
**PARKS AND
RECREATION
COMMISSION**



**DECEMBER 04, 2013
7:00 PM**

AGENDA

Jack Noenickx - Chair

Daniel Cooper - Vice Chair

Chris Mackey - Commissioner

Victoria Auer - Commissioner

Richard Nagle - Commissioner

Location: City Council Chamber, 24035 El Toro Road, Laguna Hills, California 92653

Any person wishing to address the Parks and Recreation Commission on any matter, whether or not it appears on this Agenda, is asked to complete a "Request to Speak" form available on the table at the back of the Chamber. The completed form is to be submitted to the Recording Secretary prior to an individual being heard by the Parks and Recreation Commission.

Members of the public wishing to address the Parks and Recreation Commission can do so during the Public Comments portion of the Agenda with a time limitation of three minutes per person, an overall time limit of ten minutes for any one subject, and a total time limit of thirty minutes for Public Comments. If you are commenting on an Agenda item, your comments will be heard at the time that item is scheduled on the Agenda. If you are addressing the Commission on an item not listed on the Agenda, the Parks and Recreation Commission is prohibited by law from discussing or taking any action on that item.

CALL TO ORDER

Resolution No. 96-04-09-1 established rules of decorum for public meetings held by the City of Laguna Hills. Resolution No. 96-04-09-1 is available on the table at the back of the City Council Chamber.

PLEDGE OF ALLEGIANCE

ROLL CALL OF COMMISSIONER MEMBERS:

1. PUBLIC COMMENTS

This is the time to address the Parks and Recreation Commission on any matter not listed on this Agenda that is within the subject matter jurisdiction of the Commission. Public Comments are limited to three minutes per person, an overall time limit of ten minutes for any one subject, and a total time limit of thirty minutes.

2. MINUTES

2.1 APPROVAL OF MINUTES OF REGULAR MEETING, OCTOBER 02, 2013

RECOMMENDATION: THAT THE PARKS AND RECREATION COMMISSION APPROVE THE MINUTES OF THE OCTOBER 02, 2013 REGULAR MEETING.

3. PRESENTATIONS

4. ADMINISTRATIVE REPORTS

4.1 2014 LAGUNA HILLS HALF MARATHON, 10K & 5K EVENT

RECOMMENDATION: THAT THE PARKS AND RECREATION COMMISSION PROVIDE FEEDBACK TO STAFF ON THE PLANNING OF THE 2014 RACE EVENT.

4.2 HOLIDAY AND PATRIOTIC BANNER PROGRAM

RECOMMENDATION: THAT THE PARKS AND RECREATION COMMISSION RECOMMEND THE SCOPE OF A NEW HOLIDAY AND/OR PATRIOTIC BANNER PROGRAM CONSIDERING THE ADDITIONAL INFORMATION PROVIDED IN THIS STAFF REPORT.

5. INFORMATIONAL ITEMS

6. COMMISSIONER COMMENTS

7. ADJOURNMENT

The next Regular Meeting of the Parks and Recreation Commission will be February 05, 2014, at 7:00 PM, in the City Council Chamber, located at 24035 El Toro Road, Laguna Hills, California.

CERTIFICATION

I, DAVID T. REYNOLDS, Deputy City Manager of the City of Laguna Hills, do hereby certify that a copy of the foregoing Agenda was posted at Laguna Hills City Hall, Laguna Hills Community Center, and La Paz Center by November 27, 2013, at 5:00PM.



DAVID T. REYNOLDS
DEPUTY CITY MANAGER

November 27, 2013

DATE

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, you should contact the office of the Deputy City Manager at (949) 707-2680. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to assure access.

Materials related to an item on this Agenda submitted to the Commission after distribution of the Agenda packet are available for public inspection in the Community Center at 25555 Alicia Parkway, Laguna Hills, California, during normal business hours.

CITY OF LAGUNA HILLS, CALIFORNIA
Parks and Recreation Commission
MINUTES
OCTOBER 2, 2013

CALL TO ORDER

Chair Noenickx called the Regular Meeting of the Parks and Recreation Commission of the City of Laguna Hills, California, to order at 7:00 PM in the Laguna Hills City Council Chamber, 24035 El Toro Road, Laguna Hills.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Chair Noenickx.

ROLL CALL OF COMMISSION MEMBERS:

Present: Chair Noenickx, Vice Chair Cooper, Commissioner Auer, Commissioner Mackey, Commissioner Nagle

Absent: None

STAFF PRESENT: David Reynolds, Deputy City Manager; Dan Meehan, Community Services Superintendent; Jaime Ballard, Administrative Assistant.

1. PUBLIC COMMENTS
2. **MINUTES**

2.1 REGULAR MEETING, JUNE 5, 2013

It was suggested to revise the minutes by Chair Noenickx to reflect the June 5, 2013 Parks and Recreation Meeting was conducted by Vice Chair Cooper and have Vice Chair Cooper attest to them.

MOTION TO APPROVE THE MINUTES OF THE JUNE 5, 2013 MEETING AS REVISED BY CHAIR NOENICKX, BY VICE CHAIR COOPER, S/COMMISSIONER AUER.

APPROVED BY A VOTE OF 3-0.

**ABSTAINED – CHAIR NOENICKX
COMMISSIONER NAGLE**

2.2 REGULAR MEETING, AUGUST 7, 2013

It was suggested to revise the minutes by Chair Noenickx to reflect the August 7, 2013 Parks and Recreation Meeting was conducted by Vice Chair Cooper and have Vice Chair Cooper attest to them.

MOTION TO APPROVE THE MINUTES OF THE AUGUST 7, 2013 MEETING AS REVISED BY CHAIR NOENICKX, BY COMMISSIONER NAGLE, S/VICE CHAIR COOPER.

DENIED BY A VOTE OF 3-0.

**ABSTAINED – VICE CHAIR NOENICKX
COMMISSIONER AUER**

3. PRESENTATIONS

None

4. ADMINISTRATIVE REPORTS

4.1 EVALUATION OF THE HOLIDAY BANNER

Deputy City Manager Reynolds summarized the report provided to the Commission by Ken Rosenfield; Public Services Director and Mr. Reynolds provided the Commission with a PowerPoint presentation.

