notice of Exemption (NOE) was filed with the Los Angeles City Clerk's office on December 18, 2006 and posted by the County Clerk's office on December 18, 2006. Subsequently, another NOE was filed on July 16, 2010 for a modified project scope for display lighting.

FISCAL IMPACT STATEMENT:

There is no anticipated fiscal impact to the Department's General Fund. All funds are provided by the above-listed funding sources as specifically identified and approved for use on this project. The future operation and maintenance costs have yet to be determined.

This Report was prepared by Gary Lam, Bureau of Engineering. Reviewed by Neil Drucker, Program Manager, Recreational and Cultural Facilities Program, Bureau of Engineering; Cid Macaraeg, Sr. Management Analyst II, Real Estate & Asset Management, Department of Recreation and Parks; and Michael A. Shull, Superintendent, Planning and Construction, Department of Recreation and Parks.

REPORT OF GENERAL MANAGER

NO. 11-052

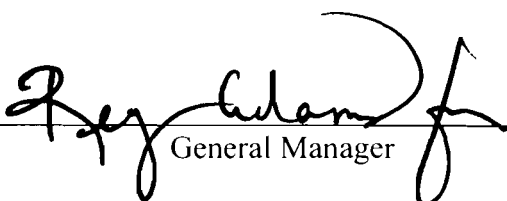
DATE February 16, 2011

C.D. 4

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: PAN PACIFIC PARK – AMENDMENT TO LEASE AGREEMENT BETWEEN LOS ANGELES MUSEUM OF THE HOLOCAUST AND CITY OF LOS ANGELES

R. Adams	_____	F. Mok	_____
V. Israel	_____	K. Regan	_____
H. Fujita	_____	*M. Shull	<u><i>mf</i></u>
S. Huntley	_____		



 General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve a proposed Amendment to the Lease Agreement, substantially in the form on file in the Board Office, between the Los Angeles Museum of the Holocaust and the City of Los Angeles (City) for the use of a portion of the City's Pan Pacific Park for the construction and operation of the Holocaust Museum, subject to the approval of the Mayor and the City Council and the City Attorney as to form;
2. Direct the Board Secretary to transmit the proposed Amendment to the Mayor's Office for review pursuant to Executive Directive No. 3, and to the City Attorney for review and approval as to form; and,
3. Authorize the Board President and Secretary to execute the Amendment upon receipt of the necessary approvals.

SUMMARY:

On May 16, 2007, the Board approved (Board Report No. 07-111) the relocation of the Los Angeles Museum of the Holocaust (Museum) to a portion of Pan Pacific Park. By the same action, the Board also approved a 50-year lease agreement for the use of a portion of Pan Pacific Park for the construction at the Museum's sole cost of the Museum building. Construction on

REPORT OF GENERAL MANAGER

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the Museum began in October 2008 and was completed in late 2010, with a certificate of occupancy being issued in October of the same year.

Subsequently, the Museum has requested that they be allowed to operate the Museum on Saturdays. The proposed First Amendment (Amendment) will address the request of the Museum to amend the days of operation to include Saturdays. It would also change the address where the Museum receives legal notice under the lease agreement to the address of the Museum in Pan Pacific Park now that it has been constructed and the address of the Department to its current headquarters in Figueroa Plaza.

The proposed Amendment would modify the lease by removing the phrase that was previously in Section 5.2.1 that read: “and shall be closed on Saturdays as well in accordance with the Jewish Sabbath” as well as change the addresses in Section 19.2.

FISCAL IMPACT:

There is no fiscal impact to the Department’s general fund resulting from the approval of the proposed Amendment.

This report prepared by Cid Macaraeg, Sr. Management Analyst II, Real Estate and Asset Management, Planning and Construction Branch.

REPORT OF GENERAL MANAGER

NO. 11-053

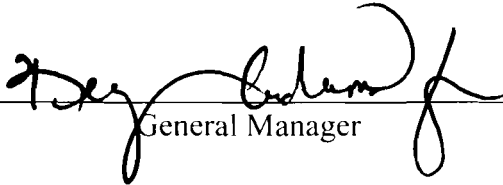
DATE February 16, 2011

C.D. 7

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: HANSEN DAM PHASE II – RANGER STATION (W.O. #E170405F) – SUPPLEMENTAL AGREEMENT TO THE MEMORANDUM OF UNDERSTANDING BETWEEN THE DEPARTMENT OF RECREATION AND PARKS, DEPARTMENT OF PUBLIC WORKS, BUREAU OF ENGINEERING, AND DEPARTMENT OF GENERAL SERVICES

R. Adams	_____	F. Mok	_____
V. Israel	_____	K. Regan	_____
H. Fujita	_____	*M. Shull	<u><i>M. Shull</i></u>
S. Huntley	_____		



 General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve a Supplemental Agreement (Agreement) to the Memorandum of Understanding (MOU), substantially in the form on file in the Board Office, between the Department of Recreation and Parks (RAP), the Department of Public Works, Bureau of Engineering (BOE), and the construction forces of the Department of General Services (GSD), to increase the construction funding for Hansen Dam Phase II – Ranger Station (W.O. #E170405F) by an additional \$1,892,531, for a new total not-to-exceed \$6,542,531, and extending the term by twenty-four (24) months, to a total term of forty-eight (48) months, subject to the review and approval of the City Attorney as to form;
2. Request the Department’s Chief Accounting Employee, in accordance with the proposed Agreement and upon its execution, with the assistance of the CAO, to facilitate the necessary Council approval to appropriate \$1,892,531 in construction funds to GSD, as follows:

REPORT OF GENERAL MANAGER

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FROM:

<u>Fund Sources</u>	<u>Fund/Dept/Account No.</u>	<u>Encumbrance Amount</u>
Prop K	43K/10/E004	\$ 1,892,531
	Total	\$ 1,892,531

TO:

Through GSD Account G140 and from there to the appropriate GSD accounts in Fund 100, Department 40, as follows:

Account 1014 – Construction Salaries	\$ 100,000
Account 1101 – Construction Salaries Hiring Hall	\$ 800,000
Account 1121 – Construction Salaries Hiring Hall Fringe Benefits	\$ 320,000
Account 3180 – Construction Materials and Supplies	\$ 672,531
Total:	\$1,892,531

and transfer cash to GSD on an as-needed basis, upon review and approval of expenditure reports submitted by GSD and approval of these reports by RAP; and,

3. Direct the Board Secretary to transmit the Agreement to the City Attorney for review and approval as to form; and
4. Authorize the Department's General Manager to execute the proposed Agreement, subsequent to approval of the City Attorney as to form.

SUMMARY:

The Hansen Dam Phase II – Ranger Station, Proposition K construction project, was awarded to GSD on June 17, 2009 (Board Report No. 09-169). Funds were obligated prior to the end of fiscal year 2008-09 by way of an executed MOU in order to avoid loss of the funds. The MOU amount of \$4,650,000 was a budgetary figure provided to GSD and was not based upon a cost estimate developed by GSD. It was recognized that the MOU would have to be amended to reflect the total construction cost, at the time of completion of plans and specifications for the project.

