



**AGENDA**  
**CITY OF EL SEGUNDO**  
**RECREATION AND PARKS COMMISSION**  
**6:00 PM**  
**CITY COUNCIL CHAMBER**  
**350 MAIN STREET**  
**EL SEGUNDO, CA 90245**  
**SEPTEMBER 18, 2024**

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**MEMBERS OF RECREATION AND PARKS COMMISSION**

Bob Motta, Chairperson  
Kelly Watson, Vice-Chairperson  
Marc Cavagnolo, Commissioner  
Dave Lubs, Commissioner  
Julie Stolnack, Commissioner

The Recreation and Parks Commission, with certain statutory exceptions, can only take action upon properly posted and listed agenda items. Any writings or documents given to a majority of the Recreation and Parks Commission, regarding any matter on this agenda, that the City received after issuing the agenda packet are available for public inspection at the Checkout Building in Recreation Park, during normal business hours. Such documents may be posted on the City's website at [www.elsegundo.org](http://www.elsegundo.org) and additional copies will be available at the meeting.

Unless otherwise noted in the agenda, the public can only comment on city-related business that is within the jurisdiction of the Recreation and Parks Commission and/or items listed on the agenda during the Public Communications portion of the Meeting. The time limit for comments is five (5) minutes per person. Before speaking to the Recreation and Parks Commission, please state: your name, residence, and organization/group you represent, if desired. Please respect the time limits.

***REASONABLE ACCOMMODATIONS: In compliance with the Americans with Disabilities Act and Government Code Section 54953(g), the City Council has adopted a reasonable accommodation policy to swiftly resolve accommodation requests. The policy can also be found on the City's website at <https://www.elsegundo.org/government/departments/city-clerk>. Please contact the City Clerk's Office at (310) 524-2308 to make an accommodation request or to obtain a copy of the policy.***

**CALL TO ORDER/ROLL CALL**

**PLEDGE OF ALLEGIANCE**

**PUBLIC COMMUNICATION – (Related to City Business Only – 5-minute limit per person, 30-minute limit total)** *Individuals who have received value of \$50 or more to communicate to the **Recreation and Parks Commission** on behalf of another, and employees speaking on behalf of their employer, must so identify themselves prior to addressing the **Recreation and Parks Commission**. Failure to do so shall be a misdemeanor and punishable by a fine of \$250. While all comments are welcome, the Brown Act does not allow action on any item not on the agenda.*

**A. CONSENT**

1. **Recreation and Park Commission Regular Meeting Minutes from August 21, 2024.**

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Recommendation -

1. Approve Recreation and Parks Commission regular meeting minutes for August 21, 2024.
2. Alternatively, discuss and take other action related to this item.

2. **Recreation and Park Commission Special Meeting Minutes for September 4, 2024**

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Recommendation -

1. Approve special Recreation and Parks Commission meeting minutes for September 4, 2024.
2. Alternatively, discuss and take other action related to this item.

**B. UNFINISHED BUSINESS**

**C. NEW BUSINESS**

3. **Employee Spotlight: Mark Monin and George Kennedy**

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Recommendation -

1. Receive and file the Employee Spotlight report.
2. Alternatively, discuss and take other action regarding this item.

**D. REPORTS - SUBCOMMITTEE**

4. Aquatics Subcommittee

5. Transportation Subcommittee

6. Youth Sports Council

7. Park Renovation Committee

**E. REPORTS - RECREATION, PARKS AND LIBRARY DIRECTOR**

8. Director's Report

**F. COMMISSIONER COMMENTS**

**G. RECREATION AND PARKS STAFF COMMENTS**

9. Linnea Palmer

10. Christopher Hentzen

11. Aly Mancini

**ADJOURNMENT**

POSTED:

DATE: 09/13/2024

TIME: 5:00 PM

BY: Chelsea Shafer

REGULAR MEETING MINUTES OF THE EL SEGUNDO RECREATION & PARKS  
COMMISSION  
WEDNESDAY, AUGUST 21, 2024

A. CALL TO ORDER – Chairperson Motta called the meeting to order at 6:00 pm.

B. ROLL CALL

Chairperson Motta	-	Present
Vice Chairperson Watson	-	Present
Commissioner Cavagnolo	-	Present
Commissioner Lubs	-	Present
Commissioner Stolnack	-	Absent

C. PUBLIC COMMUNICATIONS – (Related to City Business Only – 5-minute limit per person, 30-minute limit total)

Coach Woody provided information to the Commission regarding Lacrosse.

Anonyms spoke in favor of Coach Woody’s comments regarding Lacrosse.

D. CONSENT CALENDAR:

1. MOTION by Commissioner Lubs, SECONDED by Vice Chairperson Watson, approving Regular Committee meeting minutes of May 15, 2024, and July 17, 2024, MOTION PASSED. 4/0/1

E. NEW BUSINESS

1. Employee Spotlight

Recreation Manager Linnea Palmer gave brief remarks about Ryan Booker, Ryan Campbell, Chloe Meza, and Kaeley Skriver.

F. REPORTS

1. Aquatics Subcommittee

Vice Chairperson Watson discussed The Plunge groundbreaking event, future fundraising events, the 2025 Aquatic Center closure for heater repairs.

Commissioner Cavagnolo discussed the lane allocation report requested during the meeting; the chlorine level report requested during the meeting.

2. Transportation Subcommittee

Vice Chairperson Watson restated her request for the TSC to be an agenda committee.

### 3. Youth Sports Council

Director Aly Mancini proposed that the Youth Sports Council to meet quarterly, rather than twice a year.

### 4. Park Renovation Subcommittee

Park Renovation Subcommittee received a presentation from MIG regarding proposed renovations to the Teen Center and Teen Plaza.

## G. DIRECTORS REPORT

Director Aly Mancini provided a synopsis of the Director's Report and requested feedback from the Commission on additional information they would like to see included within the Director's Report.