Mr. Mike Bland; Chairman of *Team Dark Horse* of Laguna Hills greeted the Commission. Mr. Bland indicated that all options provided by staff were great ideas, however, he would love to see Patriotic banners for the 25 fallen Marines that lost their lives during Operation Enduring Freedom in Afghanistan. Mr. Bland stated it would be great to see these displayed along the Memorial Day race route.

Mr. Bland indicated he was fairly certain that if cost was an issue, the *Team Dark Horse Committee* could possibly fund the cost to produce the Patriotic banners for the 25-30 fallen Marines but not the cost to install them.

**MOTION TO INSTALL PATRIOTIC BANNERS PRIOR TO MEMORIAL DAY REMOVING THEM SHORTLEY AFTER VETERANS DAY AND REPLACING THEM WITH THE HOLIDAY BANNERS WITH A TAKE DOWN TIME FRAME OF MID JANUARY, BY CHAIR NOENICKX S/COMMISSIONER NAGLE.
APPROVED BY A VOTE OF 4-1. (COMMISSIONER AUER VOTED NO)**

MOTION TO DIRECT STAFF TO UTILIZE CURRENT HOLIDAY BANNERS THAT ARE IN GOOD CONDITION. IF ADDITIONAL BANNERS ARE NECESSARY TO SUPPLEMENT THOSE NOT IN GOOD CONDITION, STAY WITH EXISTING DESIGN. PURCHASE APPROVAL FOR NEW BANNERS

CONDITIONAL UPON COST, BY VICE CHAIR COOPER S/CHAIR NOENICKX. APPROVED BY A VOTE OF 3-2. (COMMISSIONER AUER AND MACKEY VOTED NO)

MOTION TO DIRECT STAFF TO UTILIZE CURRENT PATRIOTIC BANNERS IN ADDITION TO WORKING WITH TEAM DARK HORSE TO OBTAIN INFORMATION FOR THE 25-30 RECOGNITION OF FALLEN VETERANS AND LAGUNA HILLS RESIDENTS WHO HAVE LOST THEIR LIVES IN THE LINE OF DUTY BANNERS, BY CHAIR NOENICKX S/VICE CHAIR COOPER. APPROVED BY A VOTE OF 5-0.

It was the consensus of the Commission to hold off on making a motion regarding the location of the banners. The Commission directed staff to bring a report back at a later time with the number of light poles along the Memorial Day race route in addition to checking with the insurance companies to see if there are any liabilities in displaying the suggested banners along arterial highways.

4.2 SKATEBOARD ACTIVITY IN BECKENHAM PARK

Deputy City Manager Reynolds provided a brief summary of the report.

It was the consensus of the Commission that there was no need to post *No Skateboarding* signage throughout the park as questioned by staff since the anti-grinding metal plates have been installed throughout the park area.

It was the consensus of the Commission to send a follow up letter to Mr. Nuttall of Laguna Hills summarizing the Commission's decision regarding this item.

4.3 2014 EARTH DAY LAGUNA HILLS

Community Services Superintendent Meehan provided an oral summary of the staff report and requested feedback from the Commission regarding the 2014 event.

It was the consensus of the Commission to discontinue the Green Expo, continue pursuit with CR&R to schedule mulch event at the Laguna Hills High School, schedule another paper shredding event, include trail clean-ups and painting projects.

4.4 HEALTHY EATING ACTIVE LIVING CAMPAIGN

Deputy City Manager Reynolds summarized the report.

MOTION TO PROCEED WITH THE APPLICATION TO MAKE CITY OF LAGUNA HILLS A HEAL CITY BY CHAIR NOENICKX, S/COMMISSIONER MACKEY.

APPROVED BY A VOTE OF 5-0.

4.5 2014 4TH OF JULY FIREWORK SHOW

Community Services Superintendent Meehan summarized the report.

It was the consensus of the Commission to proceed with the City's annual 4th of July Event and current budgeted show for 2014. It was suggested by the Commission to increase the 2014 and 2015 fireworks show by fifty percent each fiscal year based on the savings obtained in fiscal year 2013 if approved by City Council.

5. INFORMATIONAL ITEMS

5.1 2013 SUMMER QUARTER EVALUATION

Community Services Superintendent Meehan summarized the report.

MOTION TO RECEIVE AND FILE THE REPORT, BY CHAIR NOENICKX S/VICE CHAIR COOPER.

APPROVED BY A VOTE OF 5-0.

6. COMMISSIONER COMMENTS

Chair Noenickx asked where the *City of Trees* plaque was located within the City. Deputy City Manager Reynolds indicated he would follow up with the requested information in the coming week.

7. ADJOURNMENT

There being no further business before the Parks and Recreation Commission at this meeting, Chair Noenickx adjourned the meeting at 8:47 pm.

DAVID REYNOLDS
DEPUTY CITY MANAGER

ATTEST:

JACK NOENICKX, CHAIR

APPROVED AT MEETING OF DECEMBER 4, 2013

CITY OF LAGUNA HILLS

PARKS AND RECREATION COMMISSION AGENDA REPORT COMMUNITY SERVICES DEPARTMENT

ISSUE: 2014 LAGUNA HILLS HALF MARATHON, 10K & 5K EVENT

SUMMARY:

The City of Laguna Hills Half Marathon, 10K and 5K, honoring the USMC Dark Horse Battalion is scheduled for Monday, May 27, 2014. Event registration opened on October 1, 2013 and there are approximately fifty runners registered for the event at this time. Staff has been contacted by the 3/5 Marine Support Committee about a wounded warrior again serving as the event Grand Marshall. In 2013, all races were started by first ever Grand Marshall Cpl. Josue Baron. Additionally, the City once again intends to donate \$3 from each 5K, 10K, and half marathon race registration to the 3/5 Marine Support Committee at the conclusion of the event per City Council direction.

BACKGROUND:

The City of Laguna Hills Memorial Day Half Marathon, 10K and 5K, honoring the USMC Dark Horse Battalion is scheduled for Monday, May 27, 2014. As the Commission will recall, three thousand, four hundred (3,400) runners participated in the event in 2013. A highlight of the 2013 event was the presence of Marines from the 3/5 Battalion. More than 100 Marines and family members ran in the half marathon, and the Marines once again brought a number of static displays to the post race Community Expo. Based on the City Council approved pledge formula, whereby, the City intends to donate \$3 from each 5K, 10K, and half marathon registration to the 3/5 Marine Support Committee at the conclusion of the event, \$9,456 was provided to the 3/5 Support Committee in 2013.

