

city of del mar

memorandum

To: Harvey Shapiro

Date: December 10, 1981

From: Bob Nelson

Subject: PRELIMINARY QUESTIONS FOR PAMELA DRECHSEL

Following is a list of questions for me to discuss with Pamela Drechsel on December 17, 1981. I have asked Mari Slater, Stephanie Malkewicz, Gloria Curry and Liz Wargo to review and expand on list.

1. Records

Where are records for Del Mar Day 1980 and Del Mar Day 1981?

In what form are the records?

We expect a complete set of records, organized so that next coordinator can readily understand what went on and what needs to be done in the future. Financial records should provide clear audit trail including invoices, receipts and memoranda..

List of entrants with addresses or entry forms organized in some easily understandable fashion.

2. Final Report

Where is final report and what format?

We expect a report summarizing Del Mar Day 1981 with recommended action plan for 1982. Action plan should list actions to be taken, with dates, prior to scheduled event date (i.e. 90-days prior to event publish notice in swimming magazine, cost \$100).

3. Sponsors

1981

Have sponsor thank you letters gone out? If so, where are file copies? If not, where is list of sponsor names, addresses and contact persons?

What potential sponsors did not participate in 1981, but indicated possible interest for 1982? Who, what, when, how, where?

What obligations remain either to sponsor or from sponsor to City?

1982

What 1981 sponsors should we follow up with for 1982? Who, what, when, how, where? What 1981 sponsors, if any, should we avoid? Why?

Contact schedule?

4. Results

Do you have a list of winners (1st through 3rd) of each event (run, bike, swim, triathalon, volleyball, other)?

What events get trophies, prizes or both?

What trophies and prizes have been distributed? What trophies and prizes need to be distributed? Where are undistributed trophies and prizes? What provisions have been made to complete distribution of trophies and/or prizes?

5. Volunteers

Do records include complete list of sub-committee chairpersons and members?

Were records generated by sub-committees obtained and organized with coordinator records? If not, why?

6. South Building "office"

What materials, equipment, etc. remain? What provision has been made for clean up and/or organization of what is still there?

7. Is there anything that wasn't asked that should have been asked?



Bob Nelson
City Manager

RAN:sm

13 January 1982

Mr. Robert Nelson
City Manager
The City of Del Mar
1050 Camino Del Mar
Del Mar, California 92014

Dear Bob;

As you suggested to me on the phone, 13 January 1982, this letter is submitted in support of my application for the position of Coordinator for the 1982 Del Mar Days.

Although I expect to develop the following further during the interview, here is a brief background:

- Del Mar Heights resident since '77;
- Del Mar Days volunteer last year;
- U.S. Navy Commander, presently Comptroller at the Miramar Naval Air Station;
- MBA (Finance Major);
- Superb presence and outstanding verbal and written skills;
- Proven leadership, but sensitive to the care, handling and feeding of volunteers;
- Looking for civic involvement;
- Respectful of traditions, and the nurturing thereof.

As a volunteer last year (I was the tall, grey haired big mouth with the electric megaphone at the finish lines of the 10K run, rough water swim and bike races, but most importantly the person who kept unscrewed the scene in front of the Post Office...) I thoroughly enjoyed the involvement. Since I'm a Manager by trade, I did note a few places where improvement could be made. At the time, I discussed these both with the Mayor and with Mike Collins (no relation) from Zel's. The Mayor suggested then that I speak with you about it - and here we are.

I'm no stranger to organization, Bob, and to be perfectly open about it, the sun had not yet set on 1981's Del Mar Days before I had recruited five other like-minded citizens who wished to have a hand in improving the 1982 version. While I would clearly seek the guidance of you and the City Council in these important staffing matters, I offer this to you as an example both that I think I know what needs to be done as well as how to achieve the desired result.

Although I am employed full-time at Miramar, my working hours are regular and I envision no problem providing the necessary time to Del Mar Days. I regard your offer of \$3500 as probably covering the phone and gasoline bills, which is sufficient. I assume that we will be able to work out a budget with the City for any purchased services, such as that excellent crowd who had all the finish line equipment and techniques last year.

In my opinion, my alert personality and management talents are just what you and the Council are looking for. I will be most happy to provide additional information, and to come down for an interview.

Cordially,

John J. Collins
14241 Half Moon Bay Drive
Del Mar, CA 92014
481-9977 (H)
271-2441 (W)

THE DEL MAR FOUNDATION
1050 Camino del Mar
Del Mar, California 92014
February 24, 1982

Mr. John Collins
14241 Half Moon Bay Drive
Del Mar, California 92014

Dear John:

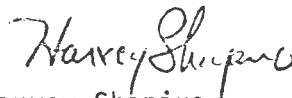
This letter will serve as an agreement to retain your services as a Del Mar Day Co-Coordinator. If the terms and conditions of this letter agreement are agreeable to you, please endorse this letter, date it and return it to me as soon as possible.

The conditions under which you are retained are as follows:

1. You are to act as Co-Coordinator representing the Del Mar Foundation and its member agencies of the City of Del Mar and the Del Mar Chamber of Commerce in the conduct of activities of the Del Mar Day Committee. A Job Description is attached.
2. General supervision will be given to you by Harvey Shapiro, Chairperson of Del Mar Day. On a routine basis you will report to the Board of Directors of the Del Mar Foundation and coordinate with the City Manager, City of Del Mar, and the President of the Del Mar Chamber of Commerce.
3. For your services the Foundation agrees to pay you \$500 on March 26, 1982. It is further agreed that you cannot bind the City of Del Mar, the Del Mar Chamber of Commerce or the Del Mar Foundation to any obligation without specific authority by the appropriate official. The term of this agreement is from February 1982 to October 2, 1982.

Liz Wargo, Treasurer of the Del Mar Foundation, and Manager of Valley Federal Savings & Loan, will contact you to work out the mechanics of payment. I look forward to working with you.

Sincerely,

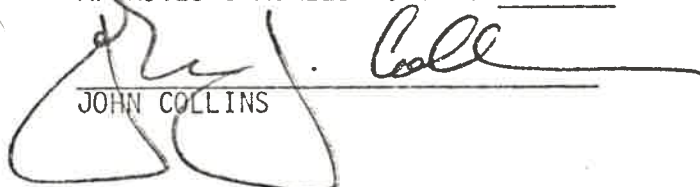


Harvey Shapiro
Del Mar Day Chairperson

sm

cc: Del Mar Foundation, Board of Directors
Del Mar City Council

APPROVED & AGREED TO THIS 8TH DAY OF MARCH, 1982.