The scope of this project consists of the construction of a new single story 4,600 square foot building. The building will include offices for the park rangers, a visitor center including the entry point for the patrons of Hansen Dam campgrounds and equestrian trails, public restrooms, a community meeting room, a communication center, lunch room and storage. The project will include park ranger and visitor parking, road improvements including reconfiguration of the park entrance to monitor site access, site grading and landscaping, and new utility connections including

REPORT OF GENERAL MANAGER

PG. 3 NO. 11-053

an extension of the sewer line. The building roof line will extend beyond the building envelop providing a shade structure covering most of the front lawn to allow for outdoor events to be held comfortably.

GSD has now completed a cost estimate in the amount of \$6,542,531 including a 10% contingency in the amount of \$594,776. Advanced written approval in the form of an executed change order of the BOE Project Manager will be required for any use of the contingency funds by GSD.

BOE therefore recommends that the Department of Recreation and Park Commissioners approve the Agreement and upon its execution, with the assistance of the CAO, to facilitate the necessary City Council approval to appropriate and transfer funds in the amount of \$1,892,531 into GSD accounts.

GSD has indicated that they can complete all required construction within 610 calendar days after the transfer of funds to GSD or execution of the Agreement, whichever occurs last, as follows:

<u>Funding Source</u>	<u>Fund/Dept/Acct No.</u>	<u>Funding for original MOU</u>	<u>Funding for Agreement</u>
Proposition K-12	43K/10/E004	\$ 4,650,000	\$ 4,650,000
Proposition K-12	43K/10/E004		\$ 1,892,531*
TOTAL		\$ 4,650,000	\$ 6,542,531

*Proposed Appropriation

In accordance with the requirements of the California Environmental Quality Act (CEQA) and the Nation Environmental Policy Act (NEPA), a join Environmental Assessment/Mitigated Negative Declaration (EA/MND) was prepared based on an Environmental Assessment/Initial Study, which determined that all potential significant environmental effects would be mitigated to a less than significant level. The environmental review was approved in Board Report No. 09-167 on June 17, 2009.

FISCAL IMPACT STATEMENT:

There is no anticipated fiscal impact to the Department's budget. All funds are provided by the above-listed funding sources as specifically identified and approved for use on this project. The future operation and maintenance costs as a result of the completion of this project have yet to be determined.

This Report was prepared by Sean H. Phan and Cathie Santo Domingo, Project Managers, BOE. Reviewed by Neil Drucker, Program Manager, Recreational and Cultural Facilities Program, BOE; and Michael A. Shull, Superintendent, Planning and Construction, Department of Recreation and Parks.

REPORT OF GENERAL MANAGER

NO. 11-054

DATE February 16, 2011

C.D. 7

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: MID-VALLEY MULTI-PURPOSE CENTER -- BUILDING DEMOLITION PHASE I (W.O. #E170239F) – MEMORANDUM OF UNDERSTANDING BETWEEN THE DEPARTMENT OF RECREATION AND PARKS, DEPARTMENT OF PUBLIC WORKS, THE BUREAU OF ENGINEERING AND THE DEPARTMENT OF GENERAL SERVICES

R. Adams _____
V. Israel _____
H. Fujita _____
S. Huntley _____

F. Mok _____
K. Regan _____
*M. Shull _____

General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve a proposed Memorandum of Understanding (MOU), substantially in the form on file in the Board Office, between the Department of Recreation and Parks (RAP), Department of Public Works, the Bureau of Engineering (BOE), and the Department of General Services (GSD) to provide construction services for the Mid-Valley Multi-Purpose Center - Building Demolition Phase I (W.O. #E170239F) project, subject to the approval of the City Attorney as to form;
2. Direct the Board Secretary to transmit forthwith the MOU to the City Attorney for expedited review and approval as to form; and,
3. Authorize the General Manager to execute the MOU prior to March 1, 2011, subsequent to the approval of the City Attorney as to form.

REPORT OF GENERAL MANAGER

PG. 2 NO. 11-054

SUMMARY:

The Mid-Valley Multi-Purpose Center site is located at 9540 North Van Nuys Boulevard, Van Nuys, CA 91402 between Plumber Street and Vesper Avenue. The project is a Specified Proposition K project with the following scope of work, “acquire land and construct a new senior center and multi-purpose intergenerational center.”

The property was acquired in 1997 and the building renovation was completed in 2001. During the project's transition from the contractor to the City, the building was vandalized, completely destroying all improvements made to the building. The building was boarded-up and needed an additional \$1,300,000 to \$14,000,000 to repair the damages, and bring the building and property to a useable state. Recreation and Parks also expressed operational concerns over the eventual use of the building, as the former convalescent home which was partially renovated under the original project, is ill-suited as a multipurpose center. Given the financial situation and operational problems with the facility, the facility remained unoccupied. Reference Council File # 03-0068.

Although the building is boarded-up and has a perimeter chain link fence, it has been vandalized on multiple occasions over the years since the project was abandoned, and poses a safety issue. Recently, additional funds were approved for the project under Council File # 10-1099, which allows for the project to move forward as follows.

The new project is proposed to be developed in two phases. Phase I is the building demolition, which includes the abatement of hazardous materials including asbestos and lead base paint from the existing building, the demolition of the existing 30,000 square feet single story structure and basement, and the backfill and soil compaction of the basement area to meet the adjacent grade elevations. Phase II is the construction of the new facility, which includes a single story structure that is approximately 2,500 square feet with two programming rooms: a senior room and a teen room; a staff office; lobby; restrooms; and a storage area; a parking area; and exterior improvements including landscape, irrigation, and security lighting.

In order to expedite the project and to allow it to move forward while the new facility is in design, BOE recommends that the Phase I – Building Demolition scope of work be awarded to GSD via an MOU. GSD has facilitated the demolition of various City buildings under the Proposition K Program and has successfully delivered the demolition project within budget. The estimated cost for the demolition of the building as described in the Phase I scope of work above is \$659,721.

Funds for the Phase I – Building Demolition project has been approved and transferred to GSD by the City Council under Council File No. 10-1099. Therefore, while your approval of the award of the demolition work, via the recommended MOU, is required, no funding actions are required under the auspices of this Report.

REPORT OF GENERAL MANAGER

PG. 3 NO. 11-054

Upon execution of the MOU, GSD will begin work upon the issuance of a Notice-to-Proceed (NTP) for the project. Completion of demolition is estimated to take ninety (90) calendar days for the project.

In accordance with the requirements of the California Environmental Quality Act (CEQA), the proposed project has been determined to be Categorical Exempt pursuant to Article III, Section 1(a)(11), Class 1(11), Section 1(c)(17) Class 3(17), and Section 1(d)(3) Class 4(3) of the City CEQA Guidelines.