In addition, for the 2013 event a Grand Marshall was selected to start the races and participate in a ceremony at the finish line. Cpl. Josue Barron, a wounded warrior that had served with the 3/5 Marine Battalion in Afghanistan, started the races from the back of a USMC Humvee. The 3/5 Marine Support Committee has approached staff about having a wounded warrior serve as the Grand Marshall for the 2014 event.

The City intends to once again partner with South County Outreach to promote a food drive for the 2014 event. In addition, the beer garden ticket sale proceeds will again be donated to South County Outreach. In 2013, 140 pounds of food were donated and \$2,530 of beer garden ticket sale proceeds were provided to South County Outreach. Race participants and spectators will again be encouraged to bring canned goods and non-perishable food items. Collection stations will be available at the race start line and

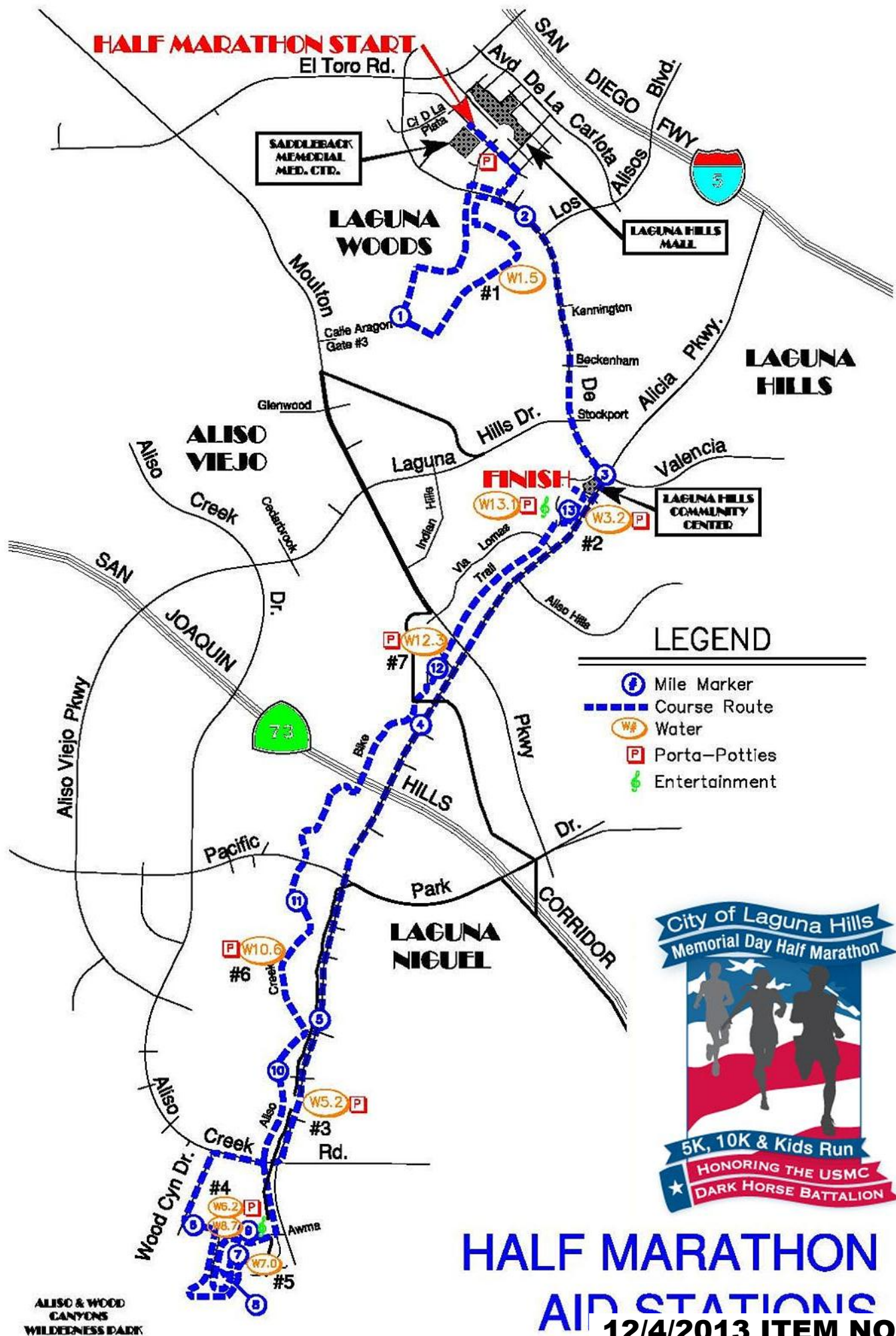
the community expo on Monday, May 27. Another collection station will be located at Road Runner Sports in Laguna Hills during pre-race packet pick up on both Saturday, May 25 and Sunday May 26 from 10:00 a.m. – 4:00 p.m.