JOHN COLLINS

DEL MAR FOUNDATION
CITY OF DEL MAR
JOB SPECIFICATIONS

DEL MAR DAY COORDINATOR (CO-COORDINATOR)

The position of Del Mar Day Coordinator (Co-Coordinator) is a contract position, in that the incumbent is not an employee of the Foundation, but is retained under an individual personal services contract to perform specific services related to the conduct of Del Mar Day.

Typical Tasks

Under the supervision of the Del Mar Day Chairperson, with guidance and assistance from the Del Mar Foundation Board of Directors, the City Manager and the President of the Del Mar Chamber of Commerce, the Del Mar Day Coordinator will perform a variety of administrative and coordinative functions of various degrees of difficulty which are necessary for the successful conduct of the Annual Del Mar Day community celebration.

The coordinator may recommend overall plans and organizational structure for the Del Mar Day Committee; implement plans of action approved by the Chairperson and Committees; identify tasks required to be accomplished and recruit, train and motivate volunteer workers and Committee chairpersons to accomplish those tasks; solicit sponsors to provide cash or materials; prepare correspondence, press releases, forms, and other written materials; receive and account for cash for materials; identify real and potential problem areas and make recommendations or take appropriate actions to resolve these problems; answer public inquiries; and perform related tasks necessary to the conduct of Del Mar Day.

Should Co-Coordiators be appointed, specific division of authorities and responsibilities will be determined by the Del Mar Day Chairperson.

Skills

The Del Mar Day Coordinator should be self-motivated, inquisitive and be a generally up-beat person; possess written and oral communicative skills; have a background or education in volunteer organizations which demonstrates an ability to recruit, train and motivating volunteers; have demonstrated past success in administrative and

JOB SPECIFICATIONS

DEL MAR DAY COORDINATOR (CO-COORDINATOR)

coordinative activities; and have an appreciation and understanding of the various and often competing interests in an activity such as Del Mar Day.

A willingness to work, learn and take on responsibility is paramount.

Time Commitment

The contract period for the Del Mar Day Coordinator is normally seven months in length (mid-March through mid-October). From past experience the work is uneven with a major time commitment at the beginning of the contract period, and a peak time commitment between five weeks before, and carrying on through one week after the date of Del Mar Day. The Coordinator will set her/his own work schedule sufficiently to meet the requirements including any scheduled meetings of the Del Mar Day Committee, Del Mar Foundation, Del Mar Chamber of Commerce or the Del Mar City Council.

Compensation

Funds will be budgeted by the Del Mar Foundation for compensation for the position of Del Mar Day Coordinator.

PRELIMINARY BUDGET

DEL MAR DAY 1982

prepared by

Betsy Milich

April 12, 1982

PRELIMINARY BUDGET
DEL MAR DAY 1982

ADMINISTRATION

Salaries	
co-coordinators	4,000
Sports Consultants	3,600 (1,600x\$2.25)
typewriter	286
supplies	100
personal expenses-phone, gas, extras	150
volunteer support-food, newsletter	100
input 1981 mailing list	105
advertising	
SWIM BIKE RUN	200
San Diego Track News	300
typesetting	150
printing	800
TOTAL	<u>\$9,791</u>

ATHLETIC EVENTS

sanitation- toilets	350
equipment- lumber, first aid, safety	300
signs	160
speaker systems	200
trophies	500
t-shirts	
(\$3x1,600entrants)+(\$3x200to sell)+	
(\$3x200volunteers)=	6000
bibs	150
TOTAL	<u>7,660</u>

ENTERTAINMENT

fireworks	3,000
special entertainers- small honorariums	300
dance band	750
concessions	1,850
TOTAL	<u>5,900</u>

GRAND TOTAL.....\$23,351

NOTE Not included in the budget are city personnel costs (estimated at \$2,000) nor the transportation needed between the fairgrounds and downtown.

INCOME

CONTRIBUTED INCOME

Sponsorships	
Triathlon	5,000
Rough Water Swim	3,000
10K Beach Run	3,000
Bicycle Race	3,000
TOTAL	<u>14,000</u>

Special Funding	
underwriting for fireworks	3,000
Mission Distributing, for beer	1,500
J. David (anonymous)	5,000
individual donations	5,000
TOTAL	<u>14,500</u>

EARNED INCOME

entries to competitions	12,000
t-shirts	1,200
concessions	3,000
arts & crafts	1,000
raffle drawing	500
TOTAL	<u>17,700</u>

GRAND TOTAL.....\$45,700

TO BE DONATED (hopefully)

graphics
some food to be sold, or at least a discount to cost
refreshments for athletes
air time (public service announcements)
media space, ads submitted and used on a "space available"
 basis
prizes for raffle drawing
photography

DEL MAR DAY 1982 - INCOME/EXPENSE BUDGET

Projected: May 17, 1982

INCOME

Contributions

Triathlon	\$ 5000
•Open Ocean Swim	3000
•10K Beach Run	3000
•25 Mile Bike	3000
•Fun Run	
J. David & Co. (anon.)	5000
Individuals	5000
Fireworks	3000

	\$27,000

Athletic Entries

Triathlon	\$ 4177
Open Ocean Swim	1576
10-K Beach Run	6383
25 Mile Bike Race	2278
Fun Run	765

	\$15,179

Miscellaneous

T-Shirt Sales	\$ 600
Arts/Crafts	1000
Food	3000

	\$4,600

In-Kind

Beer	\$ 1500
Graphics	
Refreshments	

EXPENSES

Athletic Events

Sports Consultants	\$ 4295
T-Shirts(1426+200x\$3)	4878
Speaker System	200
Bibs	150
Trophies	500
Toilets (Portable)	350
Signs	160
Postage	2404
Lumber/1st Aid/Safety	300

	\$13,237

Entertainment

Dance Band	\$ 750
Honorariums	300
Fireworks	3000
Food	1850

	\$5,900

Insurance

Fee	\$ 2500

	\$2,500

Administration

Coordinators' Fees	\$ 4000
Typewriter	286
Supplies	100
Advertising	500
Printing	800
Reimbursements	150
(Personal Expenses)	
Volunteer Support	100
Input 1981 Mailing List	105
Typesetting	150
T-Shirt Gifts	600
(Volunteers)	