Council District 7 and the RAP Valley Region staff support the recommendations as set forth in this report.

FISCAL IMPACT STATEMENT:

There is no immediate fiscal impact to the Department's General Fund, however, future operations and maintenance costs will be included in future Department budget requests.

This Report was prepared by Armando Medina and Cathie Santo Domingo, Project Manager, Recreational and Cultural Facilities Program, Bureau of Engineering. Reviewed by Neil L. Drucker, Program Manager, Recreational and Cultural Facilities Program; Bureau of Engineering; Deborah Weintraub, Chief Deputy City Engineer, Bureau of Engineering; and Michael A. Shull, Superintendent, Planning and Construction Division, Department of Recreation and Parks.

This item not included in the package

11-055 Hansen Dam - Skate Plaza (PRJ1237A) - Adoption of
Initial Study/Mitigated Negative Declaration (IS/MND) -
Review of Bids and Award of Contract

REPORT OF GENERAL MANAGER

NO. 11-056

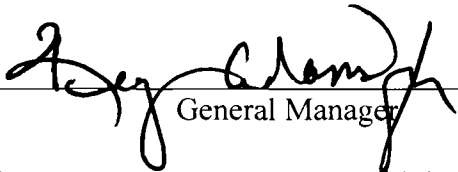
DATE February 16, 2011

C.D. 4

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GRIFFITH OBSERVATORY – BOOKSTORE AND GIFT SHOP
CONCESSION – EXERCISE FIVE-YEAR OPTION TO RENEW
CONCESSION AGREEMENT NO. 250

R. Adams _____	*F. Mok <u>now</u> _____
H. Fujita _____	K. Regan _____
S. Huntley _____	M. Shull _____
V. Israel _____	



 General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board exercise the five (5) year option to renew Concession Agreement No. 250 between the City of Los Angeles Department of Recreation and Parks and Event Network, Inc. for the operation and maintenance of the Griffith Observatory Bookstore and Gift Shop Concession.

SUMMARY:

The Griffith Observatory is located at 2800 East Observatory Road in Griffith Park. The Observatory opened in 1935 and is an icon of Los Angeles, a national leader in public astronomy, and one of Southern California’s most popular attractions.

In 2002, the Observatory building and grounds closed for a \$93 million renovation and expansion and reopened in 2006. Part of the renovation was the creation of a bookstore and gift shop known as the “Stellar Emporium Gift Shop” (Gift Shop). The Gift Shop offers an array of Observatory insignia items, astronomy-related and space-themed books, gifts, clothing, toys, and other items.

On May 18, 2005, the Board approved the award of a five (5) year Concession Agreement, with one five (5) year option to renew at the discretion of the Board, to Event Network, Inc., for the operation and maintenance of the Griffith Observatory Bookstore and Gift Shop Concession (Board Report No. 05-126). On April 5, 2006, the Council approved the award (Council File No. 06-0331), and the Concession Agreement was executed on September 26, 2006.

REPORT OF GENERAL MANAGER

PG. 2

NO. 11-056

The contract will expire on September 25, 2011 unless the five (5) year option is exercised by the Board to extend the Concession Agreement to September 25, 2016.

Event Network, Inc. (Concessionaire) has done an excellent job of operating and maintaining the gift shop, which is clean and attractive, well-stocked with quality merchandise, and run with a professional and friendly staff.

In 2009, the Gift Shop generated \$1,179,394 in gross receipts and paid \$265,075 in rent to the Department. The Concessionaire consistently meets all contractual terms and conditions, including timely payment of rent and occupancy tax, and insurance requirements.

Staff recommends that the Board exercise the five (5) year option in accordance with Section 4 of Concession Agreement No. 250, which states: "The City will consider no more than one (1) renewal term of five (5) years provided that Concessionaire is in full compliance with its obligations under the contract upon the expiration of the initial term or any extensions thereof. Any renewal shall be at the sole discretion of the City, which will give the Concessionaire a preliminary notice of its willingness to renew not later than six (6) months prior to the end of the then current term."

Exercising the five (5) year option will ensure that visitors to the Gift Shop receive uninterrupted services and that the Department will avoid a revenue shortfall.

FISCAL IMPACT STATEMENT:

During the five-year term of the Concession Agreement, it is estimated that approximately \$1,325,375 will be paid in rent to the Department. Of that amount, \$1,192,837.50 will be deposited into the Department's General Fund and \$132,537.50 will be deposited into the Concession Improvement Account (Fund 302, Department 89, Account 070K).

Report prepared by Désirée Guzzetta, Management Analyst II, Concessions Unit, Administrative Resources Section, Finance Division and Mark Pine, Observatory Director I, Griffith Observatory.

REPORT OF GENERAL MANAGER

NO. 11-057

DATE February 16, 2011

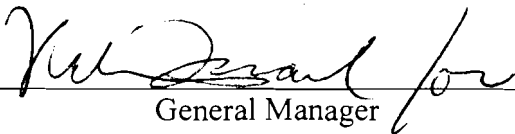
C.D. 4

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GRIFFITH PARK – GREEK THEATRE CONCESSION – REQUEST FOR PROPOSALS FOR CONSULTANT TO CONDUCT A BEST BUSINESS PRACTICE STUDY

R. Adams _____
H. Fujita _____
S. Huntley _____
V. Israel _____

*F. Mok NDW
K. Regan _____
M. Shull _____



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve the “Consultant to Conduct a Best Business Practice Study for the Greek Theatre Concession” Request for Proposals (RFP) for a one-year Agreement, substantially in the form on file in the Board Office, subject to review and approval of the City Attorney as to form;
2. Direct the Board Secretary to transmit the RFP to the City Attorney for review and approval as to form; and,
3. Direct staff, subsequent to City Attorney review and approval as to form, to advertise the RFP and conduct the RFP process for the Consultant.

SUMMARY:

The Greek Theatre is located at 2700 North Vermont Avenue in Griffith Park and has provided entertainment and cultural events to the public since it was officially dedicated in 1929.

The Greek Theatre Concession (Concession) has been operated by Nederlander-Greek, Inc. (Concessionaire) under Concession Agreement Number 245 (Agreement) since May 21, 2002. The Agreement is due to expire on October 31, 2011.

REPORT OF GENERAL MANAGER

PG. 2

NO. 11-057

In 2009, the Greek Theatre generated \$16,498,713.00 in gross receipts, paid \$1,214,442.48 in rent to the Department, and has consistently been the Department's highest revenue-producing non-golf concession.

Because of the current economic environment, the downturn in the music concert industry (including a decline in audiences), and increased competition in the surrounding areas of Los Angeles and Orange Counties, gross revenues at the Concession have declined.