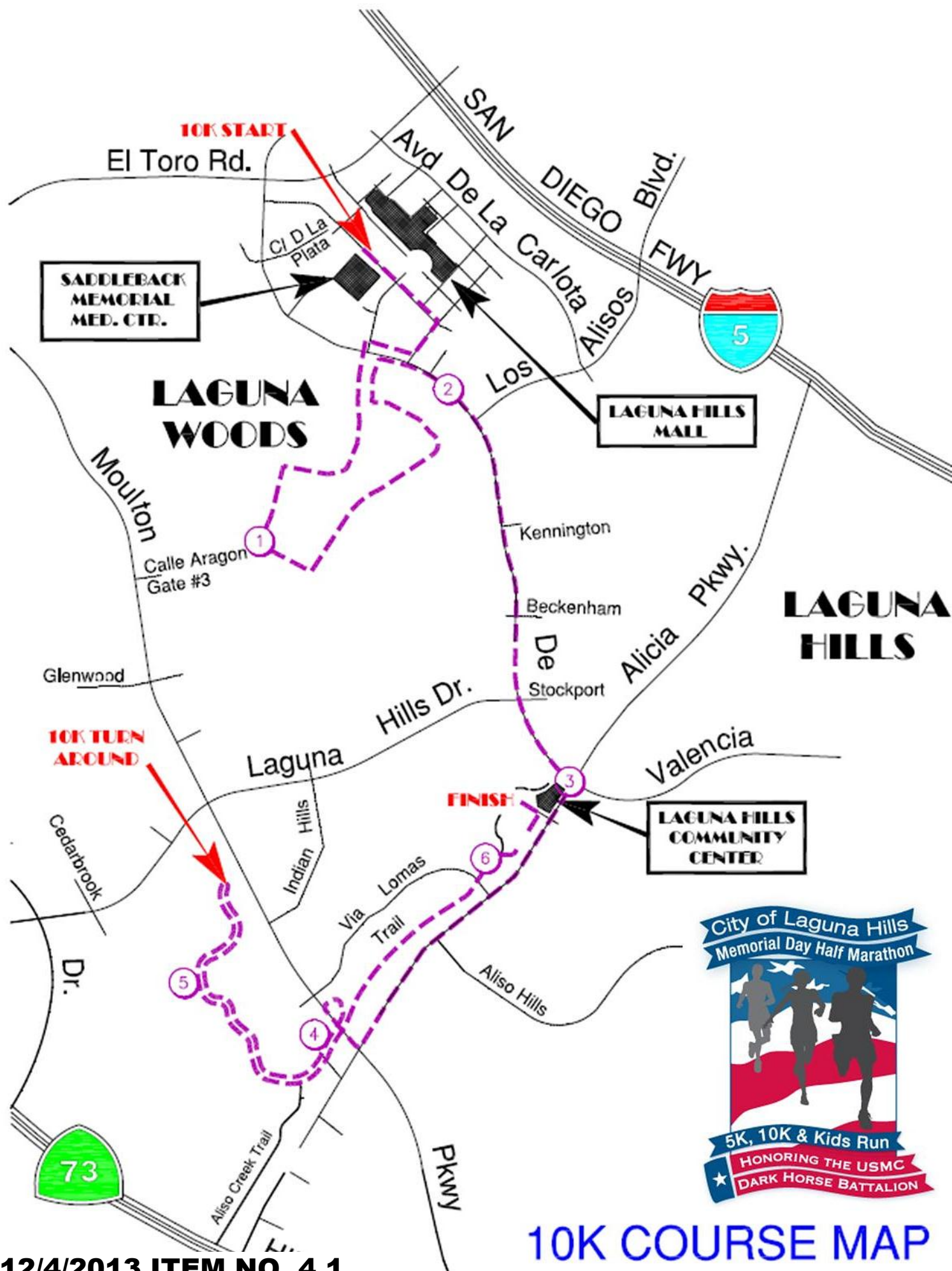
All course maps are attached to this staff report. Staff will provide the Commission with a synopsis of the event including the results of the charity outreach activity when the post event report is brought to the Commission at its August 2014 meeting.

RECOMMENDATION: THAT THE PARKS AND RECREATION COMMISSION PROVIDE FEEDBACK TO STAFF ON THE PLANNING OF THE 2014 RACE EVENT.