	\$6,791

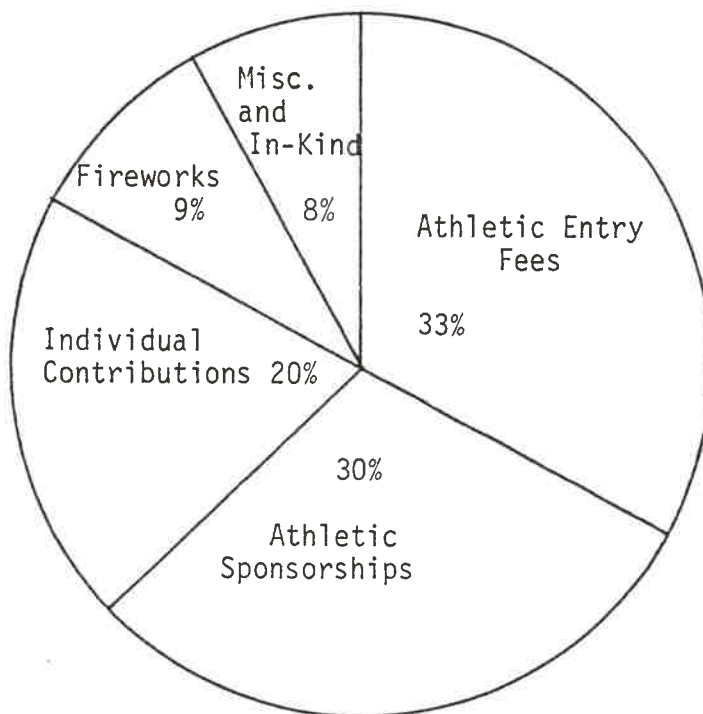
Grand Total INCOME: \$ 48,279

Grand Total EXPENSES: \$ 28,438

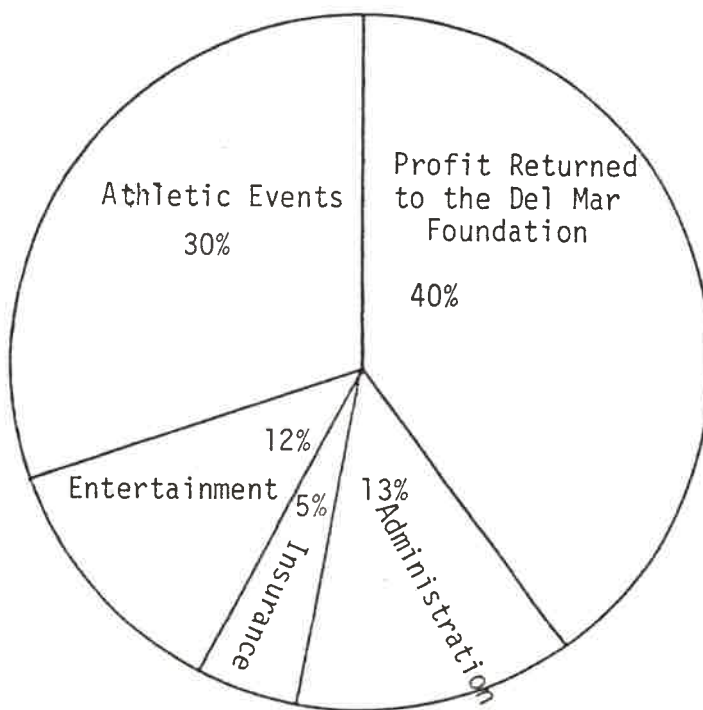
\$ 18,841 (40%) to Foundation...

PERCENTAGE CHARTS

INCOME



EXPENSES



BR. 38
2B

J. DAVID

J. DAVID & COMPANY

1205 PROSPECT ST., STE. 555 459-8228

LA JOLLA, CA 92037

3141

390015774

May 19 1982 ⁹⁰⁻³²⁹⁸₁₂₂₂

Pay to the order of *Lee Ann Day* \$ *3,000⁰⁰*
Three thousand + no/10 *Dollars*

La Jolla Bank & Trust Company
PROSPECT AND IVANHOE
LA JOLLA, CALIFORNIA 92037

L. David & Company

For

⑈003141⑈ ⋮ 122232963⑈

1321692⑈01



MARKETS 5075 FEDERAL BLVD. SAN DIEGO, CALIF. 92102 • (714) 263-3161

June 18, 1982

Betsy Milich, Del Mar Day Coordinator
Del Mar Foundation
1050 Camino Del Mar
Del Mar, California 92014

Re: Del Mar Day

Dear Ms. Milich:

I am in receipt of your June 15, 1982 letter which outlines your upcoming Del Mar Day and your request for a donation.

I have enclosed a Big Bear Gift Certificate in the amount of \$100.00 to be used to purchase refreshments for your participating athletes on October 2, 1982. Mr. Dale Baldridge who manages our Via de la Valle store would be happy to assist you several days in advance of your event to make sure that we will have a sufficient inventory of the goods you need,

Best of luck on Del Mar Day '82.

Very truly yours,

BIG BEAR MARKETS

Larry Mabee
Vice President

LM/bv
Enclosure
cc: Mr. Dale Baldridge

481-8178

COOK'S MARKETS

1586 S. FOURTH AVE. EL CENTRO, CALIFORNIA 92244 • (714) 352-6211

275-2310

del mar foundation

Dear Sir/Madame:

This letter confirms that Frederick Dawn is a representative for the Del Mar Foundation volunteering on behalf of the Third Annual Del Mar Day to be held Saturday, October 2.

Del Mar Day is a civic celebration which promotes the cultural, athletic, historical and social aspects of our community. Your assistance in this endeavor will be greatly appreciated by the many volunteers who devote their time and expertise to make the yearly celebration a grand success.

Sincerely,



Betsy Milich
Del Mar Day Coordinator

Del Mar, California 92014 (714) 755-9313

THIS CHECK IS DELIVERED FOR PAYMENT
ON THE FOLLOWING ACCOUNTS



CHIQUITA ABBOTT REAL ESTATE, INC.

755-6791 453-5464

P. O. BOX 638

DEL MAR, CALIF. 92014

August 23

19

82

90-49/1222

2513

PAY
TO THE
ORDER OF

Del Mar Foundation

\$ 200.00

DOLLARS

Two hundred -----no/100



DEL MAR OFFICE
330 Fifteenth Street
Del Mar, California 92014



00 25 1 3 0 1 2 2 2004 90 0 2 2 1 5 280 7 8

del mar foundation

*Master Volunteer list
Do not remove from desk*

June 1982

Hello!

