

PARK, RECREATION AND COMMUNITY SERVICES BOARD MINUTES

THURSDAY, May 14, 2009

A regular meeting of the Park, Recreation and Community Services Board was held in the Council Chambers in City Hall of Burbank 275 East Olive Avenue, Burbank, California. The meeting was called to order at 6:07 pm by Garen Yegparian, Chairperson.

ROLL CALL

Present Members Yegparian, Prouty, Layfer, and Ferguson
Staff Present... Director Chris Dasté, Deputy Directors Linda Oseransky, Marisa Garcia, Teri Stein, Jan Bartolo; Recording Secretary Jessica Sandoval
Absent... Member Talamantes

APPROVAL OF MINUTES

Minutes approved for April (4-0) with a notation from Mr. Yegparian

PLEDGE OF ALLEGIANCE

The pledge of allegiance was recited

WRITTEN COMMUNICATIONS

A letter was received and would be discussed at the next meeting.

ORAL COMMUNICATIONS

None

ANNOUNCEMENTS

Upcoming events were announced. Two Recognition presentations were made.

NEW BUSINESS

1. Starlight Bowl Update

Kristen Smith, Recreation Manager, and Cathryn Villalobos, Recreation Supervisor, provided an overview of the 2009 Starlight Bowl season. Performances for the 2009 season include: July 4th Star Spangled Salute featuring the Swing Kings, Jokesters and Burbank Philharmonic Orchestra (July 4); the sounds of the Supremes and Stone Soul (July 12); The Answer and Bella Donna (July 19); Colin Hay and Cecilia Noel & the Wild Clams (July 26); The Fab Four (August 2); Big Bad Voodoo Daddy (August 9); Gin Blossoms and this will Sting (August 16). Online Ticketing is new this year and will begin June 4. Ticket prices, forms of payment and hours were discussed. Sunday Concert tickets will be available online or at the Community Services Building (CSB) and a limited amount of tickets for these may be available at the gate on the evening of the performance. July 4th tickets will only be available online or at the CSB and will not be available for purchase onsite. Season tickets (boxes or premium seats) will only be available at the CSB. This year's Concessionaire will be B.J.'s restaurant. The Starlight Bowl website has been completely redesigned and staff is very happy with the outcome. In addition to the traditional marketing venues, this year's campaign includes a Starlight Bowl blog, Facebook and Twitter.

In response to Boardmember's questions, staff announced that they have identified the new online ticketing on all marketing pieces, through blogging, email blasts and local papers such as the Burbank Leader and Burbank Times. Corporate Sponsorships are down from last year; however, online ticketing has provided a new opportunity for advertising space. Top sponsors who have returned from last year include Warner Brothers, BWP, Bob Hope Airport, Alpha Dogs, NBC-Universal, and Downtown Burbank). There will be a \$1 service fee per online ticket to recover merchant charges. At the request of Boardmember Layfer, staff would look into setting aside some tickets at the gate for those who were unaware of the new online ticketing process. Boardmembers complimented staff on their efforts on e-marketing routes (such as Twitter and Facebook) and for their work. Mr. Daste complimented Ms. Smith and Ms. Villalobos on their professionalism and dedication to making the Starlight Bowl so successful.

ACTION Note and File

2. Follow-up to City Council Budget Study Session

Mr. Frank reported on last Tuesdays Budget Study Session with City Council. The Department's proposed budget of \$18,178,000 was made, including \$615,769 in total reductions (exceeding the \$615,728 target). Final decision-making and discussion papers will be presented on May 21st (Larry Maxam Project, Extension of the Aquatic Season, and Brace Park Irrigation). Adoption of the FY 2009-10 will take place on June 1st.

There was a suggestion made by a Boardmember to continue to monitor how money is spent within the Department since this was going to be a multi-year problem.

ACTION Note and File

OLD BUSINESS

1. Aquatics Steering Committee

Ms. Garcia reported that budget figures are being worked out and potential funding sources are being explored. It is staff's intention to go before City Council sometime in June.

ACTION Note and File

2. City Council Agenda Items

Mr. Dasté reported on the following agenda items: Council adopted a Resolution to apply for a transportation planning grant (April 21); City Council accepted a grant from LA84 Foundation in Los Angeles for Aquatics programs (May 5); City Council approved an MOU between the City and BUSD for cooperative use of the High School swimming pools (May 5); Presentation looking for authorization to revise the agreement with CARB and PROTERRA for a hydrogen fuel cell bus (May 12); Park Board appointments (May 19); City Council Budget Study Session (May 31); Military Service Program Recognition (June 2); Senior Medical Building Parking issue (June 2); Five Points art piece award (June 2); and Feasibility of permitting outside vendors to trim City parkway trees (June 2).

In response to a question from a Boardmember, Ms. Garcia clarified that the agreement between the City and BUSD allows City use of both high school pools. Due to the schools summer schedules and sports programming, Burbank High School will be available Monday-Friday from 8am-2pm for learn to swim classes, and Burroughs High School will be available for lap swimming in three sessions (morning, mid-day and evening). The schedule is available on the City's website or through the Sports Office. McCambridge repairs have been completed and have passed inspections. The Department has received possession of the pool back from Public Works today and is gearing up for the season. The agreement is for a 5-year term and includes the option of extending should both parties feel that a longer term could be beneficial to the community.

ACTION Note and File

REPORTS

1. Art in Public Places

Mr. Ferguson reported that the Committee met and approved an art piece for the corner of Glenoaks and Delaware.

ACTION Note and File

2. Burbank Youth Task Force

Mr. Layfer reported that the BYTF made recommendations for funding programs out of the Youth Services Holding Account (including Youth Counseling, Teens in Action programs, and the Police Youth Rewards program) to be forwarded to City Council.

ACTION Note and File

3. Youth Board

Mr. Prouty reported that the Youth Board met last week and voted to continue the Pack for Success Program next year. They also participated in the Spring Egg-stravaganza this year. He noted that the Austin Cook Award would be presented at the May 19 City Council meeting.

ACTION Note and File

ADDITIONAL COMMENTS FROM AUDIENCE

None

ADDITIONAL COMMENTS FROM BOARD AND STAFF

Mr. Ferguson requested that a member from the Youth Board attend a future meeting to discuss their activities.

ADJOURNMENT

The meeting adjourned at 7:07 pm.

CHAIR: _____

Date: _____

SECRETARY: _____

Date: _____