To ensure that the Department receives the best and most competitive proposals for a new Concession Agreement for the operation and maintenance of the Concession, the Department seeks to hire an experienced and qualified consultant with expertise in the music concert industry to assist in developing a new RFP for the Concession, including, but not limited to, the following tasks:

1. Assess the current condition of the music concert industry, specifically as it relates to the Concession;
2. Submit a report detailing the best business practices for the Department regarding the Concession based on research and analysis into the current music concert industry;
3. Survey stakeholders, including the surrounding community of the Greek Theatre, the Greek Theatre Advisory Committee, and Department staff, for input into a new RFP and Concession Agreement for the operation and maintenance of the Concession;
4. Recommend terms and conditions for a new Concession Agreement;
5. Identify potential proposers the Department should include in its solicitation for proposals;
6. Draft a sample RFP upon which the Department can model its own RFP for the Concession;
7. Assist the Department by providing a marketing plan and administering the RFP;
8. Provide an RFP evaluation panel consisting of five to seven members with expertise in the music concert industry; and
9. Assist the Department in recommending award of a new Agreement to the Board.

REPORT OF GENERAL MANAGER

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NO. 11-057

The Department believes that input from an experienced and qualified consultant with expertise in the music concert industry would greatly enhance the Department's ability to attract the best and most competitive proposals for the operation and maintenance of the Concession.

The proposed contract with the selected consultant will be for a term of one year in order to provide the Department sufficient time to develop and release an RFP for the Greek Theatre Concession, receive and evaluate proposals, recommend award, and execute a new Concession Agreement with the selected proposer.

In order to avoid a potential conflict of interest, the RFP informs all potential proposers that the selected consultant will be barred from submitting a proposal for the operation and maintenance of the Greek Theatre Concession.

Evaluation Process

Proposals will be evaluated in two Levels. Level I will be a check and review by staff for required compliance and submittal documents; Level II will be a comprehensive evaluation of the proposals by a panel that may include City and non-City employees. Proposers must successfully pass Level I to proceed to Level II.

RFP Evaluation Criteria Areas

For the purposes of evaluation, the responsive proposals to Level I will be evaluated on the criteria below (Level II):

- 1) Background and Experience (30 points)
- 2) Proposed Business Plan to Accomplish Scope of Work Requested (40 points)
- 3) Proposed Cost of Services (30 points)

The RFP documents will be advertised in several periodicals; available on the Department's website; and posted on the Los Angeles Business Assistance Virtual Network (BAVN). A conference will be held approximately one month after the release of the RFP in order to provide potential proposers with a review of the submittal documents and compliance documents.

FISCAL IMPACT STATEMENT:

There is no impact to the General Fund as funding for this contract is provided in the Concession Improvement Account (Fund 302, Department 89, Account 070K).

Report prepared by Désirée Guzzetta, Management Analyst II, Concessions Unit, Finance Division.

PERSONNEL DEPARTMENT CONTRACT REVIEW REPORT

1. Requesting Department: Department of Recreation and Parks

2. Contacts:

Department: Robert Morales Phone No. (213) 202-4384 Fax No. (213) 202-3213

CAO: Veronica Salumbides Phone No. 213 473-7561 Fax No. 213 473-7514

3. Work to be performed:

The Department of Recreation and Parks seeks to contract services of a consultant who specializes in market studies of concert venues. The Consultant will provide the current market trends in the concert concession industry. The consultant will also develop and administer a Request for Proposals for a new concession agreement at the Greek Theatre.

4. Is this a contract renewal? Yes No

5. Proposed length of contract: One year.

Start Date: August 2011

6. Proposed cost of contract (if known): Not known.

7. Name of proposed contractor: Not known.

8. Unique or special qualifications required to perform the work:

The contractor must have expertise in analyzing trends in the concession business that caters to the concert or entertainment industry.

9. Are there City employees that can perform the work being proposed for contracting?

Yes (*some of the work*) No

If yes,

Classification	Departments	List Expires
Management Analyst	Various	Reserve list
Senior Management Analyst	Various	Reserve list

If yes,

- Which class (es) and Department(s): See above.
- Is there sufficient Department staff available to perform the work? Yes No
- Is there a current eligible list for the class(es)? Yes No Expiration Date: see above.
- Estimated time to fill position(s) through CSC process? Unknown due to hiring freeze.
- Can the requesting department continue to employ staff hired for the project after project completion? Yes No
- Are there City employees currently performing some of the work? Yes No

10. Findings

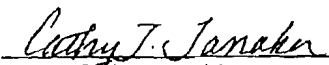

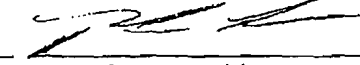
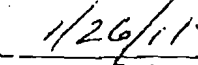
- City employees DO NOT have the expertise to perform the work
- City employees DO have the expertise to perform **some of** the work

Check if applicable (explanation attached) and send to CAO for further analysis

- Project of limited duration would have to layoff staff at end of project
- Time constraints require immediate staffing of project
- Work assignment exceeds staffing availability

SUMMARY:

The Department of Recreation and Parks seeks services of a consultant to provide market and business analyses of operating an outdoor amphitheatre. The consultant will also develop a Request for Proposals for concessions at the Greek Theatre in Griffith Park. Although there are classes such as Senior Management Analyst and Management Analyst in the City that could perform some of the duties, the project is for a limited duration. There is not a civil service classification whose core duties are to study the entertainment, leisure, and recreational trends for profit making opportunities.

			
Submitted by	Reviewed by	Approved by	Date
Cathy T. Tanaka	Shelly Del Rosario	Raul Lemus	
Sr. Personnel Analyst I	Sr. Personnel Analyst II	Chief Personnel Analyst	

REPORT OF GENERAL MANAGER

NO. 11-058

DATE February 16, 2011

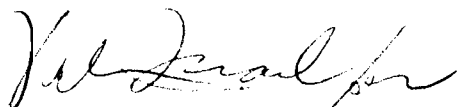
C.D. 4

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GRIFFITH PARK GREEK THEATRE – THIRD AMENDMENT TO CONCESSION AGREEMENT NO. 245

R. Adams _____
H. Fujita _____
S. Huntley _____
V. Israel _____

*F. Mok NDW
K. Regan _____
M. Shull _____



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve a proposed Third Amendment to Concession Agreement No. 245, substantially in the form on file in the Board Office, between the City of Los Angeles Department of Recreation and Parks and Nederlander-Greek, Inc., for the operation and maintenance of the Greek Theatre Concession, to extend the term of the Concession Agreement from ten (10) years to eleven (11) years, subject to approval of the Mayor, the City Council, and the City Attorney as to form;
2. Find, in accordance with Charter Section 1022, that the Department does not have personnel available in its employ with sufficient expertise to undertake these specialized professional tasks and that it is more feasible to secure these services by contract;
3. Find, in accordance with Charter Section 371(e)(10) and Los Angeles Administrative Code Section 10.15(a)(10), that obtaining proposals would not be reasonably practicable or desirable and would not be advantageous to the City due to the current economic environment, and that in order to provide continuous service to the public and avoid a potential revenue shortfall to the Department, a competitive bidding process is not practicable or advantageous at this time;
4. Direct the Board Secretary to transmit forthwith the proposed Third Amendment, concurrently, to the Mayor in accordance with Executive Directive No. 3 and to the City Attorney for review and approval as to form; and,
5. Authorize the Board President and Secretary to execute the Third Amendment upon receipt of the necessary approvals.

