

**MINUTES OF THE REGULAR STUDY SESSION MEETING
LA MIRADA CITY COUNCIL
NOVEMBER 8, 2016**

1. CALL TO ORDER

Mayor De Ruse called the meeting to order at 5 p.m. in Conference Room I, La Mirada City Hall, 13700 La Mirada Boulevard, La Mirada, California.

2. ROLL CALL:

The City Council was present with Councilmember Mowles, Councilmember Sarega, Mayor Pro Tem Eng, and Mayor De Ruse responding to roll call. Councilmember Deal was tardy.

The following staff members were present: City Manager Jeff Boynton, City Attorney James Markman and Deputy City Manager/City Clerk Anne Haraksin.

3. PUBLIC COMMENT

There were no public comments.

4. REVIEW AND DISCUSSION

4.1 ECONOMIC DEVELOPMENT SERVICES UPDATE

City Manager Jeff Boynton introduced the item. Community Development Manager Alison Moore and Barry Foster of HdL's ECONsolutions were present to give a report.

Community Development Manager Moore provided an update on the City's Economic Development services. She said she's been working with HdL's ECONsolutions on the City's Economic Development Action Plan (EDAP).

Mr. Foster provided a summary of the EDAP and the City's vision for advancing economic development efforts over the near term. He discussed the City's strengths and weaknesses and identified areas of opportunity such as Biola University, the Imperial Highway Corridor, Rosecrans Avenue/La Mirada Boulevard, the I-5 Corridor, research & development, logistics and light manufacturing and medical/healthcare. Mr. Foster also provided an update on La Mirada's Community Profile and trade area. He discussed the Leakage Study and Void Analysis and possible new business targets for La Mirada.

Mayor Pro Tem Eng requested that staff prepare a plan outlining costs associated with creating a sense of community through landscape design, benches and light fixtures.

The City Council reviewed and discussed the economic development services update. Members of the City Council said they would further discuss the EDAP at the next City Council retreat.

4.2 SPRING BEAUTIFICATION PROGRAM

City Manager Boynton introduced the item.

Community Services Director Lori Thompson provided information on the Spring Beautification program. She said the Spring Beautification program recognizes property owners whose efforts enhance and maintain the beauty of the community.

Community Services Coordinator Amanda Ponce de Leon proposed modifications to the Spring Beautification program. She recommended a Spring Beautification committee be established to assist with the program and work with staff members from the Code Enforcement Division and the Community Services Department. She said property owners of Honoree and Most Outstanding properties could be mailed a Spring Beautification decal and letter of congratulations signed by the Mayor. Additionally, Most Outstanding winners could receive a small gift and be recognized during a regular City Council meeting. She said the Mayor and City Council would present Most Outstanding winners with Certificates of Recognition.

The City Council reviewed and discussed the Spring Beautification program. Members of the City Council expressed interest in continuing the tradition of hosting the event at the La Mirada Theatre for the Performing Arts, and encouraged staff to find creative ways to increase attendance and interest in the event.

4.3 SPLASH! LA MIRADA REGIONAL AQUATICS CENTER UPDATE

City Manager Boynton introduced the item.

Community Services Director Lori Thompson provided information on activities, attendance, and revenues for Fiscal Year 2015-16 and summer 2016. She reported that Splash! has remained a popular destination for aquatic programs in the region. She said during Fiscal Year 2015-16, approximately 411,851 guests visited Splash! She said preliminary year-end figures indicate Splash! generated nearly \$3.3 million in revenue, compared to \$2.9 million from the prior year. She said revenues exceeded direct expenses by nearly \$750,000.

Aquatics Supervisor Paul Castillo said that the 50-meter pool continued to attract aquatic competitions, which generated rental revenue and support for La Mirada hotels and businesses. He said this year's events included a

Junior Olympic water polo competition, a Masters National meet, and a number of Biola University and La Mirada Armada swim meets. He said Splash! continues to be a favorable location for photo shoots and television productions. He said during Fiscal Year 2015-16, Splash! hosted nine production rentals which generated \$43,861 in revenue. He said in June 2016, Splash! once again partnered with the World Waterpark Association to break the World Record for the World's Largest Swimming Lesson. He said attendance continues to be strong and Olympic gold medalist Janet Evans returned for the fifth year to host the event.

Supervising Lifeguard Dustin Balke provided information on the food service operations at Splash!. He said City staff provided a full menu service for the 2016 season. He said the food service operations generated \$614,729 during the 2016 season with net revenues of \$223,683. Revenue was substantially greater than prior years, which was around \$75,000, when the City received a portion of a concessionaire's gross revenue. He said as staff continues to become more familiar with food operations and develops ways to increase efficiency, it is anticipated net revenue in this area would continue to grow.

Community Services Director Thompson said that Splash! would be celebrating its 10th anniversary in 2017. She said as part of the celebration, she proposed a new family attraction at Buccaneer Bay by the summer of 2018. She said adding a new attraction would build upon the facility's success for many years to come.

Members of the City Council reviewed and discussed the Splash! La Mirada Regional Aquatics Center update. The City Council expressed its appreciation to Community Services staff for achieving another successful year at Splash!.

4.4 PROPOSED ORDINANCE REVISING PURCHASING PROCEDURES FOR PUBLIC PROJECTS

Councilmember Mowles moved and Mayor Pro Tem Eng seconded to table Agenda Item No. 4.4. Proposed Ordinance Revising Purchasing Procedures for Public Projects. Motion carried 5-0.

5. CITY MANAGER'S REPORT

The City Manager had no reports.

6. ADJOURNMENT

There being no further business to come before the Council, the City Council adjourned the meeting at 6:26 p.m.

ATTEST:

Leticia Revilla, Deputy City Clerk

Steve De Ruse, Mayor