Commissioner Cavagnolo requested additional information be added to the Director's Report including revenue reports by facility to also include a cost per player analysis. Staff provided additional information and will provide an update outside of the Director's Report.

## H. COMMISSIONER COMMENTS

1. Commissioner Lubs congratulated Ryan Booker, Ryan Campbell, Chloe Meza, and Kaeley Skriver on their achievements.
2. Commissioner Cavagnolo congratulated Ryan Booker, Ryan Campbell, Chloe Meza, and Kaeley Skriver on their achievements.
3. Vice Chairperson Watson congratulated staff on the Plunge Groundbreaking event and spoke to the needs of field allocation and programming demands.
4. Chairperson Motta thanked staff for a successful groundbreaking event for the Plunge. Chairperson also presented the Recreation Park Commission report to the City Council during the previous meeting. Chairperson Motta also requested that staff investigate potential meeting dates that would better suit staff and the Commission's needs for reporting to City Council.

## I. STAFF COMMENTS

1. Linnea Palmer encouraged the Commissioners and members of the public to reach out directly if they have questions, comments, or concerns about reservations. Fall brochures have been released to the public.

2. Christopher Hentzen stated that tree trimmings have been taking place in Recreation Park. Staff also presented a requested he had received regarding seating at the Aquatics Center.
3. Director Aly Mancini spoke to the challenges presented for field allocation and encouraged members of the public to reach out directly if they have questions, comments, or concerns about their field allocations. She also thanked staff for putting together the Plunge groundbreaking event. Director Mancini also promoted the El Segundo Art Walk event.

Adjourned at 6:56 PM

*Chelsea Shafer*

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Chelsea Shafer, Senior Administrative Specialist

SPECIAL MEETING MINUTES OF THE EL SEGUNDO RECREATION & PARKS  
COMMISSION  
WEDNESDAY, SEPTEMBER 4, 2024

- A. CALL TO ORDER – Chairperson Motta called the meeting to order at 6:00 pm.
- B. ROLL CALL

Chairperson Motta	-	Present
Vice Chairperson Watson	-	Absent
Commissioner Cavagnolo	-	Present
Commissioner Lubs	-	Present
Commissioner Stolnack	-	Present

- C. PUBLIC COMMUNICATIONS – (Related to City Business Only – 5-minute limit per person, 30-minute limit total)

Chris Eidem provided public comment and spoke in favor of Option 3 as presented to the Commission.

- D. NEW BUSINESS

- 1. Skate Park and Teen Center Renovation Conceptual Designs

Recreation, Park, and Library Director, Aly Mancini gave a brief introduction of the presentation. Recreation Manager Linnea Palmer presented the three conceptual design options created by MIG for the Skate Park and Teen Center Renovation for the Commission to select an option to move forward to the City Council for approval.

Director Aly Mancini provided additional information.

Commissioners asked questions as it related to various feedback received from stakeholders, cost estimates associated with each option, skatepark footprint measurements, fencing, etc.

Commissioner Stolnack spoke to the necessity of renovating the teen Center.

Director Aly Mancini provided additional information regarding allocated budget for the renovation.

Commissioner Lubs spoke to the importance of preserving open space at the Teen Plaza.

Commissioner Lubs spoke in opposition to Option 3 as presented to the Commission.

Director Aly Mancini read a comment on behalf of Vice Chairperson Watson, speaking in favor of Option 1 as presented to the Commission.

Chairperson Bob Motta provided comments on Option 2 as presented to the Commission.

Commissioners asked questions as it related to the square footage difference between Option 2 and Option 3 as presented to the Commission.

Recreation Manager Linnea Palmer spoke in favor of Option 2 as presented to the Commission.

Commissioners asked questions as it related to the basketball court surfacing and maintenance.

Commissioner Lubs provided comments on Option 2 as presented to the Commission.

Commissioner Cavagnolo provided comments on Option 2 as presented to the Commission.

1. MOTION by Chairperson Motta, SECONDED by Commissioner Cavagnolo, to move forward Option 2 as presented to the Commission to the City Council for approval, MOTION PASSED. 4/0/

Adjourned at 6:55 PM

*Chelsea Shafer*

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Chelsea Shafer, Senior Administrative Specialist



# Employee Spotlight

## 2024 Aquatics Specialists

George Kennedy –  
Rec Specialist Aquatics

Mark Monin –  
Rec Specialist Aquatics





## RECREATION, PARKS and LIBRARY DEPARTMENT

**DATE:** September 18, 2024  
**TO:** Recreation and Parks Commission  
**FROM:** Aly Mancini, Director of Recreation, Parks and Library  
**SUBJECT:** Department Report

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### **Council Items**

#### *August 20:*

West Coast Arborists received a contract extension to continue providing tree maintenance services for the City of El Segundo. Council waived the formal bidding process by piggy-backing on a contract with the City of Temple City.

AYSO Region 92 Opening Day Parade was approved for a 75% special event permit fee waiver.

The Recreation Leader, Senior Recreation Leader, and Recreation Specialist classifications were revised. Revisions included increasing rates, and decreasing advancement steps to be comparable with surrounding cities' rates. The Recreation Assistant classification was removed.

Chairperson Bob Motta went in front of Council to give an update on the Recreation and Parks Commission.

#### *September 3<sup>rd</sup>:*

Staff presented proposed revisions and updates to the Athletic Field/Facility Use and Allocation Policy. Council requested the policy be brought back for discussion when the JUA with ESUSD is presented in October.

#### *Public Property Special Events:*

The Walk with Sally Fundraiser event was approved to serve alcohol on Park Place and Apollo Street for the White Light White Night Event, and the Fire Association was granted a 75% fee waiver for the upcoming Fun Run event.

