



# Community Promotions Committee Agenda

City of Lakewood  
Executive Board Room  
5000 Clark Avenue, Lakewood

June 18, 2024  
6:00 p.m.

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## CALL TO ORDER

**ROLL CALL:** David Arellano, Chair  
Jeff Wood, Member

**APPROVAL OF MINUTES:** Meeting of April 22, 2024

## REPORTS:

1. Lemonade Day
2. "Lakewood Eats" Website Project
3. Utility Box Committee Composition

## ORAL COMMUNICATIONS

## ADJOURNMENT

Any qualified individual with a disability that would exclude that individual from participating in or attending the above meeting should contact the City Clerk's Office, 5050 Clark Avenue, Lakewood, CA, at 562/866-9771, ext. 2200; at least 48 hours prior to the above meeting to ensure that reasonable arrangements can be made to provide accessibility to the meeting or other reasonable auxiliary aids or services may be provided.

Copies of staff reports and other writings pertaining to this agenda are available for public review during regular business hours in the Public Information Office, 5050 Clark Avenue, Lakewood, CA 90712.

# MINUTES

City of Lakewood  
Community Promotions Committee  
Executive Board Room  
April 22, 2024  
6:30 p.m.

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The meeting was called to order by Chairperson Cassandra Chase at 6:30 p.m.

**PRESENT:** Cassandra Chase, Chairperson  
Jeff Wood, Committee Member

**ALSO PRESENT:** Thaddeus J. McCormack, City Manager  
Paolo Beltran, Deputy City Manager  
Bill Grady, Director of Communication  
Valarie Frost, Director of Recreation and Community Services  
Josh Yordt, Director of Public Safety  
Joseph Vasquez, Community Services Manager  
Priscilla Reyes, Administrative Clerk

**I. Approval of Minutes – November 13, 2023**

The minutes of the November 13, 2023 Community Promotions Committee were approved as submitted.

**II. Request for Practice Parade and Sponsorship from 605 All Star Band**

Director of Recreation and Community Services, Valarie Frost, displayed slides and provided details to the committee regarding the request for a practice parade and sponsorship from the 605 All Star Band as noted in the written report. Ms. Frost reported that the 605 All Star Band, representing 500 students from Artesia, Bellflower, Cerritos, Gahr, John Glenn, La Mirada, Mayfair and Norwalk high schools, has been selected by The Pasadena Tournament of Roses® Association to march in the 136th Rose Parade® on January 1, 2025. To get in shape and enhance their marching skills for the 5.5-mile parade route, the 605 All Star Band will march in four parades in the month of December, including a proposed practice march from Bellflower Middle/High School to Mayfair Park on Sunday, December 1, 2024, from 1:30 to 3:30 p.m.

The committee was informed that the city had received a letter requesting support from the cities of Bellflower and Lakewood to jointly work together to provide street closures and Public Safety support to divert, and/or hold opposing traffic as the parade of students march along the proposed route. Details regarding the proposed route were provided by Ms. Frost as noted in the written report.

Additionally, Ms. Frost shared that the band requested to carry the City of Lakewood flag both during the proposed practice parade and in the Rose Parade®; supportive marketing through all possible city outlets; and a donation to help offset participation costs for approximately 150 students attending Mayfair and Artesia high schools. It was said that participation expenses were estimated at \$572 per student. Ms. Frost pointed out that a new City of Lakewood flag may need to be designed and purchased for this purpose.

Ms. Frost reported that city expenses to support the proposed practice parade could exceed \$10,000 and require the involvement of four city departments, Public Safety, Public Works, Recreation and Community Services, and Communications. Additional details regarding this cost estimate were provided as noted in the written report.

Staff requested the Community Promotions Committee provide feedback and guidance to staff regarding the numerous requests of the 605 All Star Band as they look to participate in the 136<sup>th</sup> Rose Parade® on January 1, 2025.

