



MINUTES

I. Welcome

Meeting called to order at 6:10 p.m. by President Hardison

Board members present: Mark Hardison, David Zanatta, Kathy Fishkin, Connor Lock, Ron Antonette, Trina Schoonmaker, Rick Turrentine and Lillian Parker (by phone).

Excused absence: Alex Carnino

Staff: Trinka Rowsell – Executive Director, Randy Zarn – Associate Director, Brent Dennis, Parks Recreation and Marine Director

II. Administrative Business

Approval of the Consent Agenda: Antonette moved and Fiskin seconded approval of the Consent Agenda including the minutes from last meeting. The motion was approved with Turrentine abstaining.

III. PRM Director Update

Director Dennis presented the following highlights:

2023-2024 PRM budget should not see any significant budget cuts

There was a “colorful” meeting at Silverado Park regarding using the gym at Silverado as a temporary unhoused shelter

Vision planning continues for the master plan

Butterfly gardens in the parks seems to be receiving more interest by the community; very similar to the Miracle on 4th Street

IV. Long Beach Golf Festival

Executive Director Rowsell spoke to the proposal offered by American Golf for Partners of Parks to take over the entire Long Beach Golf Festival which would include the

ProAm, the LB Open and several other tournaments. Currently American Golf shared financials with Rowsell that showed income of about \$380,000 with expenses of about \$400,000. Rowsell indicated that this may be a great opportunity for POP but it may take 2 or 3 years to close the gap between income and expenses.

Board members expressed concern that POP may be taking on too much at this point in time.

A discussion followed on POP's current commitment to some of the affiliate groups and the amount of time it takes to serve their needs. The discussing included determining how much time it takes to continue certain levels of service and activity for affiliates.

Turrentine suggested that there should be an analysis of the level of service for each of the affiliates and determine POP's costs.

Zanatta suggested that POP follow the whole Golf Festival process for one year by looking at details for each event and income and expenses with American Golf providing more information and then at the end of the Festival determine whether or not for POP to take over the Golf Festival in 2024.

Rowsell said that we are already late in the cycle and that no new sponsors have been secured and much more ground work should take place before POP taking full responsibility for the events.

All of the discussion led to the need for updating the POP strategic plan since has been five years since the current plan was developed. With that a strategic planning committee be formed. The following board members were identified for the committee: Lock, Antonette, Zanatta and Dennis will convene to serve as the strategic planning committee.

Finally the discussion on the Golf Festival concluded with Lock moved to shadow the LB Golf Festival process for 2023 and come back with a recommendation to the Board. Zanatta seconded and the motion passed unanimously.

V. Sowing the Seeds

Rowsell reported that currently there are \$12,000 in sponsorships with her goal is to reach \$20,000

Board need to sell tickets.

Monica and Zayda from Munzer Foundation will be attending. Munzer has been very supportive over the years and was recognized as an honoree 3 years ago.

Rowsell reported that she had reached our the 6th District councilwoman Saro to provide \$500 in sponsorship for tickets for some of the Hoops After Dark participants can attend as the coordinator of the program Leonard Adams is one of the Honorees. It was suggested to reach out the Al Austin, Councilman for the 8th District as he is a great supporter of the Hoops program.

Contact 4th District Councilman Supernaw to see about sponsoring the Jazz Angels youth music group who will be providing entertainment for the event and covering a donation of \$400.

The location of the event at the Nature Center was discussed with a suggestion of a plan A and B which would be determined by the weather. Rain the event would be in the Nature Center building and if no rain in the Amphitheater.

Each board member committed to bringing 4 wine bottles each for the wine toss. Fishkin said that she could provide one high end bottle. Rowsell agreed to send of list of wines to donate.

VI. Executive Director Update

Ground breaking for Admiral Kidd playground will be on March 31.

Lazy Acres grand opening with POP participating in a fundraising opportunity will be on March 18th from 11 a.m. – 3 p.m., board members should plan to cover a 1.5 hour shift.

Tax filing and financial review are taking longer than expected with our accounting firm of Guzman and Gray. Rowsell submitted them in October; they are due in May and we are still waiting for them to be submitted.

Meeting adjourned by President Hardison at 7:39 p.m.

Next Board meeting will be on March 13, 2023 at 6 p.m. at the Parks, Recreation and Marine Admin. Building.