#### *Park Renovation Committee:*

Council approved for the Recreation Park Renovation Subcommittee to be renamed. The new name will be Park Renovation Committee and expands the scope for the Committee to advise on all park renovations throughout the city.

### **CIP Updates**

#### *Recreation Park Renovation Project:*

MIG presented proposed layout of the Teen Plaza including the skatepark and basketball court at the following meetings:

- August 22nd 4:00p.m.- Park Renovation Subcommittee
- September 4th 6:00p.m.- Recreation & Parks Commission
- September 17th 6:00pm- City Council

### *The Plunge Capital Campaign:*

Plunge groundbreaking ceremony took place on August 20th. Demolition of the Plunge has commenced.

### *Hilltop Park Project:*

An architect has been retained by Public Works to submit plans to address the abandoned reservoirs at Hilltop Park. Additional design plans for the open space will be presented to the Park Renovation Subcommittee and the Recreation and Park Commission at a later date.

### *Playground Replacement Project:*

On July 31st, Parks, Recreation, and Finance staff met to discuss the current state of the Measure A and Proposition A Maintenance Funds. Staff are currently reviewing guidelines and preparing a report for Council to adopt a resolution for the City to enter into an Annual Allocation Agreement for the funds. Staff intends to utilize this funding to replace both playgrounds at Recreation Park.

## **Arts and Culture**

On Thursday, August 22nd, a pre-Art Walk event titled *Songwriters in the Round: The Art of Song* was held at the Library. Carianne Marshall from Warner Chappell Music delivered the opening remarks, followed by performances from four local singer-songwriters. The event was attended by 63 guests.

The Embassy Suites LAX South by Hilton unveiled their 1% for Art project during the official *El Segundo Art Walk* Kickoff Party on Friday, August 23, 2024. The private event featured seven new artworks, with opening remarks from John McCullough (El Segundo Art Walk), Director Aly Mancini, and Mayor Pro Tem Chris Pimentel. Over 140 guests attended the celebration.

The *El Segundo Art Walk* took place on Saturday, August 24th, from 3 PM to 9 PM, drawing thousands of attendees. Event highlights included two children's activity areas, guided public art tours, comedy shows, and live music performances.

On August 27th, the Hilton Garden Inn presented their 1% for Art public art proposal to the Arts & Culture Advisory Committee during their regular meeting. The committee approved the proposal, which will proceed to the next stage of development.

The Cultural Development Program published the Public Art Map this month, showcasing a comprehensive collection of public art in the city, including works commissioned by 1% for Art Partners. The map is available at the library and will be available online soon.

Registration is now open for the next Cultural Excursion tour to the Academy Museum of Motion Pictures on October 9th. This program is open to El Segundo residents aged 55 and older

## **Aquatics**

### *Programming:*

Aquatics hosted a Dive-in movie featuring *Ratatouille* with 75 participants. Additionally, the summer close out event "Splash Off Summer", had saw over 200 swimmers.

(Attachment A - Aquatics August 2024 Report)

### *Staffing*

## Updates

Five (5) aquatics Senior Lifeguards completed a Lifeguard Instructor certification course. Plans are in place to host more Red Cross courses in the future. Additionally, Aquatics onboarded six (6) new Lifeguards and two Recreation Leaders

Current vacancies:

- Aquatics Manager

## **Youth and Adult Sports**

### *Adult Basketball League:*

	A League	B League
<b>Teams</b>	8	6
<b>Participants</b>	89	68
<b>Schedule</b>	Games are played on Wednesdays and Thursdays at 7:00 pm and 8:00 pm	Games are played on Tuesdays at 6:30 pm, 7:30 pm, and 8:30 pm

There are 157 total participants that compete over the course of three nights per week. Regular season concludes the week of September 9. Playoffs will take place the last two weeks of September, concluding on the September 26.

### *Coed 7x7 Soccer League:*

Regular season and first round of playoffs was completed on August 23<sup>rd</sup>. The open league championship took place on September 6<sup>th</sup>.

Registration for the Fall season began on Wednesday, August 14<sup>th</sup> and will close Thursday, September 5<sup>th</sup> with the league starting on Friday, September 20<sup>th</sup>.

### *Coed Adult Softball League:*

Regular season concluded on August 23<sup>rd</sup>. Over the course of five weeknights, 466 athletes participated. The winner of each night played for the City Championship on Wednesday, September 4<sup>th</sup>.

### *Coed Kickball League*

Registration for the fall season began on Wednesday, August 21. The games will be played on Tuesdays and Thursdays on the Softball Field in Recreation Park during the week of September 16<sup>th</sup> at the beginning of the season.

### *Youth Basketball:*

Registration began on Wednesday, August 21<sup>st</sup>, beginning earlier than previous registration periods. Gym space with El Segundo High School has been secured for the season and staff are working with El Segundo Middle School staff to utilize their facilities. The schedule for the league is as follows:

- 11/1: Registration Closes
- 11/5: 1<sup>st</sup> – 4<sup>th</sup> grade clinic player evaluation
- 11/7: 5<sup>th</sup> – 8<sup>th</sup> grade clinic player evaluation
- 12/2: Practices begin
- 12/7: Games begin

**Fields, Facilities, and Courts**

No Reservations were made on Stevenson Field due to maintenance field closure for over-seeding.

Per players fees are collected on an annual basis for the Youth Sports Advisory groups. Below are the totals collected from the 2023-2024 season:

<b>Sports Group</b>	<b>Estimates Player Fees (annually)</b>
<b>El Segundo Youth Lacrosse</b>	\$2,037.50
<b>El Segundo Girls Softball</b>	\$4,565
<b>El Segundo Little League</b>	\$6,600
<b>El Segundo Inline Hockey</b>	\$2,185.00
<b>El Segundo AYSO</b>	\$12,820.00
<b>El Segundo Youth Football and Cheer</b>	\$1,070.00
<b>El Segundo Volleyball</b>	\$690.00

(Attachment B – Checkout Reservation Report – August 2024)

(Attachment C- Social Media Analytics – August 2024)

**Teen Center**

The Teen Center continues to be staffed and open for drop-in use six days per week and was open a total of 27 days in August. Throughout August, a total of 1,525 teens visited the Teen Center. Throughout the month of August, the Teen Center hosted daily activities to encourage more attendance. The Teen Center hosted the 35<sup>th</sup> Annual GABIT event with 67 participants divided amongst 12 teams.

