

M I N U T E S

SPECIAL MEETING

BOARD OF RECREATION AND PARK COMMISSIONERS
OF THE CITY OF LOS ANGELES

November 7, 2001

The Board of Recreation and Park Commissioners of the City of Los Angeles convened in special meeting at 9:35 a.m. Present were Commissioners Lisa Specht, Chair, Christopher W. Hammond, and Christopher C. Pak. Absent: Commissioners Christina Sanchez-Camino and Mike Roos. Also present were Ellen Oppenheim, General Manager and Sr. Assistant City Attorney Mark Brown.

SPECIAL

Commissioner Lisa Specht introduced Commissioner Christopher W. Hammond, appointed to the Board of Recreation and Parks Commission for the term ending June 30, 2003.

Commissioner Specht also introduced Commissioner Christopher C. Pak, appointed to the Board of Recreation and Parks Commission for the term ending June 30, 2002.

SPECIAL

Commissioner Lisa Specht presented Mr. David Michaelson with a plaque in recognition of his service as a Commissioner on the Board of Recreation and Park Commissioners.

The General Manager announced that she would meet with Mr. LeRoy Chase in his office to present him with a plaque in recognition of his eight years of service, five of which he served as Vice President of the Board of Recreation and Park Commissioners. Mr. Chase was not present at this meeting.

The General Manager also announced that she would meet with Messrs. Mike Medavoy and Robert W. Nizich in their respective offices to present them with plaques in recognition of their service as Commissioners on the Board of Recreation and Park Commissioners. Neither Mr. Medavoy nor Mr. Nizich was present at the meeting.

GENERAL MANAGER'S REPORTS

01-431

VALLEY VILLAGE PARK - IRRIGATION AND PICNIC
AREA IMPROVEMENTS (#1140B) - REVIEW OF BIDS
AND AWARD OF CONTRACT

01-432

LINCOLN PARK - LAKE IMPROVEMENTS (#1232C)
RESCIND AWARD OF OCTOBER 17, 2001 AND

AWARD BASED ON NEW INFORMATION01-433

GRIFFITH PARK TRAVELTOWN TRAIN EXHIBIT
PAVILION (#1507C) - REJECTION OF BIDS,
APPROVAL OF REVISED FINAL PLANS AND
SPECIFICATIONS AND CALL FOR RE-BID

01-434

AUTHORIZATION FOR THE MAJOR LEAGUE BASEBALL
FOUNDATION TO ACT ON BEHALF OF THE DEPARTMENT
IN FILING AND OBTAINING ENVIRONMENTAL CLEARANCE
FOR THE MAJOR LEAGUE BASEBALL ACADEMY IN HANSEN DAM

01-435

AUTHORIZATION TO APPLY FOR FUNDING FOR THE ARROYO
SECO PARKWAY CORRIDOR FEASIBILITY STUDY PLAN

01-436

AMENDMENT NO. 2 TO CONTRACT NO. 2937 BETWEEN
DEPARTMENT OF RECREATION AND PARKS AND EXPOSITION
PARK INTERGENERATIONAL COMMUNITY CENTER, INC.

01-437 - Considered later in the meeting.

It was moved by Commissioner Hammond, seconded by Commissioner Pak, that the foregoing reports with exceptions as noted, be approved, and that the appropriate Resolutions be adopted. There being no objections, the Motion was unanimously approved.

01-437HOLLYWOOD SIGN ALTERATION

The General Manager introduced Linda Barth, Sr. Management Analyst II, Griffith/Metro Region, who reported on the Hollywood Sign Advisory Committee meeting of November 5, 2001. Ms. Barth explained that the Committee, as a matter of tradition, does not pass motions or ordinarily vote; they generally just discuss issues. The following were the five major points of that discussion:

1. The Hollywood sign is an icon for the City of Los Angeles and the entire Southern California region; as such an icon, there could be some validity to a patriotic display at the sign which would express solidarity on the part of the people of Los Angeles with the rest of the nation;
2. As an icon, using it as a platform for a message could create the environment for the sign to become a billboard for messages, potentially including commercial messages;
3. The heightened awareness of the sign, extra publicity, and alterations of its image can lead to an increase in licensing revenue of the Hollywood sign. The licensing revenue goes directly to the Hollywood Chamber of Commerce, who owns the trademark rights

- to the sign;
4. Security and maintenance issues relating to alterations or activity around the sign, which were not addressed in the proposal, were of concern; and,
 5. Additional activity around the sign can bring additional attention and people to the area, which is located at the Mt. Lee Repeater Station located directly above the Hollywood sign, which may not be, for security reasons, in the best interest of the City.

Councilmember LaBonge, Council District Four, although in support of working with the Hollywood Chamber of Commerce to work toward making a better community, spoke in support of the General Manager's report to deny alterations to the Hollywood sign.

Josh Kamensky, representing Councilmember Garcetti's Office, spoke in opposition of the General Manager's report to deny alterations to the Hollywood sign.

Leron Gubler, President and CEO of the Hollywood Chamber of Commerce, spoke in opposition of the General Manager's report to deny alterations to the Hollywood sign. Mr. Gubler addressed some concerns of the Department with suggestions to create a mesh material to hang over the sign on Veteran's Day only, as this one day should not create traffic or security problems.

Christine O'Brien, Ted Leutzinger, Jean Mason, Loraine M. Such, Bill Delvac, Dorothy Pinczower, Henry Pinczower, and Dino Williams all spoke in support of the General Manager's report to deny alterations to the Hollywood sign.

It was moved by Commissioner Specht seconded by Commissioner Hammond, that Board Report No. 01-437, be approved. There being no objections, the Motion was unanimously approved.

NEW BUSINESS

MEMORANDUM

WOODLEY LAKES GOLF CONCESSION FOOD
SERVICE RFP/CONTRACT (BR#01-393)

Mr. Ronald M. Katzman, representing Encino Glen, spoke in support of the City Council's disapproval of the award of the Contract to Burrito King. The representative also asked that the Commission request the City Attorney to respond to this issue.

The Sr. Assistant City Attorney stated that he had discussed the issue with Mr. Katzman, both prior to and following the Board's last meeting. The Sr. Assistant City Attorney also stated that he had invited the representative to submit a letter to the City Attorney's Office prior to his preparation of the subject memorandum. The Sr. Assistant City Attorney explained that the advice given to the Board is correct legal advice.

NEXT MEETING

The next regularly scheduled meeting of the Board of Recreation and Park Commissioners will be held on Wednesday, November 28, 2001 at 5:30 p.m., Griffith Observatory, 2800 East Observatory Road, Los Angeles, CA 90028.

ADJOURNMENT

There being no further business to come before the Board, the Special Meeting adjourned at 10:20 a.m.

ATTEST

PRESIDENT

SECRETARY