We are sending you this letter to invite you to become an integral part of Del Mar Day 1982! Volunteers with a commitment to having fun and helping our community are needed to launch very important Del Mar Day projects. But before we go into the committees, we'll explain a little about the event itself. The purpose of Del Mar Day is three-fold:

1. A fun, entertaining and active civic celebration for Del Mar area residents;
2. An opportunity to host a series of exciting, well run athletic competitions, and;
3. A fundraiser for the Del Mar Foundation (goal: \$20,000!) for special enhancement and preservation programs which are no longer appropriate for tax dollars.

There will be activities for everyone...ages 3 to 100! Special attention has been paid to alleviate past traffic and parking congestion as well as other constructive advice from years past.

Now is the time to get involved, meet more people, and donate your time and expertise to Del Mar. On the following pages, you'll find a description of the committees being formed. As you consider which one you would like to serve on, remember that we will have brief regular meetings, your time commitment will be stated clearly at the very beginning, and no project will necessitate any personal spending. Additional committees for the athletic events will be recruited and formed at a later date.

We also encourage you to include a friend or co-worker for a team effort. Everyone will be in full swing by mid-July, so don't miss the boat! Call Betsy Milich at 755-9313 to discuss your involvement.

Many thanks,

Harvey Shapiro
Harvey Shapiro
Chairman, Del Mar Day

Betsy Milich
Betsy Milich
Co-coordinator

John J. Collins
John J. Collins
Co-coordinator

** Join the fun! **
** DEL MAR DAY **
** Saturday, Oct. 2! **

DEL MAR DAY COMMITTEES

Arts and Crafts Fair *Reginae, Jan Suggs*

*Merchant booths
Marshall Gellar*

Responsibilities--Communicating with artists about the fair to be held Saturday and Sunday. Help media relations with interesting stories about artists. Coordinate the preparation of area on corner of 15th and Camino del Mar, security Saturday night, merchant booths, and contracts with artists.

Athletic Courses *Kathy Corey*

Responsibilities--Perform as directed by professional race directors; prepare all athletic event courses, to include start and finish lines, flags, signs, chutes and aid stations; emplace hay bales on Bike course; ensure two-way radio communications to race coordinator from ends of course. Some refreshments have already been donated to aid stations. Will plan to keep cold things cold, hot things hot. Locate paper cups and other equipment.

Audit

Responsibilities--Continually review fiscal management of Del Mar Day to ensure proper accounting practices and internal controls are in place. Conduct independent review on behalf of Del Mar Foundation after Del Mar Day. Inform both coordinators in a timely manner of items requiring resolution.

Awards *Smiley*

Responsibilities--Advance work to decide size and type of awards given to athletic competition winners within established budget. Must order and oversee engraving. Plan times of awards and arrange for special award presentors. Also included are merit awards for special volunteers. Arrange to mail any trophies not picked up during ceremonies.

Childrens' Games *Carol Fitcher, Mary Joener, Pat Held, Andy Kennedy*

Responsibilities--Help plan a series of fun competitions to take place on the beach. Games geared to various age groups. Work with the sponsor, MacDonalds, on advance promotion and prizes. Contact schools to prepare for Del Mar Day.

Childrens' Programming *Cathleen Still (Coast Community), Anne Conrad, Marya Nommick*

Responsibilities--Develop a series of story-telling, puppet shows and educationally oriented programs to interface with the childrens games. Events will probably be hourly with selected special shows to take place on the central awards platform.

Clean-up

Responsibilities--Working with the department of public works, ensure that hay bales, signs, booths, stages, sound systems, etc., are properly disassembled and returned to their owners.

Concessions

Swede Johnson / Maloney, Anna Rich Heather Brown Jack Jeff Miller

Responsibilities--Coordinate volunteers, time of food sales, food and drink to be offered, and equipment needed. Will order and oversee arrival of all concessions. Work with Chamber of Commerce to ensure mutual goals are achieved. Receive and sell any extra T-shirts. Assist business who are donating or selling their products (Calistoga Water, Budweiser, etc.)

Entertainment

Reinold Seaband, Al Dillon

Responsibilities--Develop a day full of music, dance and demonstrations with emphasis on local talent. May start with early morning aerobics and end with an evening dance. Work with simple contracts and arrange needed sound/lighting equipment. Assist parade committee to coordinate performing units first to march and later to entertain. Coordinate closely with hospitality.

Historical Walk

Anna Goodkind / Barbara Moore + Dale Delaney Marti Kaye

Responsibilities--Help map and publicize a two hour morning historical walk through old Del Mar and an afternoon nature walk. Both to be held Sunday, Oct. 3. Work with volunteer artist to produce a commemorative drawing of a selected landmark.

Hospitality

Beverly Wright, Jane Seigler, Jan (McMillan) Fogel, Kate Kennedy, Sherill Dalaboussaye

Responsibilities--Work with schedules for all entertainers and M.C.'s. Greet them at appointed time and place. Have coffee/refreshment available. Assist as an information center.

Information Center

Adrienne, Priscilla Boyle, Dick Brown

Responsibilities--Trouble shooting in headquarters--especially during September. Typing skills beneficial. Answer phone inquiries on all aspects of Del Mar Day. Be at the heart of the action. Will be part of information center on day of event.

Media Relations

Ann Randolph, Pat Jacob, Molly Hammon, Ruth (from Citizen) Priscilla Boyle, Dick Brown

Responsibilities--Assist in writing and typing press releases, distribution of information, preparing envelopes for mailings. Contact particular editors for special stories. Work with cable production for airing on public access stations.

Parade and ~~Fireworks~~

Holly Herbert, Mark Lawrence

Responsibilities--Working with the chairperson of the entertainment committee, coordinate parade including units, route, parking for units, and timing. If a sponsor for the fireworks is located, coordinate that event with entertainment, safety, etc.

Registration

Kathy Gray

Responsibilities--Talk to local businesses about having entry blanks for athletic events. Arrange to have branch offices distribute forms throughout their Southern California offices. Mail requests out as they are phoned in.

On day of races, open and staff registration booths. As sole Del Mar Day T-shirt controller, distribute T-shirts to athletes who have paid for them, and to the volunteer coordination committee T-shirts for all the volunteers. Perform registration booth duties as directed by professional race derector.