August Hourly Attendance: 11 teens per hour.

**Day Camps:**

*Tiny Tot:*

<b>Week</b>	<b># of Campers</b>
<b>Week 7 / AM</b>	20
<b>Week 8 / AM</b>	21
<b>Week 8 / PM</b>	7
<b>Week 9 / AM</b>	22
<b>Week 10 / AM</b>	24
<b>Total</b>	<b>94</b>

Tiny Tot campers enjoy dance parties, story times, and playing games outside. In August the campers also visited Fire Station 1.



*Cowabunga:*

Week	# of campers
Week 7	28
Week 8	26
Week 9	28
Week 10	29
<b>Total</b>	<b>109</b>

Camp Cowabunga had the opportunity to work with contractors Mad Science and Art Lab. The campers also visited Soak City, California Science Center, Fountain Valley Skating, and Medieval Times.

*Cowabunga Jr.*

Week	# of Campers
Week 7	44
Week 8	42
Week 9	37
Week 10	59
<b>Total</b>	<b>182</b>

Camp Cowabunga Junior visited Hilltop Pool weekly and enjoyed extra water days. The campers also visited Seaside Lagoon, Pretend City, Aquarium of the Pacific, and Scooters Jungle.

**Gordon Clubhouse Facility**

*Drama:*

- Performance – Charlie and the Chocolate Factory
  - Classes: Mondays, Wednesdays, and Fridays (6/17-8/8)
  - Participants: 33 residents/ 8 non-residents (41 total)
  - Tech Week: 8/3 – 8/11 (takes place at ESHS PAC)
  - Shows: 8/9 – 8/11 (takes place at ESHS PAC)

*Rentals:*

- 98 rental – 188 hours

*Repairs/Maintenance:*

- Updates to Clubhouse lobby
  - Rearrange desks, workspaces, replace furniture.

Clubhouse Hourly Totals / # of Reservations		
Activity	# Hours	# of Reservations
Co-op	0	0
Recreation	39	43
<b>Classes</b>		
Camps	138	46
Drama	3	1
Internal meetings & Training	0	0
Rentals	8	2
Total Reservations		92
Total # of Hours		188

*Classes:*

Classes	Number of Participants	Session Dates
<b>Gymnastics (Big and Little)</b>	3	M 6/17 – 8/12
<b>Gymnastics (Sand Cruisers)</b>	2	M 6/17-8/12
<b>Gymnastics (Little Waves)</b>	2	M 6/17-8/12
<b>Zumba! – Mondays</b>	5	M 8/5-8/26
<b>Musical Fun for Tots – Tuesdays</b>	4	Tu 7/9-8/13
<b>Tutus and Taps</b>	6	Tu 6/18-8/13
<b>Ballet and Tap</b>	5	Tu 6/18-8/13
<b>Musical Fun for Tots – Wednesday</b>	5	W 7/10-8/14
<b>Zumba! – Wednesdays</b>	4	W 8/7-8/28
<b>Tapping for Fun and Exercise – Intermediate</b>	7	Th 6/27-9/5
<b>Hippity Hop</b>	6	Th 6/20 8-15

*Contractors:*

Clubhouse Class Contractors			
Company Name	Business Name	Instructor Name	Location
<b>Art Lap Camp</b>	Natalie Strong	Natie Strong	Clubhouse, Tri-Room
<b>Athletic Grace Dance</b>	Athletic Grace	Grace Maxwell	Clubhouse, Auditorium
<b>Backstage Sewing 101</b>	Kaylan Roberts	Kaylan Robers	Clubhouse, Tri-Room
<b>BEST Sports</b>	Beginners Sports Edge Training	Madison, General Manager	Rec Park, Skate Circle, Basketball Court
<b>Champ Camp</b>	Champ Camp	Trevor Elder, Owner	Skate Park and Beach
<b>Cooking Camp</b>	A Yummy Future	Sydney Sonnier	Clubhouse, Kitchen
<b>Combine Academy</b>	Combine Academy	David Howard	Rec Park, Basketball Court
<b>ES Youth Drama</b>	ES Youth Drama	Natalie Khan, Producer	Clubhouse, Auditorium
<b>Filmmaking</b>	Anna Giannotis	Anna Giannotis	Clubhouse, Drop-in Room
<b>Musical Fun for Tots</b>			Clubhouse, Auditorium
<b>Spanish Camp</b>	Welcome Spanish	Sandra Delgado	Clubhouse, Room C
<b>Sportball</b>	RK Sports	Amanda Richie	Rec Park, Skate Circle, Checkout Grass
<b>Tapping for Fun</b>	Carol Well	Carol Well	Clubhouse, Auditorium
<b>Youth Gymnastics</b>	South Bay Sprouts	Paige Negrete	Clubhouse, Auditorium
<b>Yoga</b>	Julia LeVee	Julia LeVee	Clubhouse, Auditorium
<b>Zumba</b>	Welcome Spanish	Sandra Delgado	Clubhouse, Auditorium