REPORT OF GENERAL MANAGER

PG. 2

NO. 11-058

SUMMARY:

The Greek Theatre is located at 2700 North Vermont Avenue in Griffith Park and has provided entertainment and cultural events to the public since it was officially dedicated in 1929.

Since beginning operations, the open-air amphitheatre has been host to a number of top musical acts such as Ray Charles, B. B. King, Tony Bennett, Bruce Springsteen, Sting, and Michael Bublé. The venue also hosts the annual "Bach, Rock & Shakespeare" event, which allows students from the John Marshall High School Performing Arts Academy to showcase their talent, and has recently been the location for the "Scream" movie awards which honor the best in science fiction, fantasy, and horror films.

The Greek Theatre Concession has been operated by Nederlander-Greek, Inc. (Concessionaire) under Concession Agreement Number 245 since May 21, 2002, and is due to expire on October 31, 2011.

Pollstar, the touring industry magazine and website, has awarded the Greek Theatre "Best Small Outdoor Venue" every year since 2004 and named Rena Wasserman, the General Manager for the Greek Theatre, the 2009 "Facility Director of the Year".

The Concessionaire has actively been involved with the community by maintaining a newsletter, having "Neighbor Nights" events, and hosting monthly "coffee hour" community gatherings. The Concessionaire also hosts the Greek Theatre Advisory Committee monthly meetings during the season, which begins in April and ends in October, to discuss event activities in an open forum. Comments from the public have been positive and concerns have been addressed in a prompt manner.

In 2009, the Greek Theatre generated \$16,498,713.00 in gross receipts, paid \$1,214,442.48 in rent to the Department, and has consistently been the highest revenue-producing non-golf concession.

Over the past several years, revenue for the Greek Theatre has declined due to the current economic environment, the downturn in the concert touring industry, including a decline in audiences, and competition in the surrounding area. Between 2007 and 2010, gross revenue has declined by 38.58%, from \$24,948,267 to \$15,322,303 (Attachment A).

In 2004, the average attendance for the Greek Theatre was 4,609 patrons per show. In 2008, the average attendance decreased by 8.4% to 4,224 patrons per show. The Concessionaire has been working on attracting more events to the venue, but competition nationwide, and particularly in the surrounding area, is making this task increasingly difficult.

REPORT OF GENERAL MANAGER

PG. 3

NO. 11-058

According to Pollstar, gross revenues for the top 100 tours in North America have dropped seventeen percent (17%) during the first half of 2010, compared to revenues in the same time period in 2009. Ticket sales have declined nine percent (9%) from the same time period last year, resulting in the cancellation of several concerts by such top audience-draws as Cristina Aguilera, The Eagles, and Liza Minnelli.

Pollstar also reports that promoters have experienced a significant decline in sales for ancillary items such as food, beverages (alcoholic and non-alcoholic), and merchandise. Such sales have also affected the Greek Theatre, where food and beverages sales have dropped from \$3,757,345 in 2007 to \$2,019,247 in 2010, a decline of 46.26%.

In October 2007, the Nokia Theatre opened at the L.A. Live complex, which also houses music venues such as Staples Center, Club Nokia, and The Conga Room. The Nokia Theatre has a seating capacity of 7,100 patrons versus the Greek Theatre's capacity of 5,801 seats. Between November 2007 and November 2008, the Nokia Theatre grossed \$31,319,346 in revenue and had 444,425 patrons.

The new music venue has successfully drawn business away from other similar venues such as the Greek Theatre, the Hollywood Bowl, the Gibson Amphitheatre, and numerous smaller venues at a time when the public is attending fewer concerts and spending less money at those concerts.

Staff recommends approval of the proposed Third Amendment to Concession Agreement No. 245 with Nederlander-Greek, Inc. to extend the term for one year while a Request for Proposals (RFP) process is performed in order to receive the best possible proposals so the Department can enter into a long term agreement with an experienced and responsible operator, to ensure that a high level of continued service is provided to the public while the RFP process is performed, and to avoid a potential revenue shortfall to the Department.

Charter Section 1022

Los Angeles City Charter Section 1022 prohibits contracting out work that could be done by City employees unless the Board determines it is more economical and/or feasible to contract out the service.

On October 12, 2010, the Personnel Department completed a Charter Section 1022 review (Attachment B) and determined that there are no City classifications with the expertise to perform essential aspects of the work, including the booking of musical and cultural acts and the ability to provide food and beverage services. It is, therefore, more feasible to secure these services through an independent contractor.

REPORT OF GENERAL MANAGER

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NO. 11-058

Charter Section 371

As stated previously, due to the current economic environment, the downturn in the concert touring industry, including a decline in audiences, and competition in the surrounding area, a competitive bidding process is not practicable or advantageous to the City at this time.

During the period of the contract extension, staff will identify an economic consultant with music-industry experience to assist in the development of a Request for Proposals (RFP), which will include input from industry experts, the community, and the Greek Theatre Advisory Committee.

FISCAL IMPACT STATEMENT:

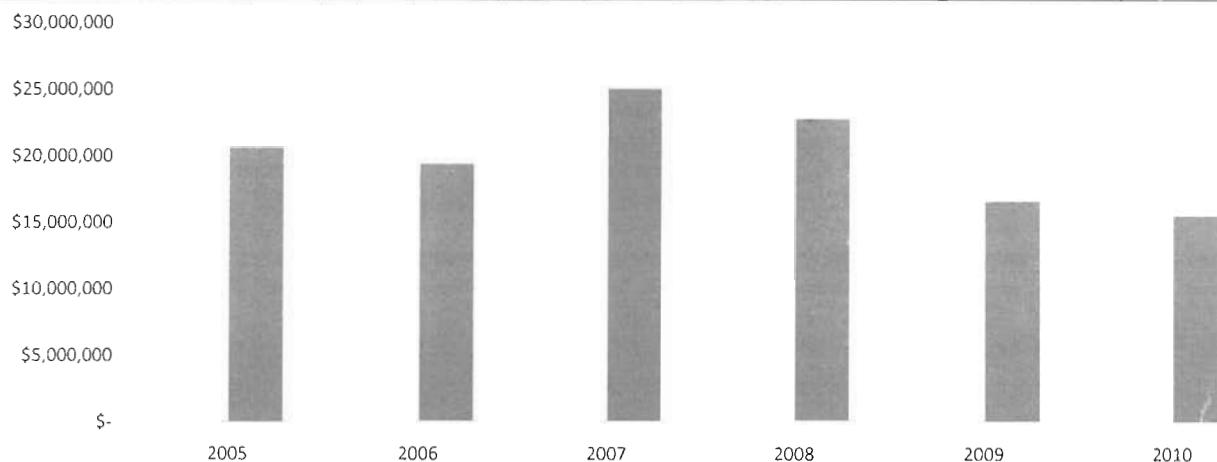
Approving the Third Amendment to extend the Concession Agreement will guarantee that the Department continues to receive a minimum of \$1.2 million in rent from the Greek Theatre Concession, of which 90% (\$1,080,000) will go to the Department's General Fund and 10% (\$120,000) to the Concession Improvement Account.