Safety *Don't*

Responsibilities--Alertly notify persons in authority in case of trouble. Staff aid stations during races; monitor 2-way radio communications for reports of an athlete in trouble. Assist concessions and registration committees.

Volunteer Coordination

Responsibilities--Care and feeding of volunteers is absolutely critical to the success of Del Mar Day. Ensure lists of volunteers are maintained; all volunteers to be personally contacted; all to be assigned; all to be again contacted this time by committee chair; all volunteers to have T-shirt; all parking and freebies set up. Notice of meetings properly sent and receipted for.

Distribution - Arctic Korea, Bering Sea etc

Volunteer Opportunities

Arts and Crafts Fair *Jane Scroggins*

Responsibilities--Communicating with artists about the fair to be held Saturday and Sunday. Help media relations with interesting stories about artists. Coordinate the preparation of area on corner of 15th and Camino del Mar, security Saturday night, merchant booths, and contracts with artists.

Athletic Aid Stations

Responsibilities--some refreshments have already been donated. Will plan to keep cold things cold, hot things hot. Locate paper cups and other equipment. Work with Sports Consultants in setting up aid stations throughout courses and at finish lines.

Awards

Responsibilities--Advance work to decide size and type of awards given to athletic competition winners within established budget. Must order and oversee engraving. Plan times of awards and arrange for special award presentors. Also included are merit awards for special volunteers. Arrange to mail any trophies not picked up during ceremonies.

Childrens Games

Responsibilities--Help plan a series of fun competitions to take place on the beach. Games geared to various age groups. Work with the sponsor, MacDonalds, on advance promotion and prizes. Contact schools to prepare for Del Mar Day. Work with the children's programming.

Childrens Programming *Ann Conrad, Catherine Stoll, Mary Morgan*

Responsibilities--Develop a series of story-telling, puppet shows and educationally oriented programs to interface with the childrens games. Events will probably be hourly with selected special shows to take place on the central awards platform.

Concession Sales *Maloney*

Responsibilities--Coordinate volunteers, time of food sales, food and drink to be offered, and equipment needed. Will order and oversee arrival of all concessions.

Entertainment *Jane Scroggins*

Responsibilities--Develop a day full of music, dance and demonstrations with emphasis on local talent. May start with early morning aerobics and end with an evening dance. Work with simple contracts and arrange needed sound/lighting equipment.

Entry Blank Distribution *Beverly Wright*

Responsibilities--Talk to local businesses about having entry blanks for athletic events. Arrange to have branch offices distribute forms throughout

601
their Southern California offices. Mail requests out as they are phoned in.

Historical Walk *Barbara Morris, Alice Goodkind, Kate Delaney*

Responsibilities--Help map and publicize a two hour morning historical walk through old Del Mar and an afternoon nature walk. Both to be held Sunday, Oct. 3. Work with volunteer artist to produce a commemorative drawing of a selected landmark.

Hospitality *Brenda Wright, Anne Thompson*

Responsibilities--Work with schedules for all entertainers and M.C.'s. Greet them at appointed time and place. Have coffee/refreshment available. Assist as an information center.

Media Relations

Responsibilities--Assist in writing and typing press releases, distribution of information, preparing envelopes for mailings. Contact particular editors for special stories. Work with cable production for airing on public access stations.

Office Helpers *Adrienne, Rose + Genay Huper*

Responsibilities--Trouble shooting in headquarters--especially during September. Typing skills beneficial. Answer phone inquiries on all aspects of Del Mar Day. Be at the heart of the action. Will probably be part of information center on day of event.

Raffle Coordinator

Responsibilities--May want to add to prizes already donated. Locate resource of 9-12 year olds. Outfit them in eye catching uniforms. Create ticket and drawing method.

T-Shirt Coordinator *Adrienne*

Responsibilities--Most athletes will have ordered a t-shirt. Will work with registration personnel in distribution during final "check-in." Also, a limited number of t-shirts will be available for purchase on day of event, will arrange to man a table.

Volunteer Recruitment

Responsibilities--Help to locate the official volunteers needed to be out on the course on day of event. Help disseminate information about specific committees forming. Create a "Super Volunteer" awards program. Help distribute volunteers' "official" t-shirts.

Del Mar Day 1982

ATHLETIC EVENTS:

- 9:00 a.m. - 25-mile Bike Race
- 12:30 p.m. - FISH MARKET 1-mile Open Ocean Swim
- 12:30 p.m. - Triathlon (1-mile Open Ocean Swim, 20-mile Bike Race and 10-kilometer Run)
- 3:30 p.m. - VALLEY FEDERAL 10-K Beach Run
- 4:00 p.m. - 1-mile Fun Run

SPECIAL EVENTS:

- Children's games on the beach, including the Morey Boogie Board Competition;
- Arts and Crafts Fair;
- Entertainment and demonstrations;
- Inter-restaurant Crazy Competitions;
- Food and beverage sale;
- Historical walk;
- Storytelling for children;
- Sandcastle construction by local experts;
- High School band rally;
- Awards ceremonies;
- Fireworks display; and
- Evening dance.

Other

Videos - Alvin Schlegel, Jim Bianco

Fundraising - Fred Dan

Clowns - Bee Gees + Pokes (155-3604)

70m to 100m
will help - Distribution - Beverly Wright, Woodie Ross, Stephanie (1 month)
#54-3101

Restaurant Crazy Competitions - Peter Loder

Merchants Booths

Communications w/ Vista Del Mar - Joe Harper

Trouble Shooter - Cinda Rich

open
Stanley, Gilbert - available
July - Sept 1

city of del mar

memorandum

RECEIVED

JUL 23 1982

DEL MAR CITY MANAGER

To: Bob Nelson, City Manager

Date: July 22, 1982

From: Debbie Pound

Subject: INFORMATION ON PAST DEL MAR DAYS

Attached is a list of items supplied by the fire department and projects we were involved in at the 1981 Del Mar Day celebration. I have also estimated the time and cost for extra manpower.

Total man hours for the 1981 Del Mar Day, including Chief Tripp's and Chief Jones' time, was 120 hours. The regular crew for that day consisted of four men, plus six extra men were brought in. They worked on this event from 7:00 a.m. till 5:00 p.m. (12 men x 10 hours = 120 man hours.)

The total wages paid out for the extra manpower was \$180.00. (6 extra men x 10 hours = 60 total hours. 60 hours x \$3.00 per hour = \$180.00.)