### Camp Contractors

Company Name	Business Name	Instructor Name	Location
Art Lap Camp	Natalie Strong	Natie Strong	Clubhouse, Tri-Room
Champ Camp	Champ Camp	Trevor Elder, Owner	Skate Park and Beach
Combine Academy	Combine Academy	David Howard	Rec Park, Basketball Court
Filmmaking	Anna Giannotis	Anna Giannotis	Clubhouse, Drop-in Room
Gymnastics Camp	South Bay Sprouts	Paige Negrete	Clubhouse, Auditorium
Have A Blast	Game Truck LA	Robert Buckley	Rec Park, George Brett Field
Mad Science	Mad Science LA	Mad Science LA	Clubhouse, Room A
Movies By Kids	Movies Kids	Movies Kids	Clubhouse, Room C
Off the Beat Track		Olivia Simone	Clubhouse, Auditorium
Robotics	Marty Felgen	Marty Felgen	Clubhouse, Room C
Spanish Camp	Welcome Spanish	Sandra Delgado	Clubhouse, Room C
Sportball	RK Sports	Amanda Richie	Rec Park, Skate Circle, Checkout Grass
UK Soccer	UK Soccer	Jon Gardner	Campus ES

### Facility Breakdown

	Auditorium	Tri-Room:	Drop-In Room:	Kitchen	Room A	Room C
Classes	19	0	24	-	-	16
Camps	5	7	22	12	0	0
Internal Meeting	0	1	0	-	-	-
Rentals	1	0	0	0	-	-
EI	-	-	0	-	0	-
Segundo Co-op						

### Joslyn Center

Classes	# of Participants
Beginner Line Dancing	36
Intermediate Line Dancing	31
50 Minute Fitness	54
Pilates	28
Core Xpress	11
Senior Fit - Session 1	18
Senior Fit – Session 2	13
Art Journaling	2
Community Yoga	3



Facility rentals - total hours of reservations and revenues:

- 76 Reservations - 98 hours - \$1,545.00

Dial-A-Ride

- Concierge Rides – 445
- Lyft Pass Rides – 234

Outreach

- Meals delivered – 559
- In Home Service Hours – 32

Joslyn & Senior Club Activities		
Activity	Day of the week	Participants
<b>Pinochle</b>	Mondays	30
<b>Canasta</b>	Tuesdays	26
<b>Bridge</b>	Thursdays	36
<b>General Meetings/ Luncheon</b>	3 <sup>rd</sup> Tuesday of month	38
<b>Board Meeting</b>	1 <sup>st</sup> Tuesday of month	7
<b>Sit-N-Knit</b>	2 <sup>nd</sup> Sunday	24
<b>Thursdays at the Movies</b>	Thursdays	18
	<b>Total</b>	<b>179</b>

**Farmer’s Market**

August 1, 2024	
<b>Prepacked Vendors</b>	13
<b>Produced Vendors</b>	5
<b>Craft vendors</b>	4
Total Vendors	22
Total Revenue	\$897.12

August 8, 2024	
<b>Prepacked Vendors</b>	14
<b>Produced Vendors</b>	5
<b>Craft vendors</b>	4
Total Vendors	23
Total Revenue	\$871.10

August 15, 2024	
<b>Prepacked Vendors</b>	13
<b>Produced Vendors</b>	5
<b>Craft vendors</b>	4
Total Vendors	24
Total Revenue	\$1006.30

August 22, 202	
<b>Prepacked Vendors</b>	13
<b>Produced Vendors</b>	5
<b>Craft vendors</b>	4
Total Vendors	22
Total Revenue	\$897.12

Market Activities:

Rotary club sold tickets for Movies in the Park and the Fire Department had a booth promoting their upcoming CERT class.

## **Special Events**

Concert – August 4, 2024 – Cash, Killer & The King

The final concert of the Summer Series featured the cover band Cash, Killer & The King covering songs from Johnny Cash, Jerry Lee Lewis and Elvis. Estimates attendance for the event 1,800-2,200.

Family Campout – August 10 & 11

On Saturday and Sunday, over 350 guests spent a night under the stars in Recreation Park on Stevenson Field. Guests arrived at 4pm to set-up their tents and prepared for a night of fun. Sandwiches and chips were served for dinner while the kids put together take-home lanterns in the craft area. In the evening, Shrek was shown on the movie screen while families roasted s'mores at the fire pits. The following morning, guests were treated to breakfast and juice before heading home.

Go-Fly-A-Kite Day – August 18, 2024

Over 200 people attendees came to fly and decorate their flags for Go-Fly-A-Kite Day. Attendees received free kites they could decorate. The event also included music and face painting.

## **Parks**

*Parks, Projects, and Improvements:*

The Parks division completed routine maintenance throughout the parks. Projects included repairing the broken mainline in Stevenson Field, repairing broken irrigation at Library Park, and soccer field lining. Additionally, the Parks division has investigated Chevron property for soccer field layout and usage.

*Tree Report:*

The city tree crew performed routine tree trimming at Campus El Segundo and trimmed trees and removed large fallen limbs at Library Park.

## **ATTACHMENTS**

Attachment A: Aquatics August 2024 Report

Attachment B: Fall 2024 Recreation Activity Guide Bulletin Report

Attachment C: Checkout Reservation Report – August 2024

Attachment D: Social Media Analytics – August 2024



Total AC  
Lane hours:  
10128

Aquatics August 2024 Report

Aquatics Center Instructional Programming		Lane Hours	\$	Number of Participants
Contract Classes				
	Naomi's Hiit Water Aerobics	176	\$ 9,054.00	829
	Saul Gonzalez - Swim With Me		\$ -	0
Swim Lessons				
	Group	64	\$ 11,975.00	201
	Semi-Private and Private		\$ 2,947.50	30
<b>Totals</b>			<b>\$ 23,976.50</b>	<b>1060</b>

Aquatics Center Public Drop In Programming			\$	Number of Customer Lane Reservations
Public Swim				
	Reservations	5529	\$ 15,309.00	7843
	Lap Swim Drop in	478	\$ 839.00	353
	Recreation Swim	328	\$ 6,738.00	1688
<b>Totals</b>			<b>\$ 22,886.00</b>	<b>9884</b>