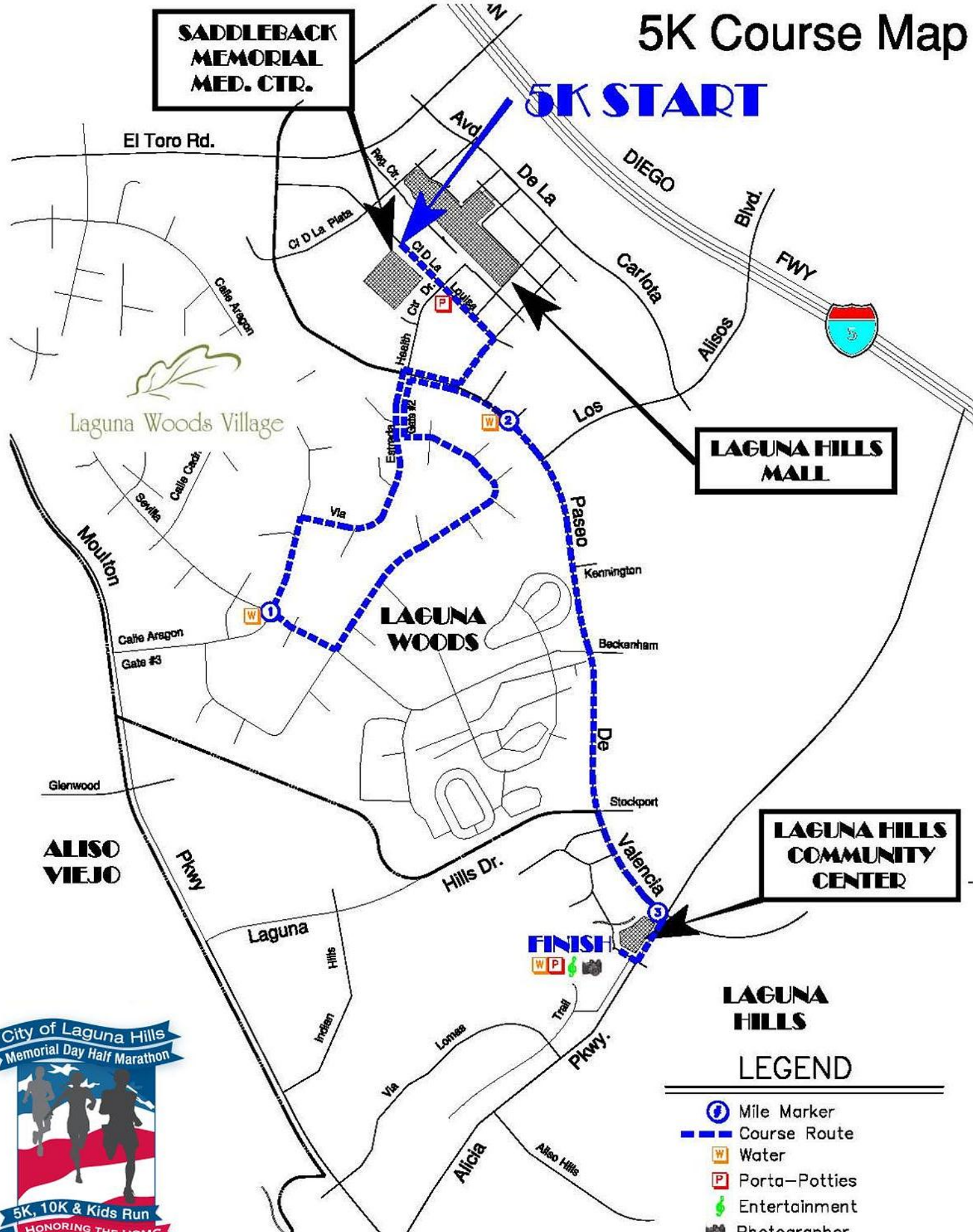
ATTACHMENTS

- Attachment 1 – Course Maps
- Attachment 2 - 2014 Event Budget
- Attachment 3 - 2013 Event Expense and Revenue Summary





5K Course Map



Event Budget for 2014/2015 Half Marathon, 10K & 5k

Expenses

		Estimated	Actual
Total Expenses		\$164,816.00	\$6,000.00

		Estimated	Actual
Pemits			
Laguna Hills High School	\$125.00		
Aliso Viejo	\$0.00		
Mission Viejo	\$0.00		
ABC Permit	\$25.00		
Laguna Niguel	\$0.00		
OC Permits	\$1,200.00		
OCFA	\$210.00		
Police-OCSD	\$12,000.00		
Totals	\$13,560.00		\$0.00

		Estimated	Actual
Race Expenses			
Food/Water/Cups/Beer	\$400.00		
Course Cert.	\$0.00		
Awards Div/Kids Medals	\$650.00		
Medals or Drinking Glasses	\$8,000.00		
Busses	\$1,500.00		
T-Shirts	\$22,750.00		
Walkie Talkies	\$600.00		
Bibs	\$1,767.50		
Totals	\$33,900.00		\$0.00

		Estimated	Actual
Advertising			
Competitor	\$3,000.00		
Facebook	\$900.00		
Race Place	\$850.00		
OC Register	\$0.00		
Postage	\$1,000.00		
Booth Space	\$1,600.00		
Misc event reimb.	\$1,200.00		
Runners Image	\$800.00		
Active.com web/e-news	\$1,700.00		
Totals	\$11,050.00		\$0.00

		Estimated	Actual
Services			
Timing Services base	\$800.00		
Timing Services \$3 per registered	\$10,605.00		
Electrical & sound	\$1,500.00		
Ambulance Service	\$0.00		
Portable Restrooms	\$2,400.00		
Announcer	\$400.00		
American Barr./Traffic Plan	\$15,000.00		
Renegade Racing	\$46,000.00		\$5,000.00
RR over 3500 part. Bonus \$2	\$500.00		\$0.00
Totals	\$77,205.00		\$5,000.00

		Estimated	Actual
Expo			
Bounce Houses	\$800.00		
Balloons	\$1,200.00		
tents, tables, chairs	\$5,000.00		
Totals	\$7,000.00		\$0.00

		Estimated	Actual
Graphics			
Website	\$1,200.00	\$1,000.00	
Post card printing 20K	\$0.00		
Postcard printing 5K	\$568.00		
Postcard printing 7,500	\$400.00		
RaceBanners	\$1,500.00		
Flyer Distribution	\$1,000.00		
Domain Fees	\$65.00		
Web Hosting	\$103.00		
Mail Fee-Custom Quick	\$2,300.00		
Sponsor materials	\$500.00		
Totals	\$7,636.00		\$1,000.00

		Estimated	Actual
Miscellaneous			
Insurance	\$1,420.00		
Ritz Day Porter	\$300.00		
Mail Scantrons	\$50.00		
Trucks	\$1,500.00		
Labor Ready	\$500.00		
Lost Chip Fee	\$0.00		
Kids Zone-L. Murray	\$250.00		
RR Reimbursements	\$700.00		
Traffic Control	\$500.00		
Ads (Kirk Fitzek)	\$2,000.00		
Scaffolding	\$500.00		
EMT Services	\$800.00		
Linda Weuste	\$300.00		
Security-Expo	\$500.00		
Security-Beer Garden	\$145.00		
Comm./sponsors 20%	\$5,000.00		
Totals	\$14,465.00		\$-

Event Budget for 2014/2015 Half Marathon, 10K and 5k

Income

	Estimated	Actual
Total income	\$185,740.00	\$0.00

Admissions	Estimated	Actual	Fee	Fee late	Estimated	Actual
1/2 marathon	1440		65	70	\$93,600.00	
10K	650		36	38	\$23,400.00	
5K	1200		28	33	\$33,600.00	
Kids Run	200		15	20	\$3,000.00	
Diaper Dash	45		12	15	\$540.00	
Total	3535					
Total race registration, including early-bird, team discounts, and race day registration:					\$154,140.00	

Sponsors	Amount	Number of	Totals	Estimated	
SMMC/Presenting*	\$10,000.00	1	\$15,000.00	\$10,000.00	
Road Runner	\$2,500.00	1	\$3,000.00	\$3,000.00	\$0.00
Newton Shoes	\$2,000.00	1		\$0.00	
Faldeboe	\$12,000.00	1	\$12,000.00	\$12,000.00	
Dumpster	\$2,500.00	1		\$0.00	
Bib	\$1,767.50	1		\$0.00	
Presenting	\$25,000.00		\$0.00	\$0.00	
5K	\$15,000.00		\$0.00	\$0.00	
Family Expo	\$15,000.00		\$0.00	\$0.00	
Kids Title	\$10,000.00		\$0.00	\$0.00	
Red	\$7,500.00	1	\$7,500.00	\$0.00	
White	\$5,000.00	1	\$5,000.00	\$0.00	
Blue	\$2,500.00	2	\$5,000.00	\$0.00	
Stars and Strips	\$1,500.00	2	\$3,000.00	\$0.00	
Total			\$50,500.00	\$25,000.00	\$0.00