Report prepared by Désirée Guzzetta, Management Analyst II, Concessions Unit, Finance Division

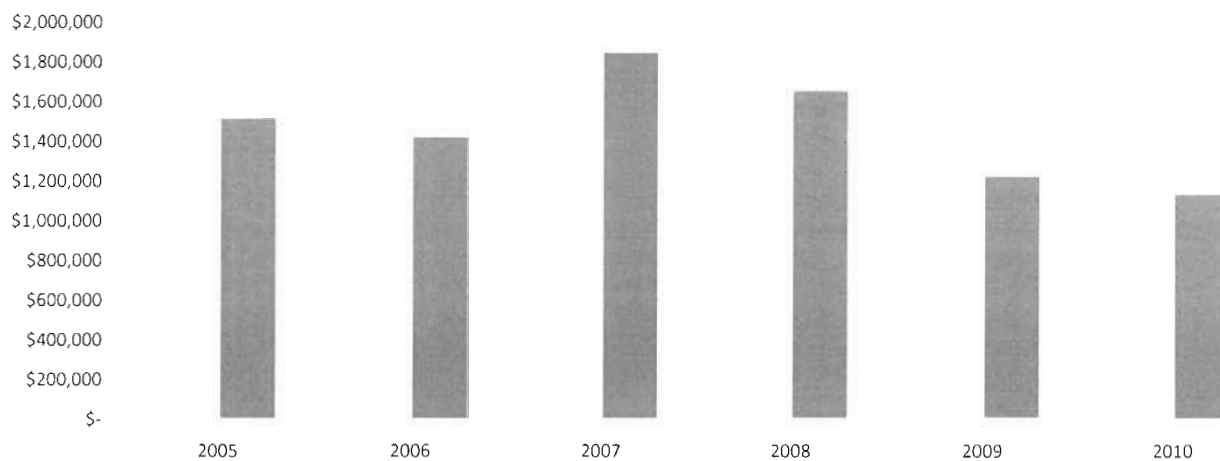
THE GREEK THEATRE CONCESSION

Concession Operator: Nederlander-Greek, Inc.
 Concession Agreement No: 245
 Term of Agreement: May 21, 2002 through October 31, 2011
 No. of Extensions: None
 Council District: 4
 Minimum Annual Rent Guarantee: \$1,200,000

GROSS REVENUE	2005	2006	2007	2008	2009	2010
Gate	\$ 13,728,982	\$ 12,815,764	\$ 14,982,326	\$ 14,205,951	\$ 11,225,985	\$ 9,999,296
Parking	\$ 897,232	\$ 842,636	\$ 1,478,510	\$ 1,211,210	\$ 950,463	\$ 938,216
Sponsorship	\$ 667,500	\$ 720,000	\$ 814,400	\$ 739,687	\$ 131,000	\$ 184,908
Food/Beverage	\$ 2,407,259	\$ 2,301,033	\$ 3,757,345	\$ 2,591,989	\$ 2,125,063	\$ 2,019,247
Merchandise	\$ 976,176	\$ 704,675	\$ -	\$ 633,358	\$ 484,301	\$ 449,469
Other	\$ 1,896,336	\$ 1,959,335	\$ 3,915,686	\$ 3,323,012	\$ 1,581,901	\$ 1,731,167
TOTAL	\$ 20,573,485	\$ 19,343,443	\$ 24,948,267	\$ 22,705,207	\$ 16,498,713	\$ 15,322,303



RENT TO CITY	2005	2006	2007	2008	2009	2010
Gate	\$ 1,098,319	\$ 1,025,261	\$ 1,198,586	\$ 1,136,476	\$ 898,079	\$ 799,944
Parking	\$ 53,834	\$ 50,558	\$ 88,711	\$ 72,673	\$ 57,028	\$ 56,293
Sponsorship	\$ 40,050	\$ 43,200	\$ 48,864	\$ 44,381	\$ 7,860	\$ 11,094
Food/Beverage	\$ 144,436	\$ 138,062	\$ 225,441	\$ 155,519	\$ 127,504	\$ 121,155
Merchandise	\$ 58,571	\$ 42,281	\$ -	\$ 38,001	\$ 29,058	\$ 26,968
Other	\$ 113,780	\$ 117,560	\$ 279,442	\$ 199,381	\$ 94,914	\$ 103,870
TOTAL	\$ 1,508,989	\$ 1,416,922	\$ 1,841,044	\$ 1,646,431	\$ 1,214,442	\$ 1,119,324



PERSONNEL DEPARTMENT CONTRACT REVIEW REPORT

1. Requesting Department: Department of Recreation and Parks

2. Contacts:

Department: Robert Morales Phone No. 818 243-6421 Fax No. 818 243-6451

CAO: Veronica Salumbides Phone No. 213 473-7561 Fax No. 213 473-7514

3. Work to be performed:

The Department of Recreation and Parks seeks services of a contractor for the operation and maintenance of the Greek Theatre in Griffith Park. The contract includes booking entertainment, food and beverage service, marketing, parking, and traffic control.

Is this a contract renewal? Yes No

4. Proposed length of contract: Three years
(Renewal) Start Date: January 2011

6. Proposed cost of contract (if known): \$3.6 million (3 year revenue generating estimate)

7. Name of proposed contractor: Nederlander-Greek, Inc.

8. Unique or special qualifications required to perform the work:

The contractor must have ability to book musical and cultural acts; be knowledge of 1) food and beverage concession; 2) County Health Department rules and regulations; 3) City ordinances, rules, and regulations; 4) entertainment industry, particularly concert tours; 5) hiring and training methods of staff, including ushers, parking lot attendants, and security; and 6) other incidental skills related to operating an entertainment venue.