Together with a total of 120 man hours spent on the day itself, and the 42 hours of meetings, building a radio base station, building a shower, and repairing the P.A. system on days prior, approximately 162 man hours were devoted to the Del Mar Day celebration in 1981.

In regards to the 1980 Del Mar Day, the only information I can give you is on man hours and the wages paid out for the extra manpower. There is no other information on file.

Total man hours for the 1980 Del Mar Day, including Chief Tripp's and Chief Jones' time, was 81 hours. The two Chiefs, the regular crew of four men, and three extra men worked that day. They worked on this event from 6:30 a.m. till 3:30 p.m. (9 men x 9 hours = 81 hours.)

The total wages paid out for the extra manpower was \$81.00. (3 extra men x 9 hours = 27 total hours. 27 hours x \$3.00 per hour = \$81.00.)



Debbie Pound

Attachment

DEL MAR DAY
9-5-81

Following is a list of projects that the fire department was involved in:

1. P.A. System -- repaired by Dan Sullivan at no charge. Purchased new microphone and cord for the system for \$35.75. (Paid for by monies from Del Mar Day.) Approximately four hours were spent on the repair of this system.
2. Traffic Cones -- loaned out 35.
3. Road Barricades -- 30 were requested; we supplied 20. Rope stanchions were picked up, delivered, and returned to Turf Club.
4. Rope -- 200' of 1" rope supplied by F.D.
5. 3000 Watt Generator, 100' of 12 gauge x 3 cord, 1 gas can, 3-way plug dropped off and set up.
6. Shower set up -- needed special hydrant fitting, 2 lengths of fire hose, 2 garden hoses, 2 shut off valves, and had to build rack to hold shower pipe. Approximately eight hours spent on this project.
7. First Aid Station -- manned from 6:30 a.m. to 3:30 p.m. by two men.
8. Banner -- locate, raise, and lower.
9. Meetings regarding Del Mar Day -- Chief Tripp spent 14 hours in meetings regarding Del Mar Day; all other personnel a total of 8 hours spent in meetings.
10. Extra men on duty for Del Mar Day -- 6 extra men on duty from 7:00 a.m. through 5:00 p.m.
11. First Aid Supplies -- extra supplies were purchased from Del Mar Drugs because we ran out some items. \$45.00 spent.
12. Vehicles used during event -- 2581, 2513, 2591, 2594. (Tripp's car, Engine 3, Rescue Squad, Ambulance.)
13. Mobile Radio Base Station -- Chief Jones spent 8 hours building a mobile base station on the day prior to Del Mar Day. (He was on vacation at the time.)



COUNTY OF SAN DIEGO

INTER-DEPARTMENTAL CORRESPONDENCE

DATE July 23, 1982

TO: Lieutenant J. BINGHAM
Sheriff's Encinitas Station *JWB*

FROM: Sergeant S. MURPHY
Sheriff's Encinitas Station

SUBJECT: DEL MAR DAYS STAFFING - 1981

Per your request for information, I have attempted to locate written data from the Del Mar Days Event for 1981. For whatever reason, we apparently did not do a recap of that particular event since the "extra" involvement was not substantial enough to warrant the normal reports for special outside activities.

To the best of my recollection, extra participation by the Sheriff's Office was minimal. The day traffic unit was rescheduled to ensure his presence during the day; a motorcycle officer was requested and provided by the Vista Station on a "PS Day"; and regularly scheduled reserves were scheduled to remain in and around the Del Mar area.

In reality, I think that the "extra" assistance amounted to about 24 hours (motorcycle and reserves) with unknown time by the regular coast beat units.

I hope this is of some assistance to you. I could get mileage, etc. from last years patrol logs if I had a specific date. Please advise.

S. MURPHY, Sergeant
Sheriff's Encinitas Station

RECEIVED

JUL 26 1982

DEL MAR CITY MANAGER

DEL MAR DAY



1 9 8 2

Presents the Third Annual
Civic Celebration Featuring:

TRIATHLON 12:30 p.m.
(1-mile swim, 20-mile bike, 10-K Run)

1-MILE ROUGH WATER SWIM 12:30 p.m.

25-MILE BICYCLE RACE 9:00 a.m.

10-KILOMETER BEACH RUN 3:30 p.m.

1-MILE FUN RUN 4:00 p.m.

(all distances approximate)

DATE

Saturday, October 2, 1982

FEATURES

Join us for a full day of celebration! See entertainment, arts & crafts show, children's games, plenty of food, and much more

- One of the most beautiful settings in Southern California
- A variety of free refreshments for entrants
- Band Rally
- Special Parking Arrangements
- Registration, consulting and results by Sports Consultants.

ABOUT THE COURSES

The TRIATHLON is the ultimate challenge for serious athletes. Del Mar's two years experience and the services of professional race consultants make this event one of the highlights in Southern California. The competition begins with a one-mile rough water swim, followed by a bicycle race through closed streets, and ends with a unique run along the spacious beach. (See below for more detail; individual races cover same courses.)

The ROUGH WATER SWIM takes advantage of the long, clear beach and a sandbar that creates gently rolling waves. Trained lifeguards will be stationed along the straight course for your safety.

The BICYCLE RACE is a fast-moving favorite that traditionally attracts the serious competitor. An improved course takes the racer on an exciting route through the center of town, to the famed Del Mar Race Track around a closed loop course. Features include long straight-a-ways, all safety precautions, and a town full of cheering spectators.

The 10-K BEACH RUN takes advantage of the beauty of the shoreline in the afternoon. Runners will go by the San Dieguito Lagoon and around to the majestic Torrey Pines Cliffs.

The ONE-MILE FUN RUN is especially for beginning runners, and the spouses and children of competitors in other races. The run will be a shortened version immediately following the inspirational 10-K Beach Run.

Del Mar offers you picturesque scenery, plenty of spectator space, superior organization, and trophies for each division. Exact courses will be mailed with race packets.