Hilltop Pool Programming			\$	Number of Customer Lane Reservations
Public Swim				
	Resident rec swim	135 hrs	\$ -	1081
	Non Resident Rec swim		\$ 1,315.00	263
	Drop in camp participants		\$ 210.00	70
	Hilltop Party Rentals		\$ 373.00	2
	Hilltop Membership		\$ -	0
<b>Totals</b>			<b>\$ 1,898.00</b>	<b>1416</b>

Annual Membership Sales at the Aquatics Center			\$	Memberships sold
Wiseburn Rec IDs	Adult ID		\$ 255.00	17
Wiseburn Rec IDs	Senior ID		\$ 30.00	6
Wiseburn Rec IDs	Youth ID		\$ 170.00	17
Wiseburn Rec IDs	Infant ID		\$ 5.00	1
<b>Totals</b>			<b>\$ 460.00</b>	<b>41</b>

El Segundo Rec IDs	Adult ID		\$ 345.00	23
El Segundo Rec IDs	Senior ID		\$ 20.00	4
El Segundo Rec IDs	Youth ID		\$ 90.00	9
El Segundo Rec IDs	Infant ID		\$ 5.00	1
<b>Totals</b>			<b>\$ 460.00</b>	<b>37</b>

Membership Sales			\$	Passes Purchased to use towards Lane Rentals
El Segundo Resident Punch Passes				
	10 Punch Pass		\$ 1,022.00	24
	20 Punch Pass		\$ 396.00	6
	30 Punch Pass		\$ 1,216.00	15
El Segundo Resident Membership Passes				
	Annual		\$ 1,943.00	4
Wiseburn Resident Punch Passes				
	10 Punch Pass		\$ 392.00	12
	20 Punch Pass		\$ 82.00	1
	30 Punch Pass		\$ 393.00	6
Wiseburn Resident Membership Passes				
	Annual		\$ -	0
Non-Resident Punch Passes				
	10 Punch Pass		\$ 2,301.00	45
	20 Punch Pass		\$ 1,943.00	19
	30 Punch Pass		\$ 4,900.00	36
Non-Resident Membership Passes				
	Annual		\$ 2,200.00	4
<b>Totals</b>			<b>\$ 16,788.00</b>	<b>172</b>

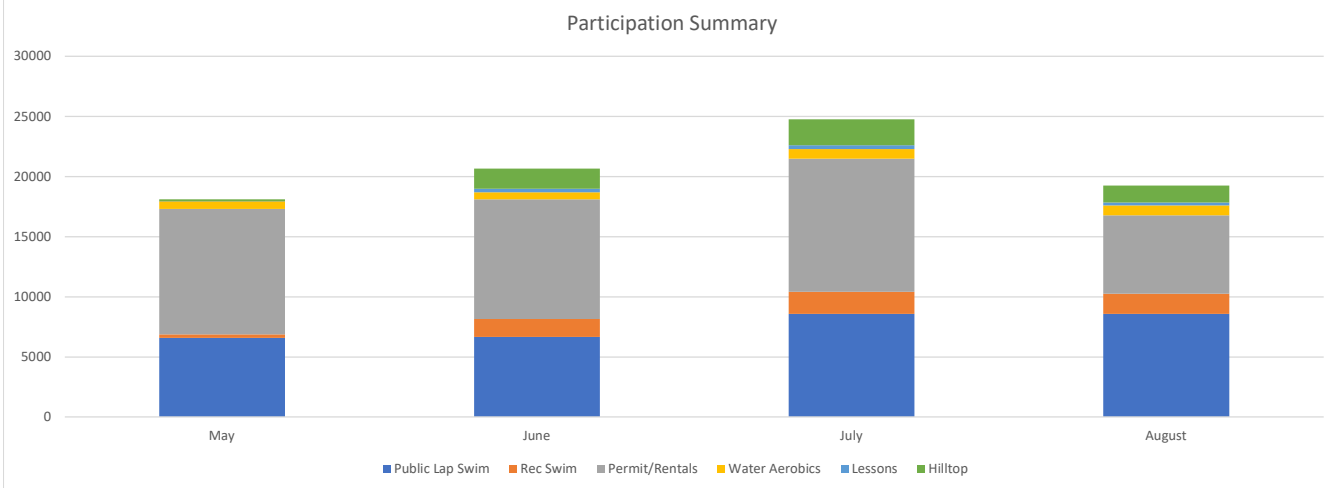
Aquatics Center Permit Groups		Lane Hours	\$	Estimated Participants (4 to 5 per lane)
Alpha		446.00	\$ 8,028.00	1784
Beach Cities		300.00	\$ 4,920.00	1200
SCAQ		425.00	\$ 7,650.00	1700
South Bay United		467.00	\$ 4,576.00	934
Tower 26		164.00	\$ 2,952.00	492
Trojan			\$ -	0
Coastal		200.00	\$ 1,960.00	400
<b>Totals</b>		<b>2002.00</b>	<b>\$ 30,086.00</b>	<b>6510.00</b>

Events			\$	Number of Participants
Splash off summer				
	Dive in Movie		\$ 543.00	75
<b>Totals</b>			<b>\$ 543.00</b>	<b>278</b>