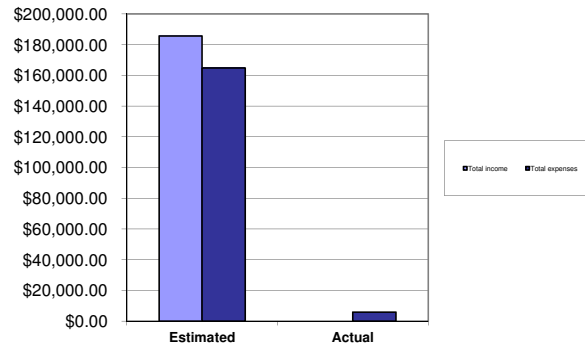
Exhibitors/vendors					
Book That Event*		Large booths @	\$425.00	\$425.00	
Ignition*		Large booths @	\$350.00	\$350.00	
Dr. Connor		Large booths @	\$350.00	\$350.00	
Urban Diversity*		Large booths @	\$350.00	\$350.00	
		Large booths @	\$350.00	\$350.00	
Crossfit Ethos*		Large booths @	\$350.00	\$350.00	
Diabolo Beverage*		Large booths @	\$350.00	\$350.00	
Ladera Chiro*		Large booths @	\$350.00	\$350.00	
		Large booths @	\$350.00	\$350.00	
Gypsy Runner*		Large booths @	\$350.00	\$350.00	
Run Racing*		Large booths @	\$350.00	\$350.00	
Farm Fresh To You*		Large booths @	\$350.00	\$350.00	
		Booth @	\$150.00	\$150.00	
		Booth & Goodie Bag	\$500.00	\$500.00	
LHHS Culinary*		Non-Profit	\$150.00	\$350.00	
Cupcake Bar*		Truck	\$150.00	\$150.00	
Mustache Mike's*		Truck	\$150.00	\$100.00	
		Booth & Goodie Bag	\$500.00	\$500.00	
		Canopy @	\$75.00	\$75.00	
Fusion Academy		goodie bags@	\$200.00	\$200.00	
Red Frog Events		goodie bags@	\$200.00	\$200.00	
OC Trail Tales NP*	2	goodie bags@	\$25.00	\$25.00	
Healthy at Home*		Canopy @	\$75.00	\$75.00	
		Hotel Sponsor @	\$0.00	\$0.00	\$0.00
				\$6,600.00	\$0.00

Donations					
OCSD-Cadets		Donation	\$0.00	\$0.00	
	0		\$0.00	\$0.00	\$0.00
	0		\$0.00	\$0.00	\$0.00
				\$0.00	\$0.00
				\$0.00	\$0.00

Event Budget for 2014/2015 1/2 Marathon, 10K & 5k

Profit - Loss Summary

	Estimated	Actual
Total income	\$185,740.00	\$0.00
Total expenses	\$164,816.00	\$6,000.00
Total profit (or loss)	\$20,924.00	(\$6,000.00)



Attachment 3

2013 Event Expense and Revenue Summary

	\$ Amount
A) Event Revenue:	
Race Registrations	146,329
Sponsors	27,000
Expo Vendors	3,900
Total Revenue	177,229
B) Event Direct Expenses:	
Permits	1,239
Advertising	2,760
Graphics	1,612
Miscellaneous (<i>Truck rentals, Scaffolding</i>)	22,313
Race Shirts/Awards/Bibs	25,399
Services	78,329
Expo	6,354
Police Services	11,643
Total Event Direct Expenses	149,649
C) Direct Expenses (over)/under Revenue	27,580
D) Event Staff Expenses:	
Planning (pre-event)	15,230
Pre-packet Pickup	1,245
Event Day	6,742
Total Staff Expenses	23,217
E) Total Event Expenses	172,866
F) Total Event Expenses (over)/under Revenue	4,363

CITY OF LAGUNA HILLS

PARKS AND RECREATION COMMISSION AGENDA REPORT COMMUNITY SERVICES DEPARTMENT

ISSUE: HOLIDAY AND PATRIOTIC BANNER PROGRAM

SUMMARY:

The City Council deferred the evaluation of a holiday and patriotic banner program to the Parks and Recreation Commission. Staff presented a report to the Parks and Recreation Commission at its October 2, 2013 meeting, and the Parks and Recreation Commission provided feedback on the scope of holiday and patriotic banner program; but also requested that staff come back to the Commission with more information so that the Commission could refine its program scope recommendations—such as location of banner displays. Staff is requesting that the Commission consider the information provided in this report and provide recommendations to the City Council on the location of banner displays and the general scope of a banner program.

BACKGROUND:

At its October 2, 2013 meeting, the Parks and Recreation Commission was presented with a report to evaluate a holiday and patriotic banner program, and to recommend to the City Council the scope of a new banner program. After discussion of the different options and overall scope of a program, the Commission provided direction to staff on information that they needed in order to make a recommendation to the City Council. This information included the location options for banners, condition of existing banners, and the number of light poles along the Memorial Day race route for instance. In this staff report, staff has provided responses to the requested information and also has provided more detailed banner project options below for the Commission's consideration. Staff is requesting that the Commission refine its banner program scope recommendations to the City Council considering the information presented in this report and recommend certain banner project options, or variations thereof, identified in this report.

Again, it should be noted that the evaluation of a banner program is a major plan in the City's current budget cycle and is written as, "Evaluate the return of Holiday Banners during the winter "Season's Greetings" holiday period and the spring "Patriotic" holiday period." The costs to implement a banner program, however, are not currently factored into the current 2-year budget. When the City Council discussed the banner program at its August 27, 2013 meeting, it directed staff to bring the item to the Parks and Recreation Commission for feedback recommendations; and also several City Council members expressed an interest to focus on a patriotic banner program only since

several private commercial centers already hang holiday banners during the holiday season.

Types and Quality of Banners

The commission favored the installation of both holiday and patriotic banners at its last meeting. The majority vote of the Commission recommended that the current holiday banners that are in good condition be used again and any banners that are not in good condition should be replaced using the same holiday design.

In regards to patriotic banners, the consensus of the Commission was to use existing patriotic banners in addition to including for banner display the 3/5 Marine Battalion fallen veterans and Laguna Hills residents who have lost their lives in the line of duty.