Ms. Frost confirmed for Committee Member Jeff Wood that the reason Lakewood High School was not asked to participate in the parade was because at the time when the 605 All Star Band was being formed, Lakewood High School did not have a band director. Additionally, because Lakewood High School belongs to the Long Beach Unified School District (LBUSD), if invited, it would be required that all high schools in the LBUSD be invited to participate in the parade as well, which would have created an issue as the size of the band would be much too large to manage. It was said, however, that Lakewood High School would in fact participate in the practice parade proposed for December 1.

City Manager Thaddeus McCormack explained that he spoke with the city manager of the City of Bellflower, and was told that their city council was on board to support the 605 All Star Band's requests, and were eagerly awaiting a decision from Lakewood.

Director of Public Safety, Josh Yordt, provided details on potential support from the Public Safety department along the parade route. He explained that after speaking with Bellflower's Public Safety department, it was determined that a cost would need to be determined to staff the route with Los Angeles County Sheriff Department, City of Lakewood and City of Bellflower personnel. It was said that a moving traffic control plan would need to be developed, beginning at Bellflower High School and continuing to Mayfair Park. Mr. Yordt shared that the moving aspect of the traffic plan helps with traffic and prevents high-traffic streets from being shut down for the entirety of the practice parade.

Committee Member Wood commented that this was a unique opportunity for two high schools in Lakewood to participate in. He suggested that bands from other high schools in Lakewood be invited to march in the practice parade. He remarked that this would be a great opportunity for the community to come out and show support for the student bands in Lakewood, and shared that he was in full support of the city assisting to make this a reality. He noted that it was great to see that the parade route goes right through the heart of the city and ends at Mayfair Park. He proposed that a flyer be mailed to residents with their water bill requesting donations for the band students, and that banners be hung in Lakewood to bring attention to the cause. He also mentioned soliciting sponsorships from local businesses, or asking them to purchase a banner to display along the parade route. Ms. Frost mentioned that banners could potentially be offered for display at Lakewood schools and businesses, and at the corner of Clark Avenue and Del Amo Blvd.

Ms. Frost mentioned that staff could determine a flat-rate denomination for the city to donate that would benefit multiple students.

Chairperson Cassandra Chase stated that this was a fantastic opportunity for the city to highlight all of the good that the students are doing. She mentioned that the Rose Parade® is a huge deal and that it would be amazing for Lakewood to be recognized through the efforts of the students. She shared that she appreciates the idea of a practice parade and is in full support of the city assisting to make it a reality. She mentioned that it would be nice to incorporate the 70<sup>th</sup> anniversary of Lakewood into the practice parade through signage or other efforts.

Committee Member Wood suggested that Lakewood's city logo be incorporated with the 70<sup>th</sup> anniversary on the flag designed for the practice parade.

Director of Communication, Bill Grady, mentioned that there were many opportunities for the city to assist with fundraising, like inserts in water bills, social media posts, and articles in the city's e-mag. Mr. Grady shared that city banners cost \$100 each and could potentially be purchased and installed along the parade route.

In conclusion, the Community Promotions Committee provided staff with the following direction:

1. Communicate with the City of Bellflower to determine their contribution level toward the 605 All Star practice parade.
2. Determine ways to assist the 605 All Star Band with marketing and promotion for the practice parade.

## **ORAL COMMUNICATIONS**

None

## **ADJOURNMENT**

There being no further business, the meeting was adjourned at 6:45 p.m.

Respectfully Submitted,

Michelle Williams  
Administrative Secretary

## COMMUNITY PROMOTIONS COMMITTEE

June 18, 2024

**TO:** Members of the Community Promotions Committee

**SUBJECT:** Lemonade Day

### INTRODUCTION

The Lakewood Jaycees are planning to hold a “Lemonade Day” on Saturday, August 10 and Sunday, August 11. This national program teaches youth how to start, own and operate their very own business, a lemonade stand. Each year, in participating cities, youth have the opportunity to experience entrepreneurship. The Jaycees are spearheading this event, and are working with key community partners such as the city, the Chamber of Commerce, Lakewood Center, and others.