<b>TOTAL</b>		<b>\$ 97,097.50</b>	<b>Estimated Amount of Visitors in June</b>	<b>19398.00</b>
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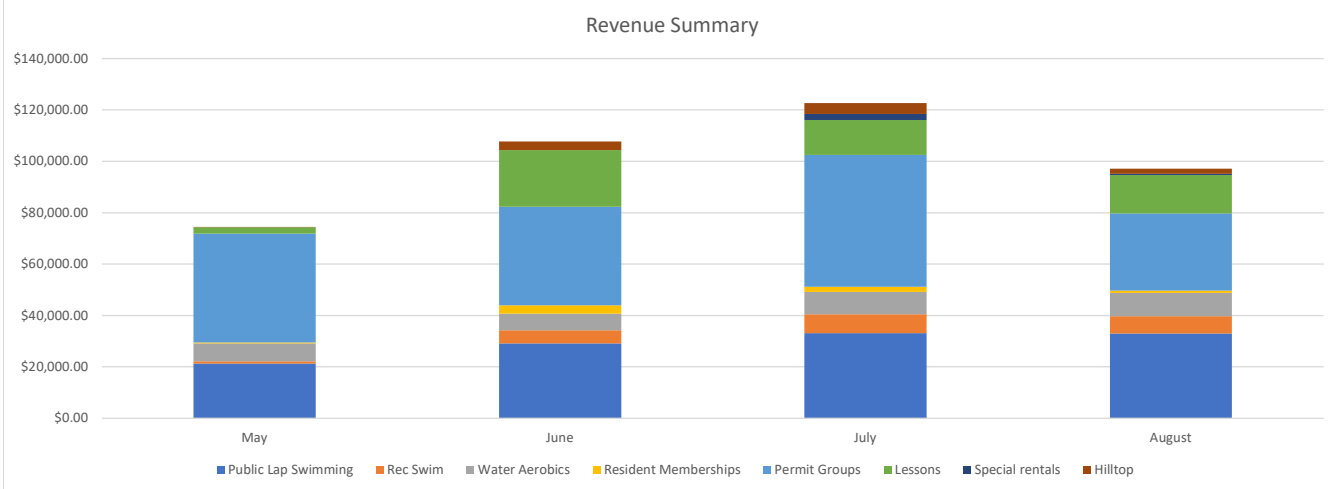
Monthly Statistics	May		June		July		August	
	Revenue	Participation	Revenue	Participation	Revenue	Participation	Revenue	Participation
Water Aerobics	\$ 7,002.00	639	\$ 6,478.00	586	\$ 8,672.00	783	\$ 9,054.00	829
Lesson Programming	\$ 2,442.00	6	\$ 22,042.50	314	\$ 13,650.00	336	\$ 14,922.50	231
Lap Swimming	\$ 21,309.00	6593	\$ 29,122.00	6665	\$ 33,074.00	8577	\$ 32,936.00	8577
Family/Rec Swim	\$ 836.00	296	\$ 5,118.00	1492	\$ 7,397.00	1849	\$ 6,738.00	1688
Annual Membership Sales	\$ 370.00	37	\$ 3,275.00	296	\$ 2,075.00	172	\$ 920.00	78
Rentals/Permit Groups	\$ 42,349.25	10418.5	\$ 38,370.10	9936	\$ 51,236.30	11055	\$ 30,086.00	6510
Special Events/Rentals	\$ -	0	\$ -	0	\$ 2,315.00	113	\$ 543.00	278
Hilltop	\$ 141.00	151	\$ 3,345.00	1655	\$ 4,267.00	2144	\$ 1,898.00	1416
	<b>\$74,308.25</b>	<b>17,990</b>	<b>\$104,405.60</b>	<b>19,289</b>	<b>\$116,104.30</b>	<b>22,772</b>	<b>\$97,097.50</b>	<b>19,607</b>

**Participation Summary**



**Total Participation May-August 79,658**

**Revenue Summary**



**Total Revenue May-August \$391,915.65**

## City of El Segundo - Bulletin Detail Report



Subject: Fall Recreation Activity Guide September-December 2024  
 Sent: 08/09/2024 01:53 PM PDT  
 Sent By: jpaetzold@elsegundo.org  
 Sent To: 20 Topics

**9,425**  
 Recipients

- Email
- SMS
- Facebook
- Twitter
- RSS

**97%**  
 Delivered



0% Pending  
 3% Bounced  
 55% Open Rate  
 24% Click Rate

## Email Delivery Stats

Minutes	Cumulative Attempted
3	99%
5	99%
10	99%
30	99%
60	99%
120	99%

## Delivery Metrics - Details

**9,425** Total Sent  
**9,113 (97%)** Delivered  
**0 (0%)** Pending  
**312 (3%)** Bounced  
**3 (0%)** Unsubscribed

## Bulletin Analytics

**8,358** Total Opens  
**5048 (55%)** Unique Opens  
**2,985** Total Clicks  
**2159 (24%)** Unique Clicks  
**15** # of Links

## Delivery and performance

*These figures represent all data since the bulletin was first sent to present time.*

	Progress	% Delivered	Recipients	# Delivered	Opened Unique	Bounced/Failed	Unsubscribes
<b>Email Bulletin</b>	Delivered	96.7%	9,425	9,113	5048 / 55.4%	312	3
<b>Digest</b>	n/a	n/a	0	0	0 / 0.0%	0	0
<b>SMS Message</b>	Delivered	0.0%	0	0	n/a	0	n/a