Staff will display a sample of the patriotic banner and a sample of the holiday banner at the next Parks and Recreation Commission meeting of December 4, 2013. Images of both these banners are included in Attachment 2. The vendor that stores the City's existing banners informed staff that these two banner samples represent middle of the road quality or a grade of "B". A rating system of grades A, B, and C is used by the vendor to measure the quality of the banners with a rating of "A" being the best. According to the banner vendor, all of our stored banners are above a grade of "C" and are presentable. Any banner that is below a grade of "C" is not in a condition to be displayed. It is assumed based on conversations with the banner vendor that replacement of existing banners would be nominal.

Timeline of Banner Display

Considering the timeframe to display the holiday and patriotic banners, the Commission's majority vote was to install patriotic banners prior to Memorial Day and to display them until Veterans Day. The Commission majority felt that holiday banners could be installed at the same time when the patriotic banners are removed. The banner vendors refer to this as a change-out. The holiday banners would be displayed until mid-January.

There is a cost savings in labor for a banner change-out as described above which is explained under the program options that follow.

Liability Insurance Concerns

The Commission, at the December 4, 2013, requested that staff look into any liability concerns in displaying banners along arterial highways. Addressing this concern with the City of Laguna Hills Risk Manager, it was determined that this is not a liability concern nor has the displaying of banners been a consideration when calculating the City's liability insurance premium.

Number of Light Poles

The Parks and Recreation Commission directed staff to bring a report back to the Commission with the number of light poles along the Memorial Day race route. If the light poles are used along the race course on Paso de Valencia and Alicia Pkwy the total pole count is 46. If you double-up banners on these light poles in the median areas then there is a total of 69 total banner displays. See Attachment 1 for a list of pole counts for different banner program areas.

Location of Banners

A decision on the placement of banners was delayed by the Commission until more information is presented. To facilitate the Commission's decision on banner locations throughout the City, several banner project options are provided in this staff report.

Laguna Hills Veteran Research

The Commission discussed the possibility of recognizing Laguna Hills residents that lost their lives in the line of duty and requested that staff determine how many Laguna Hills residents have. Staff conducted some research and found that this effort may be difficult and time consuming. For example, staff accessed the U.S. Department of Defense (DOD) casualty lists, and other online tools, for action in Afghanistan and Iraq theaters since 1991 and found one individual from Laguna Hills. This individual's hometown was listed as San Juan Capistrano because this was the last known place of residence in the DOD database and this fallen hero could have been missed. However, staff recognized the name of the marine as someone who was raised in Laguna Hills and was able to make the connection.

It seems that the City of Yorba Linda's banner program is a good solution in identifying and recognizing veterans in the community. As described at the last Commission meeting, the City of Yorba Linda has a program in place in which active duty members of all branches of the military are honored by the placement of banners within city limits. The requirements are that the individual to be honored needs to be a resident of the city or is an immediate family relation to a Yorba Linda resident such as a parent, spouse, child, or grandchild. Applicants for this program also have to pay the cost of producing the banner and the banner is presented to the applicants when the banner display is retired.

This is a good solution from staff's perspective because it places responsibility of identifying veterans onto the residents of Laguna Hills who would take interest with this type of recognition program for a loved one. Honoring a veteran can include active duty military personnel to those have lost their lives in the line of duty. Other reasons why staff favors this program is that it defers the cost of creating a banner to residents who desire to publicly honor a relative and it represents all branches of the military.

Banner Cost Estimates

- Create new banner \$139 per banner
- Banner design \$105 per hour
- Install/remove banner \$53 per banner
- Change-out of banner \$42.50 per banner
- New banner hardware install \$193 per pole

Banner Program Options

Listed below are several banner program options with each option's estimated costs. The Commission should consider that with several of these options, the cost to produce banners could be reduced if a banner program like the City of Yorba Linda's is adopted or banner production for certain patriotic banners is handled by the 3/5 Dark Horse Committee as mentioned at the last Commission meeting. Some of the program options also include the costs to install banner display hardware on light poles. Staff will be prepared for the December 4, 2013 meeting to clarify all of these banner program options.

- A. Past Banner Program. Install banners on arterials roadways used for past Laguna Hills holiday and patriotic banner programs (Alicia Parkway, El Toro Rd, La Paz Rd, Paseo de Valencia). In the past, the City displayed patriotic banners from Memorial Day through a week after 4th of July, and displayed the holiday banners beginning the weekend of Thanksgiving through the 1st week of January. This banner program was discontinued due to budget concerns in 2009. Option A5 below accounts for the suggested display timeline of both the holiday and patriotic banners by the Commission at its last meeting and saves \$1,627 in labor costs compared to option A1 because of the change-out option.

A1) Both Holiday and Patriotic (existing banners)	\$16,430
A2) Both Holiday and Patriotic (new banners)	\$59,520
A3) Only Holiday or Patriotic-not both (existing banners)	\$8,215
A4) Only Holiday or Patriotic-not both (new banners)	\$29,760
A5) Option A1 above with Commission display timeline	\$14,803

- B. Race Course Patriotic Banners. Install banners along the Memorial Day race course as recommended by the Commission. Staff is suggesting that banners could be displayed on Paseo de Valencia (PDV) from Health Center Drive to Alicia Pkwy. And then banners could be installed on Alicia Pkwy from PDV to Moulton to continue coverage along the race course. Additional banners could be installed on poles along Calle de la Louisa (the start of the race) and Health Center Drive. The inclusion of these two additional roads is covered under option B3 below and would require the installation of banner display hardware on light poles and obtaining the necessary approvals since these are private streets. The program options listed below assume that the 3/5 Committee would fund the

creation of 25 banners to honor the 25 fallen Marines and sailors of the 3/5 Marine Battalion, and these banners would also be displayed on the race course's primary roadways along with the City's existing banners.

B1) Use of existing City patriotic banners & 3/5 banners	\$2,809
B2) New City patriotic banners & 3/5 banners	\$6,701
B3) Option B1 above with Calle de la Louisa & Health Center	\$5,515

- C. Alicia Pkwy & Community Center Parking Lot. Another option suggested by the Public Works Department is to install patriotic banners along Alicia Pkwy from Hon Avenue to Moulton Pkwy, and also to include the display of banners in the two parking lots at the Community Center adjacent to Alicia Pkwy.

