

**MINUTES OF THE REGULAR STUDY SESSION MEETING
LA MIRADA CITY COUNCIL
NOVEMBER 14, 2017 – 5 P.M.**

1. CALL TO ORDER

Mayor Eng 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 De Ruse, Councilmember Lewis, Councilmember Sarega, Mayor Pro Tem Mowles and Mayor Eng responding to roll call.

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

3. PUBLIC COMMENT

Pastor Jack Miranda expressed his appreciation for the services provided by Straight Talk, Inc. He also invited City Council to the Foster Road Thanksgiving event on Thursday, November 16 from 5:30 to 8 p.m.

4. REVIEW AND DISCUSSION

4.1 STRAIGHT TALK, INC. FUNDING REQUEST FOR FISCAL YEARS 2017-18 AND 2018-19

City Manager Boynton introduced the item. Community Services Supervisor Lisa Montoya, Cathy Walker, Interim Executive Director, and Meg Kalugin, Office Manager, of Straight Talk were present to give a report.

Community Services Supervisor Montoya provided information on counseling services provided by Straight Talk, Inc. She said that Straight Talk provided 8,195 hours of counseling sessions to La Mirada clients in the past year for individual, family, or group sessions along with supervision and administration.

Community Services Supervisor Montoya reported on the counseling services provided by Straight Talk for Fiscal Year 2016-17. She said Straight Talk is requesting funding from the City in the amount of \$58,381 for Fiscal Year 2017-18 and 2018-19. This is the same amount requested in prior years. She said since the inception of the Beyond Program, Straight Talk has generated \$38,000 in additional revenue for the La Mirada office. She said the additional revenue assists with the cost of therapists and operating the clinic.

The City Council reviewed and discussed Straight Talk's funding request for Fiscal Year 2017-18 and 2018-19. Members of the City Council expressed support for Straight Talk's Fiscal Year 2017-18 and 2018-19 funding requests in the amount of \$58,381 and in-kind contributions of \$47,688.

4.2 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 2016-17 and summer 2017. She reported that Splash! has remained a popular destination for aquatic programs in the region. She said during Fiscal Year 2016-17, approximately 381,477 guests visited Splash!. She said preliminary year-end figures indicate Splash! generated nearly \$3.7 million in revenue, compared to \$3.3 million from the prior year. She said revenues exceeded direct expenses by nearly \$840,000.

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 Relay for Life, Kiwanis Duck Derby and Wet-n-Wild 5K. He said Splash! continues to be a favorable location for photo shoots and television productions. He said during Fiscal Year 2016-17, Splash! hosted five production rentals which generated \$82,477.50 in revenue. He said in June 2017, Splash! once again partnered with the World Waterpark Association to participate in the World's Largest Swimming Lesson.

Community Services Coordinator Dustin Balke said 2017 marked the second full year of food service operations at Splash!. He said the food service operation saw increased efficiency which allowed for financial growth and increased customer service. He said food service operations generated \$629,220 in gross sales during the 2017 season with net revenues of \$271,643, compared to \$614,729 and \$223,683 net in 2016. Additionally, he said staff would continue to explore ways to improve food service operations at Splash!.

Community Services Director Thompson said that Splash! celebrated its 10 year anniversary with a special event. She said the event included free use of Buccaneer Bay and the 25 yard pool, aquatic team demonstrations in the 50 meter pool, water safety activities, games, lunch and cupcakes.

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!.

4.3 MARQUEE DISPLAY AND CROSS-STREET BANNER POLICIES

City Manager Boynton introduced the item.

Graphics and Communications Coordinator Michael Tandiana provided information on the proposed update to the City Marquee Display and Cross-Street Banner policies. He said the City Marquee Display Policy would take into consideration the renovations that were completed to the City Hall and Behringer Park marquees. Additionally, the update would include non-profit organizations as potential users.

He said surrounding cities were contacted regarding their marquee display policies and eligible users. He said none of the cities had a specific policy regarding City marquee displays. However, most had an internal practice where, in addition to City events, non-profit organizations were allowed to post information regarding a community-wide event.

Graphics and Communications Coordinator Tandiana said the Cross-Street Banner Policy would be consistent with the proposed Marquee Display Policy by implementing an application process, specifying banner construction and eligible users.

Members of the City Council reviewed and discussed the proposed updates to the City Marquee Display and Cross-Street Banner Policies. The City Council expressed some concerns with unintended consequences resulting from the modifications to the policies. The Council requested to discuss the item further at a future meeting.

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 6:05 p.m.

ATTEST:

Leticia Revilla, Deputy City Clerk

Ed Eng, Mayor