9. Are there City employees that can perform the work being proposed for contracting?

Yes (*some of the work*) No

If yes,

Classification	Departments	List Expires
Building Repairer	Airports, Convention Center, DWP, GSD, Police, PW Sanitation, Recreation & Parks, Zoo	No List
Carpenter	Airports, Convention Center, DWP, Fire, GSD, Harbor, Police PW Sanitation, Recreation and Parks, Zoo	4/2/2011
Construction and Maintenance Supervisor	DWP, Harbor, PW Street Services, Recreation and Parks, Zoo	No list
Custodian	Various	1/22/2011
Electrician	Airports, Convention Center, DWP, GSD, Harbor, Police, PW Sanitation, Recreation & Parks, Zoo	No list
Gardener Caretaker	Various	Continuous

Maintenance and Construction Helper	Various	7/20/12
Painter	Airports, Convention Center, DWP, GSD, Harbor, Police, PW Sanitation, Recreation & Parks, Zoo	Reserve list through 2099
Park Services Attendant	Recreation & Parks, Zoo	6/30/15
Public Relations Specialist	Airports, Animal Service, Convention Center, DWP, Emergency Preparedness, Harbor, Library, Police, PW Sanitation, Zoo	3/23/10
Traffic Officer	Transportation	4/16/2011

If yes,

- Which class (es) and Department(s): See above.
- Is there sufficient Department staff available to perform the work? Yes No
- Is there a current eligible list for the class(es)? Yes No Expiration Date: see above.
- Estimated time to fill position(s) through CSC process? Unknown due to hiring freeze.
- Can the requesting department continue to employ staff hired for the project after project completion? Yes No
- Are there City employees currently performing some of the work? Yes No

10. Findings

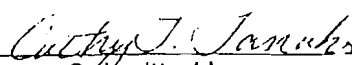

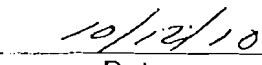
- City employees DO NOT have the expertise to perform the work
 City employees DO have the expertise to perform some of the work

Check if applicable (explanation attached) and send to CAO for further analysis

- Project of limited duration would have to layoff staff at end of project
 Time constraints require immediate staffing of project
 Work assignment exceeds staffing availability

SUMMARY:

The Department of Recreation and Parks seeks to renew a contract with Nederlander-Greek, Inc. for full-service concert booking, food and beverage concessions, and maintenance of the Greek Theatre in Griffith Park. There was not a 1022 Contract Review Report generated for the original contract. Staff has identified several City classifications that could perform some of the work such as property maintenance, public relations, and crowd and traffic control. However there are no City classifications that would provide expertise in booking musical or cultural shows or providing food and beverage concessions.

			10/12/10
Submitted by Cathy T. Tanaka Sr. Personnel Analyst I	Reviewed by Shelly Del Rosario Sr. Personnel Analyst II	Approved by Raul Lemus Chief Personnel Analyst	Date

REPORT OF GENERAL MANAGER

NO. 11-059

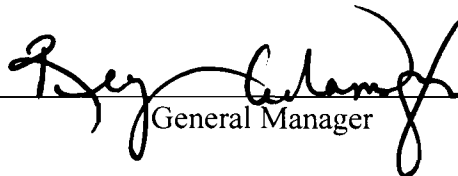
DATE February 16, 2011

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: PARKLAND TREE TRIMMING AND REMOVAL SERVICES AT VARIOUS CITY PARKS AND FACILITIES REQUEST FOR PROPOSALS – REJECTION OF ALL PROPOSALS RECEIVED, RETURN OF PROPOSAL DEPOSITS AND RELEASE OF A NEW REQUEST FOR PROPOSALS

R. Adams _____	* F. Mok <u>now</u> _____
H. Fujita _____	K. Regan _____
S. Huntley _____	M. Shull _____
V. Israel _____	



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Reject all seven proposals received on September 22, 2009, in response to the Parkland Tree Trimming and Removal Services at Various City Parks and Facilities Request for Proposals (RFP);
2. Direct staff to return all proposal deposits to the proposers; and,
3. Authorize staff to release a new RFP, substantially in the form on file in the Board Office for Parkland Tree Trimming and Removal Services at Various City Parks and Facilities, subject to approval by the City Attorney as to form.

SUMMARY:

On May 20, 2009, the Board approved the release of the Parkland Tree Trimming and Removal Services at Various City Parks and Facilities RFP in order to select a responsible contractor to enter into a one (1) year contract with two (2) one-year renewal options, to provide timely tree trimming and removal of unstable park trees on an as-needed basis (Board Report No. 09-138).

The RFP was released on June 15, 2009. The proposal conference was held on July 28, 2009. The Department received seven (7) proposals on September 22, 2009:

REPORT OF GENERAL MANAGER

PG. 2 NO. 11-059

- Davey Tree Surgery Company
- International Environmental Corporation
- Mariposa Landscapes, Inc.
- So. Cal Tree Care, Inc.
- Travers Tree Service, Inc.
- Trimming Land Co., Inc.
- West Coast Arborists, Inc.

Due to the economic downturn in 2009, and the uncertain reduction in Department expenditures through 2010, the RFP was placed on hold pending instructions from the Planning and Construction Division (Division). The Division has determined that it continues to be in the Department's best interest to move forward with the RFP.

Since it has been sixteen (16) months since receipt of the proposals, and the pricing as submitted in the proposals received on September 22, 2009, would need to be adjusted or guaranteed as submitted by the proposers, and due to staff reassignments where the analyst and supervisor previously assigned to the RFP are no longer in the Service Contracts Group, it is recommended that the proposals received on September 22, 2009 be rejected, the proposal deposits be returned and the RFP for Parkland Tree Trimming and Removal Services at Various City Parks and Facilities be re-released.

The selected contractor will be utilized on projects funded with special funds, such as those using Proposition 40, Quimby Fees, and Golf Division Funds, allowing the Department's Forestry Division to use limited General Funds to reduce the existing back-log of emergency tree work at various RAP facilities.

It is anticipated that a new RFP process could be expedited and completed within eight to ten months of release.

FISCAL IMPACT STATEMENT:

The rejection of all proposals, the return of proposal deposits, and the release of the RFP for Parkland Tree Trimming and Removal Services at Various City Parks and Facilities has no impact on the General Fund.

This report was prepared by Nancy Jeffers, Management Analyst II, Finance Division, Service Contract Group.

REPORT OF GENERAL MANAGER

NO. 11-060

DATE February 16, 2011

C.D. Various

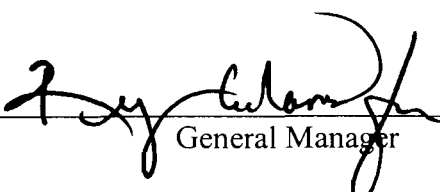
BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: AQUATICS – APPLICATION FOR LA 84 FOUNDATION 2011 SUMMER SWIM PROGRAM GRANT

R. Adams
H. Fujita
S. Huntley
*V. Israel



F. Mok _____
K. Regan _____
M. Shull _____



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve the submission of a grant application to LA 84 Foundation (LA 84) for the Summer Swim Program in the amount of \$85,000, subject to the approval of the Mayor and the City Council;
2. Direct Staff to submit the grant application to the Mayor, City Administrative Officer, and Chief Legislative Analyst for review and approval; and,
3. Authorize the General Manager to execute the resulting grant agreement, and any subsequent amendments thereto, pursuant to Administrative Code Section 14.6 et seq. as may be amended, on behalf of the City, subject to approval by the City Attorney as to form.