YOU MAY ENTER ANY NUMBER OF EVENTS, PLEASE CHECK BELOW:

TRIATHLON	12:30 p.m.	\$10.00	<input type="checkbox"/> w/t-shirt	\$7.00	<input type="checkbox"/> no t-shirt
1-MILE ROUGH WATER SWIM	12:30 p.m.	8.00	<input type="checkbox"/> w/t-shirt	5.00	<input type="checkbox"/> no t-shirt
BICYCLE RACE	9:00 a.m.	8.00	<input type="checkbox"/> w/t-shirt	5.00	<input type="checkbox"/> no t-shirt
10-K BEACH RUN	3:30 p.m.	8.00	<input type="checkbox"/> w/t-shirt	5.00	<input type="checkbox"/> no t-shirt
1-MILE FUN RUN	4:00 p.m.	6.00	<input type="checkbox"/> w/t-shirt	3.00	<input type="checkbox"/> no t-shirt

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

HOME PHONE _____ WORK PHONE _____

MAKE CHECK PAYABLE TO: Del Mar Foundation

TOTAL AMOUNT ENCLOSED \$ _____

Men	DIVISION	Women
_____	0-12*	_____
_____	13-17	_____
_____	18-29	_____
_____	30-39	_____
_____	40-49	_____
_____	50-59	_____
_____	60 Up	_____

LOOKING FORWARD TO SEEING YOU!

*For safety reasons, the 0-12 division is allowed in the 10-K and the Fun Run only.

ENTRY INFORMATION

Mail entry forms to: DEL MAR DAY, 1050 Camino del Mar, Del Mar, CA 92014

Include a self-addressed, legal size (4x10") stamped envelope with your entry form for each individual entered in a race. Sorry, we cannot accept mailed entry forms postmarked after September 25, 1982. We reserve the right to close races after a certain number of entrants is reached. Race packets will be mailed September 15, 1982. Packets for entries recorded after that date will be held at the registration booth.

FOR LATE ENTRIES

All race fees will be increased \$2.00 (a limited number of t-shirts will be available on the premises). The registration booth will be open from 7:30 a.m. to 3:15 p.m.

REGISTRATION WILL CLOSE 15 MINUTES PRIOR TO THE START OF EACH RACE WITHOUT REGARD TO THE LENGTH OF THE WAITING LINE.

For further information contact Betsy Milich,
755-9313

FRIENDS OF DEL MAR

Budweiser Light, Ken Ronchetti Design, Calistoga Mineral Water, McDonalds, Mission Distributing Co., Richard Carter, Signal Companies, Virginia Holm, Ken Holm, Double Decker Transit Company, Conrad Will, Morey Boogie Boards, Susan Simmen, Big Bear Markets, Mission Investment Trust, Del Mar Chamber of Commerce, San Diego Hilton, Del Mar Fairgrounds, Nancy Hoover.



People Helping People

Profits received from the Del Mar Day Races will go to the Del Mar Foundation whose purpose is to promote the cultural, athletic, historical, and social aspects of the community.

WAIVER

I hereby for myself, my heirs, executors, administrators, waive and release all rights and claims by damages I may have against the City of Del Mar, the Del Mar Foundation, race sponsors, Sports Consultants, employees and volunteers associated with the aforementioned, and all events, for any injuries suffered by me during the Del Mar Day Activities. I verify that I am physically fit and sufficiently trained for this competition and my physical condition for participation in these types of events has been verified by a licensed medical doctor during the last six months.

ENTRANT'S SIGNATURE _____ DATE _____

PARENTS' SIGNATURE _____ DATE _____
for entrants under 18.

del mar foundation

July 13, 1982

Memo to: Mayor Harvey Shapiro
City Manager Bob Nelson

Subject: Del Mar Day 1982; Street Closures

1. As I read the files, last year you (1) passed a council resolution on street closings, and (2) notified all residents of same on City stationery (copies available).
2. Assuming you intend the same this year, I'd like to initiate the process. In addition, I will create a map and ask the Surfcomber/Citizen to print it. Further house-to-house circularization will also be attempted.
3. Here we go:
 - a. Camino del Mar, northbound and southbound, between the intersections of 4th Street/Del Mar Heights Rd. and 23rd St., between the hours of 3 a.m. to 3:30 p.m.;
 - b. Jimmy Durante Boulevard, northbound and southbound, between the intersections of Camino del Mar and Via De La Valle, between the hours of 8 a.m. to 3:30 p.m.;
 - c. Turf Road, northbound and southbound, between the intersections of Jimmy Durante Blvd. and Via De La Valle, between the hours of 8 a.m. to 3:30 p.m.;
 - d. 15th Street, between the intersections of Coast Blvd. and Camino del Mar, during the hours 6 a.m. to 6 p.m.;
 - e. 6th Street, between the intersections of Camino del Mar and Nob, during the hours 8 a.m. to 3:30 p.m.;
 - f. Nob, between the intersections of 6th Street and 8th Street, during the hours 8 a.m. to 3:30 p.m..
4. It is further requested that the resolution/letter:
 - a. suggest that only medically essential traffic or vehicles with official passes attempt to run through town via the Coast Blvd./Stratford route. Last year, due to parking and tempers, we had significant problems with cars, literally nose-to-nose at the foot of 15th Street--right where our registration booth will be;
 - b. Specifically exempt both our double-decker shuttle bus and NCTD busses from the street closures. FYI, shuttle route is still to be determined, but a deposit for the London-style, red double-decker has been mailed.

RECEIVED

JUL 14 1982

DEL MAR CITY MANAGER

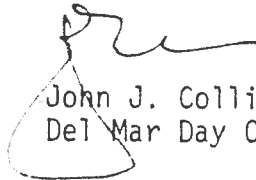
1050 camino del mar, del mar, california 92014 (714) 755-9313

5. There is a possible "break" in the CDM closure, The time line shows that, from 11 a.m. to 11:45 a.m., it would be possible to open CDM to two-way traffic. The problem with this would be two-fold; first, getting it closed again, and second, having to re-sweep it before the Bike part of the Triathlon. But if you guys are under pressure, the window can be opened. Of course, if we go with the rally/parade, this window won't exist.

Cordially,



Betsy Milich
Del Mar Day Co-coordinator



John J. Collins
Del Mar Day Co-coordinator

city of del mar

memorandum

To: City Council Date: August 2, 1982

From: City Manager (for 8/16/82 Council)

Subject: DEL MAR DAY 1982: STREET CLOSURES

RECOMMENDATION:

It is recommended that the City Council adopt a resolution authorizing the City Manager to temporarily close certain City streets for the safety and protection of persons attending the Third Annual Del Mar Day on Saturday, October 2, 1982.

BACKGROUND:

The Third Annual Del Mar Day celebration will be conducted within the City on Saturday, October 2, 1982, between the hours of 7:00 a.m. and possibly as late as 11:00 p.m. Many of the athletic, cultural, and recreational events will occur on City streets at various times throughout the day, or will require closure of the City streets in order to provide for the safety and protection of persons participating in and attending the Third Annual Del Mar Day activities.