C1) Use of existing City patriotic banners	\$5,572
C2) New City patriotic banners	\$16,136
C3) Use of existing City patriotic banners (Alicia Pkwy only)	\$3,180

- D. Town Green & Community Center Parking Lot. This option centers a banner program display at the Community Center's three parking lots, the Town Green walkway, and also Community Center Drive. The light poles at the Community Center would require the installation of banner display hardware.

D1) Use of existing City patriotic banners	\$8,073
D2) New City patriotic banners	\$15,023
D3) Existing City patriotic banners (CC Entrance Lot/Town Green)	\$6,069

- E. Parking Lots (Community Center & Civic Center). Another option would be to display patriotic banners at both the parking lot areas of the Civic Center and the Community Center. Light pole hardware would need to be installed.

E1) Use of existing City patriotic banners	\$12,259
E2) New City patriotic banners	\$20,599
E3) Use of existing City patriotic banners (Civic Center only)	\$5,576

RECOMMENDATION: THAT THE PARKS AND RECREATION COMMISSION RECOMMEND THE SCOPE OF A NEW HOLIDAY AND/OR PATRIOTIC BANNER PROGRAM CONSIDERING THE ADDITIONAL INFORMATION PROVIDED IN THIS STAFF REPORT.

ATTACHMENTS:

1. Banner Program Pole and Banner Counts

Agenda Report
Banners
Page 6

2. Images of Existing City Holiday and Patriotic Banners
3. Other Banner Images

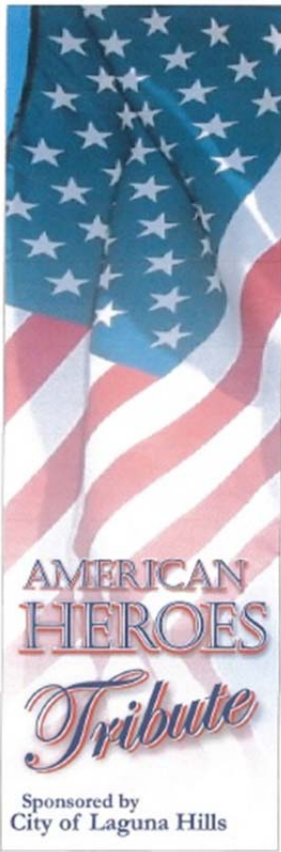
Streets	Pole Count	Banner Count
Past Banner Program		
Alicia Pkwy (center median)		
Hon Ave. to Costeau	3	6
Costeau to Wilkes Place	8	16
Wilkes Place to Paseo de Valencia	8	16
Paseo de Valencia to Community Center	1	2
Community Center to Aliso Hills	6	12
Aliso Hills to Moulton Pkwy	4	8
	30	60
El Toro (Center median)		
Paseo de Valencia to Regional Center	2	4
Regional Center to Avenida de la Carlota	2	4
	4	8
La Paz (Center median)		
Cabot to McIntyre	3	6
McIntyre to Paseo de Valencia	11	22
	14	28
Paseo de Valencia (center median)		
El Toro Rd to Calle de la Plata	3	6
Calle de la Plata to Health Center	3	6
Health Center to Los Alisos Blvd.	3	6
Los Alisos to Stockport	9	18
	18	36
Paseo de Valencia (side of road - single)		
Laguna Hills Dr. to Alicia Pkwy	7	7
Alicia Pkwy to La Paz Rd	16	16
	23	23
Totals Past Banner Program	89	155
Race Course Banner Program		
Calle de la Louisa (side of road - single)	4	4
	4	4
Health Center Drive (side of road - single)	7	7
	7	7
Paseo de Valencia (center median)		
Health Center to Los Alisos Blvd.	3	6
Los Alisos to Stockport	9	18
	12	24

Streets	Pole Count	Banner Count
Paseo de Valencia (single side of road)		
Laguna Hills Dr. to Alicia Pkwy	7	7
Alicia Pkwy to La Paz Rd	16	16
	23	23
Alicia Pkwy (center median)		
Paseo de Valencia to Community Center	1	2
Community Center to Aliso Hills	6	12
Aliso Hills to Moulton Pkwy	4	8
	11	22
Totals Race Course Banner Program	57	80
Parking Lots & Town Green Banner Program		
Community Center Park Lot A (Soccer Field Lot)	3	6
Community Center Park Lot B (Front Entrance)	5	10
Community Center Park Lot C (Behind Community Center)	6	12
Community Center Dr.	7	14
Civic Center Front Parking Lot	14	28
Community Center Town Green	6	12
Totals Parking Lot Banner Program	41	82

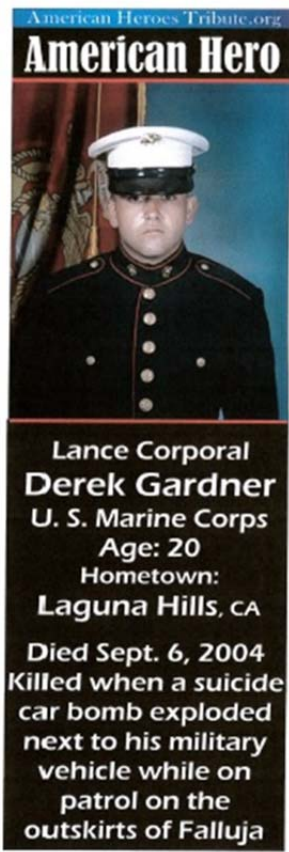
ATTACHMENT 2 – EXISTING BANNER SAMPLES



ATTACHMENT 3 – OTHER BANNER IMAGES



Name: Derek Gardner Date: 04-15-05 File Name: 003



Name: Derek Gardner Date: 04-15-05 File Name: 003









Specs:

Digitally printed double-sided banners
Top and bottom pole pockets



JOB NUMBER:	PROJECT: City of Yorba Linda	SIGN TYPE: Street Pole Banners	DATE: 6-7-2013	SCALE: NTS
SALESPERSON: Dustin Hoke	ART APPROVAL SIGNATURE:		ART APPROVAL DATE:	
22603 La Palma Ave. Suite #309 Yorba Linda, CA 92887 Office: 714-685-1442 Fax: (714) 685-1432 WWW.OUTDOORSIGNSYSTEMS.COM				

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