Link URL	Unique Clicks	Total Clicks
<a href="https://www.elsegundorecparks.org/programs-services/recre...">https://www.elsegundorecparks.org/programs-services/recre...</a>	1,253	2,044
<a href="https://content.govdelivery.com/accounts/CAELSEGUNDO/bul...">https://content.govdelivery.com/accounts/CAELSEGUNDO/bul...</a>	635	639
<a href="https://secure.rec1.com/CA/el-segundo-ca/catalog?utm_medi...">https://secure.rec1.com/CA/el-segundo-ca/catalog?utm_medi...</a>	225	264
<a href="https://www.elsegundorecparks.org/programs-services/com...">https://www.elsegundorecparks.org/programs-services/com...</a>	11	11
<a href="https://www.instagram.com/explore/locations/274073006035...">https://www.instagram.com/explore/locations/274073006035...</a>	7	9
<a href="https://subscriberhelp.granicus.com/s/contactsupport?utm_m...">https://subscriberhelp.granicus.com/s/contactsupport?utm_m...</a>	7	8
<a href="https://public.govdelivery.com/accounts/CAELSEGUNDO/subs...">https://public.govdelivery.com/accounts/CAELSEGUNDO/subs...</a>	7	8
<a href="https://www.facebook.com/esrecandparks/?utm_medium=e...">https://www.facebook.com/esrecandparks/?utm_medium=e...</a>	6	7
<a href="https://twitter.com/ESRecandParks?utm_medium=email&amp;ut...">https://twitter.com/ESRecandParks?utm_medium=email&amp;ut...</a>	5	6
<a href="https://subscriberhelp.granicus.com/?utm_medium=email&amp;u...">https://subscriberhelp.granicus.com/?utm_medium=email&amp;u...</a>	5	5
<a href="https://www.instagram.com/el.segundo.public.library/?utm_...">https://www.instagram.com/el.segundo.public.library/?utm_...</a>	5	5
<a href="https://www.elsegundobusiness.com/business-advantages/co...">https://www.elsegundobusiness.com/business-advantages/co...</a>	5	5
<a href="https://www.facebook.com/El-Segundo-Public-Library-165445...">https://www.facebook.com/El-Segundo-Public-Library-165445...</a>	4	4
<a href="https://public.govdelivery.com/accounts/CAELSEGUNDO/subs...">https://public.govdelivery.com/accounts/CAELSEGUNDO/subs...</a>	3	3

Facility Report Summary - August 2024

**Racquet Sport Courts**

Facility	Total Hours Reserved	Amount paid
Paddle Tennis	40	\$390.00
<b>Total</b>	<b>40</b>	<b>\$390.00</b>
Pickleball Court 1	308	\$ 2,920.00
Pickleball Court 2	285	\$ 2,700.00
Pickleball Court 3	298	\$ 2,490.00
Pickleball Court 4	299	\$ 2,480.00
Pickleball Court 5	263	\$ 2,240.00
Pickleball Court 6	247	\$ 2,020.00
Pickleball Court 7	262	\$ 2,190.00
Pickleball Court 8	268	\$ 2,360.00
<b>Total</b>	<b>2230</b>	<b>\$ 19,400.00</b>
Tennis Court 1	167	\$ 1,660.00
Tennis Court 2	175	\$ 1,770.00
Tennis Court 3	187	\$ 1,640.00
Tennis Court 4	142	\$ 1,460.00
Tennis Court 5	249	
<b>Total</b>	<b>920</b>	<b>\$ 6,530.00</b>
Volleyball Court 1	12	\$0.00
Volleyball Court 2	12	\$0
<b>Total</b>	<b>24</b>	<b>\$ -</b>
Basketball Court	0	\$ -
<b>Total</b>	<b>0</b>	<b>\$ -</b>
Hockey Rink	32	\$ 1,296.00
<b>Total</b>	<b>32</b>	<b>\$ 1,296.00</b>

**Field Reservations**

Facility	Total Hours Reserved	Amount paid
<b>George Brett Field</b>		
AYSO	23	
ESLL	0	
Private Rentals	2	\$ 194.00
City Internal Reservations	154	
<b>Total</b>	<b>179</b>	<b>\$ 194.00</b>

**Stevenson Field**

ESHS	0		
Babe Ruth	0		
Private Rentals	0		
City Internal Reservations	0		
<b>Total</b>	<b>0</b>	<b>\$</b>	<b>-</b>

**Softball Field**

ESHS	0		
ESGS	52.5		
Private Rentals	0		
City Internal Reservations	0		
<b>Total</b>	<b>52.5</b>	<b>\$</b>	<b>-</b>

**Campus El Segundo( 1/2 field)**

AYSO	0		
ESLAX	0		
Private Rentals	24	\$	1,025.50
City Internal Reservations	9		
<b>Total</b>	<b>33</b>	<b>\$</b>	<b>1,025.50</b>

**Campus El Segundo(full field)**

ESHS	8		
AYSO	268		
ESLAX	0		
ESLL	0		
ES Football & Cheer	20.5		
Private Rentals	82.5	\$	5,726.47
City Internal Reservations	73		
<b>Total</b>	<b>452</b>	<b>\$</b>	<b>5,726.47</b>

**Richmond Field**

ESHS	0		
ESGS	3.5		
AYSO	29		
ESLL	0		
Private Rentals	23	\$	885.50
City Internal Reservations	0		
<b>Total</b>	<b>55.5</b>	<b>\$</b>	<b>885.50</b>

**Other Facility Reservations**

Facility	Total Hours Reserved	Amount paid
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Skate Circle	0	\$	-
Total	0	\$	-

Hilltop Park Picnic Areas	14	\$	470.00
Total	14	\$	470.00

Checkout Grass Area	12.15	\$	-
Total	12.15	\$	-

Bounce House (Total not Hours)	11	\$	553.50
Total	11		

Picnic Tables	308	\$	8,861.52
Total	308	\$	8,861.52

BBQ Area	23	\$	1,590.02
Total	12	\$	1,590.02

Fire Circle	58.3	\$	3,144.50
Total	58.3	\$	3,144.50

Lawn Bowling	10	\$	27.50
Total	10	\$	27.50

### Raytheon Facilities

Facility	Total Hours Reserved	Amount paid
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#### Ball Field 1

ESLL	0	\$	-
Total	0	\$	-

#### Ball Field 2

ESLL	0	\$	-
Total	0	\$	-

#### Raytheon Field

Private	38	\$	1,159.00
Total	38	\$	1,159.00

## RPL INSTAGRAM

	Previous Month	August
Followers end month	3,328	3,368
Number of posts	15	15

## RPL FACEBOOK

	Previous Month	August
Followers end month	3,400	3,409
Number of posts	15	15