### STATEMENT OF FACTS

In cities that have hosted Lemonade Days in the past, it usually occurs on a weekend day in the summer. There are usually 10-20 lemonade stands hosted by local youth entrepreneurs. The revenue that they earn through sales of lemonade and other sundries are usually divided between profit for the entrepreneur and a contribution to a local charity.

The city has been working with the Jaycees on this program. The Jaycee representative who is spearheading this project, Jalesia Duran, is currently in the process of organizing logistics such as marketing, orientation, trainings, and product evaluations for potential registrants. She has asked for the city’s assistance with the program. Staff has identified the following as possible ways the city can assist:

- Use of various city facilities and rooms for the aforementioned activities;
- Use of city parks to host the lemonade stands;
- Use of CityTV to record the event;
- Use of the city’s public information channels to help promote the event;
- Hosting a City Hall day on July 25 for the participants to obtain their permits and business licenses for their lemonade stands;
- Proclaiming August 10, 2024 as Lemonade Day;
- Presenting certificates to the participants at a future Lakewood Celebrates;
- Other in-kind support for the event.

Staff believes that this event will help build community goodwill and allow youth participants to experience and learn what it is like to be a business owner.

## **RECOMMENDATION**

Staff recommends that the Community Promotions Committee:

1. Authorize that the City of Lakewood be an official co-sponsor of Lemonade Day scheduled to take place on August 10-11, 2024;
2. Upon providing that authorization, allow staff to provide the aforementioned assistance to the Jaycees in support of Lemonade Day.

Paolo Beltran  
Deputy City Manager

Thaddeus McCormack  
City Manager

## COMMUNITY PROMOTIONS COMMITTEE

June 18, 2024

**TO:** Members of the Community Promotions Committee

**SUBJECT:** “Lakewood Eats” Program Update

### INTRODUCTION

At its March 28, 2023 meeting, staff presented the “Lakewood Eats” concept to promote restaurants in Lakewood. There are many options to dine in the city, and in recent years, there have been an increase in new and exciting restaurants opening in the city. Working in partnership with the Greater Lakewood Chamber of Commerce, this program proposes to consolidate these restaurants into one website whereby a prospective customer can peruse the available dining options in the city, access exclusive deals and coupons, and access social media. This program is expected to bring greater awareness to the food establishments, which will assist them in building a locally-based and sustainable customer base.

### STATEMENT OF FACTS

This program is loosely modeled after the [“Foods of Garden Grove”](#) program which has been successful in that city in highlighting their many diverse restaurants. While our proposed program will be similar to Garden Grove on the website side, we want to enhance it with additional features, such as:

- Integrating the restaurant’s own website and social media accounts into the main website, thereby driving more traffic and awareness.
- Offer exclusive “Lakewood Eats” coupons and deals only available through this program.
- Feature restaurants on CityTV produced segments and uploading those segments into the website.
- Occasionally doing special marketing promotions, grand openings, “Restaurants of the Month,” and challenges tied to events (i.e. establishment and give-away of a “Lakewood Eats” currency that can only be spent at restaurants in this program)

While all restaurants will eventually be included in the list, the Chamber of Commerce can feature their own members as part of the special promotions and grand openings. Non-members will be able to see the additional benefits a Chamber membership can bring (which also includes other benefits such as exclusive coverage in their new special advertising section of the revamped LCN, monthly mixer events, Lakewood Leadership Academy participation for their employees, etc).

Staff estimates that initial set-up costs for this program is \$5,000. This includes establishment of the website, outreach to the businesses, marketing materials, video production costs and other costs. There are funds available in the recently adopted FY 24-26 budget for this program.

**RECOMMENDATION**

Staff recommends that the Community Promotions Committee:

1. Provide feedback and direction on staff's proposal to establish a "Lakewood Eats" restaurant promotions program.
2. Upon providing that feedback and direction, approve the program concept and forward the Committee's approval to the City Council for their approval.

Paolo Beltran  
Deputy City Manager

Thaddeus McCormack  
City Manager