SUMMARY:

The Department is requesting permission to submit an application for and to accept the grant award, if awarded, from LA 84 in the amount of \$85,000 for the Summer Swim Program 2011. The Department and LA 84, working together, has conducted summer swim programs for more than twenty years. The goal of the program is to serve the entire City of Los Angeles by offering a positive opportunity for the participants' social and physical well-being, while increasing their knowledge of aquatic safety.

REPORT OF GENERAL MANAGER

PG. 2 NO. 11-060

The grant provides two components: “scholarships” which provide for free swim lessons; and “sponsorships” which provide for participation on one of the aquatic competitive sports teams. Approximately, 1,200 youths, ages seven to seventeen, are projected to be served by this grant program. As a competitive component for the Summer Swim Program, qualified participants will be able to compete in any one of the following competitions: Summer Swim Festival, Diving Festival, Synchronized Swim Festival and/or the Water Polo Tournament.

FISCAL IMPACT STATEMENT:

The acceptance of this grant does not require a match and provides needed funding for additional aquatics services to youth. There is no fiscal impact to the Department’s general fund except for staff time associated with processing of the grant application, an amount for which has yet to be determined.

Report was prepared by Olujimi A. Hawes, Management Analyst II, Pacific Region.

REPORT OF GENERAL MANAGER

NO. 11-061

DATE: February 16, 2011

C.D. Various

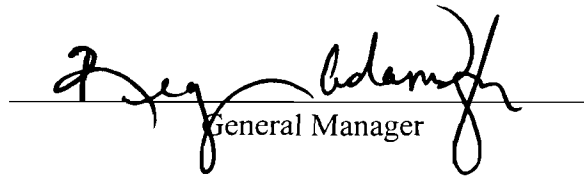
BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: VARIOUS DONATIONS TO OPERATIONS EAST – PACIFIC REGION

R. Adams
H. Fujita
S. Huntley
*V. Israel



F. Mok
K. Regan
M. Shull


General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATION:

That the Board accept the following donations, as noted in the Summary of this Report, and that appropriate recognition be given to the donors.

SUMMARY:

Operations East, Pacific Region, has received the following donations:

Angels Gate Recreation Center

Belmont Shores Railroad Club donated \$215 to be used for programming.

Cabrillo Marine Aquarium

St. Andrews Summer Camp donated \$100 to assist with educational programs.

Fontana Unified School District donated \$185 to assist with educational programs.

Gethsemane Baptist Church donated \$150 to assist with educational programs.

Mount San Antonio College donated \$125 to assist with educational programs.

Normandale Recreation Center

Antojitos El Buen Gusto donated \$300 to be used for scholarships and to subsidize the registration fee for the Youth Soccer Program.

REPORT OF GENERAL MANAGER

PG. 2 NO. 11-061

Pepe's Taco donated \$200 to be used for scholarships for the Youth Soccer Program.

Rosie's Catering donated \$175 to be used for scholarships for the Youth Soccer Program.

Harbor Area Youth Soccer donated \$370 to be used for scholarships for the Youth Soccer Program.

Van Ness Recreation Center

Los Angeles Fire Department, Spark of Love/Toys for the Needy, donated 100 toys with an estimated total value of \$1,000, for the Community Holiday Program.

Marine Corp Reserve, Toys for Tots, donated 100 toys, with an estimated total value of \$1,000, for the Community Holiday Program.

Staple Center Foundation donated 50 toys, with an estimated total value of \$500, for the Community Holiday Program.

California Highway Patrol donated 60 toys, with an estimated total value of \$600, for the Community Holiday Program.

Councilman Bernard C. Parks donated 50 toys, with an estimated total value of \$500, for the Community Holiday Program.

White Point Nature Preserve

Palos Verdes Peninsula Land Conservancy donated \$1,600 to be used for the purchase and installation of a security alarm system.

William Nickerson Recreation Center

Harbor City Foursquare Church donated \$200 to be used for youth sports programs.

FISCAL IMPACT STATEMENT:

Acceptance of these donations results in no fiscal impact to the Department's General Fund, except unknown savings, as donations may offset some expenditures. All cash donations will be deposited into the various facilities' Municipal Recreation Program (MRP) accounts for program-related expenses.

Report prepared by Olujimi A. Hawes, Management Analyst II, Pacific Region.

REPORT OF GENERAL MANAGER

NO. 11-062

DATE February 16, 2011

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: VARIOUS COMMUNICATIONS


General Manager

Approved _____

Disapproved _____

Withdrawn _____

The following communications have been received by the Board and recommended action thereon is presented.

From:

Recommendation:

1) Mayor, relative to the Health Insurance Portability and Accountability Act of 1996. (Executive Directive No. 13)

Refer to General Manager.

2) Mayor, relative to the Business Inclusion Program. (Executive Directive No. 14)

Refer to General Manager.

3) Councilmember Tom LaBonge, relative to public hearings concerning the Department's reorganization.

Note and file.

4) City Clerk, relative to a agreement with Sunseri's for bar and beverage services concession.

Refer to staff for further processing.

5) City Clerk, relative to the Controller's 2005 Financial and Compliance Audit of the Department.

Note and file.

REPORT OF GENERAL MANAGER

PG. 2

NO. 11-062

- 6) Chief Legislative Analyst, forwarding the Legislative Report for the weeks ending January 7 and January 14, 2011. Note and file.
- 7) Gena Haba, to Robert Baker, Sr. Gardener, relative to holding a plot holder meeting for the Sepulveda Garden Center, with a response by Ramon Barajas, Principal Grounds Maintenance Supervisor II. Note and file.
- 8) The Concerned Neighbors of Stoner Park, three communications to various Department staff, relative to the Skate Park, with a response from Michael Shull, Superintendent, Planning and Construction. Note and file.
- 9) Douglas P. Carstens, Chatten-Brown & Carstens, on behalf of the Coalition for Safe Trails, to the Mayor, relative mountain bikes in parks. Note and file.
- 10) A Friend of Runyon Canyon, relative to a religious/commerical monument being installed in Runyon Canyon. Refer to General Manager.

This report was prepared by Paul Liles, Clerk Typist, Commission Office.

MATTERS PENDING

Matters Pending will be carried for a maximum of six months, after which time they will be deemed withdrawn and rescheduled whenever a new staff report is received.

GENERAL MANAGER'S REPORTS:

ORIGINALLY	PLACED	
PLACED ON	ON MATTERS	DEEMED
<u>BOARD AGENDA</u>	<u>PENDING</u>	<u>WITHDRAWN</u>

None

BIDS TO BE RECEIVED:

03/08/11 Aliso Canyon Park - Development Project (W.O. #E170101F)

PROPOSALS TO BE RECEIVED:

TBD	Film Production Instruction (CLASS Parks)
ON HOLD	Hansen Dam Golf Course Professional Concession
ON HOLD	Hansen Dam Golf Course Restaurant Concession
ON HOLD	Woodley Lakes Golf Course Restaurant Concession
ON HOLD	Woodley Lakes Golf Course Professional Concession