The Del Mar Day Committee intends to provide as much lead-time publicity, as well as individual notice wherever possible to residents that will be affected by the street closure. The scheduling of Del Mar Day in October after the closure of the race meet, and the end of the normal summer tourist season, should reduce the traffic problem considerably. An early decision by the City Council on the streets to be closed will facilitate the public notice process.

At this time with final plans still in the making, streets to be closed and approximate time are:

- a) Camino del Mar northbound and southbound to all through traffic between the intersection of 4th Street and Via de la Valle, between the hours of 8:00 a.m. to 4:00 p.m.;
- b) Camino del Mar northbound and southbound to all traffic for the conduct of the bicycle races between the intersections of 4th Street and 23rd Street, from 8:00 a.m. to 3:30 p.m.;
- c) Jimmy Durante Boulevard northbound and southbound between the intersections of Camino del Mar and the main gate to the Fairground parking lot between the hours of 8:00 a.m. to 4:00 p.m.
- d) Jimmy Durante Way northbound and southbound between the intersections of Jimmy Durante Boulevard and the access gate to the Fairgrounds main parking lot between the hours of 8:00 a.m. to 4:00 p.m.

Memo to Council re Del Mar Day
August 2, 1982
Page 2

- e) 15th Street between the intersection of Coast Boulevard/Ocean Avenue and Camino del Mar between the hours of 6:00 a.m. to 6:00 p.m.
- f) 6th, 7th, and 8th Streets between the intersections of Camino del Mar and Nob Avenue between the hours of 8:00 a.m. to 4:00 p.m.
- g) Nob Avenue between the intersections of 6th Street and 8th Street between the hours of 8:00 a.m. to 4:00 p.m.

As in the past Del Mar Days, street closures will provide for public safety vehicles, post office vehicles, buses, and local resident traffic essential to the public safety. It is hoped that with adequate public notice, all non-essential trips by residents will be either delayed or other arrangements will be made to handle these trips.

In order to facilitate movement of persons through Del Mar, the Committee is arranging for the use of a double-decker shuttle bus and regular North County Transit District service will continue.

A copy of the draft resolution is attached.


BOB NELSON
City Manager

RAN:kb

Enclosure

cc: Del Mar Day Co-coordinators

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DEL MAR, CALIFORNIA, AUTHORIZING THE CITY MANAGER TO TEMPORARILY CLOSE CERTAIN CITY STREETS FOR THE SAFETY AND PROTECTION OF PERSONS ATTENDING THE THIRD ANNUAL DEL MAR DAY ON SATURDAY, OCTOBER 2, 1982.

WHEREAS, the Third Annual Del Mar Day Celebration will be conducted within the City of Del Mar on Saturday, October 2, 1982, from 6:00 a.m. until 11:00 p.m. and

WHEREAS, many of the athletic, cultural, and recreational events will occur on City streets at various times throughout the day; and

WHEREAS, the flow of vehicular and pedestrian traffic will increase considerably during such time and will create the need for flexibility in order to provide for the safety and protection of persons attending the Third Annual Del Mar Day.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Del Mar, California, that this City Council authorizes the City Manager to close Camino del Mar, 15th Street, Coast Blvd., Ocean Avenue, La Amatista Road (6th Street); 7th Street, 8th Street, Nob Avenue, and such other streets that may be deemed necessary to provide for the safety and protection of persons attending the Third Annual Del Mar Day, Saturday, October 2, 1982, from 6:00 a.m. until 11:00 p.m.

BE IT FURTHER RESOLVED, that City staff is hereby directed, and the Del Mar Day Committee is hereby requested to take such steps as deemed necessary to provide for a wide notice to persons who may be affected by such street closures.

PASSED AND ADOPTED by the City Council of the City of Del Mar, California, this _____ day of _____, 1982, by the following vote:

AYES:

NAYS:

ABSENT:

ABSTAIN:

Harvey Shapiro, MAYOR

ATTEST:

Stephanie Malkewicz, CITY CLERK

2.1-6
RESOLUTION NO. 82-56

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DEL MAR, CALIFORNIA, AUTHORIZING THE CITY MANAGER TO TEMPORARILY CLOSE CERTAIN CITY STREETS FOR THE SAFETY AND PROTECTION OF PERSONS ATTENDING THE THIRD ANNUAL DEL MAR DAY ON SATURDAY, OCTOBER 2, 1982.

WHEREAS, THE THIRD ANNUAL DEL MAR DAY CELEBRATION WILL BE CONDUCTED WITHIN THE CITY OF DEL MAR ON SATURDAY, OCTOBER 2, 1982, FROM 6:00 A.M. UNTIL 11:00 P.M.; AND

WHEREAS, MANY OF THE ATHLETIC, CULTURAL, AND RECREATIONAL EVENTS WILL OCCUR ON CITY STREETS AT VARIOUS TIMES THROUGHOUT THE DAY; AND

WHEREAS, THE FLOW OF VEHICULAR AND PEDESTRIAN TRAFFIC WILL INCREASE CONSIDERABLY DURING SUCH TIME AND WILL CREATE THE NEED FOR FLEXIBILITY IN ORDER TO PROVIDE FOR THE SAFETY AND PROTECTION OF PERSONS ATTENDING THE THIRD ANNUAL DEL MAR DAY,

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DEL MAR, CALIFORNIA, THAT THIS CITY COUNCIL AUTHORIZES THE CITY MANAGER TO CLOSE CAMINO DEL MAR, 15TH STREET, COAST BOULEVARD, OCEAN AVENUE, LA AMATISTA ROAD (6TH STREET), 7TH STREET, 8TH STREET, NOB AVENUE, AND SUCH OTHER STREETS THAT MAY BE DEEMED NECESSARY TO PROVIDE FOR THE SAFETY AND PROTECTION OF PERSONS ATTENDING THE THIRD ANNUAL DEL MAR DAY, SATURDAY, OCTOBER 2, 1982, FROM 6:00 A.M. UNTIL 11:00 P.M.

BE IT FURTHER RESOLVED, THAT CITY STAFF IS HEREBY DIRECTED, AND THE DEL MAR DAY COMMITTEE IS HEREBY REQUESTED, TO TAKE SUCH STEPS AS DEEMED NECESSARY TO PROVIDE FOR A WIDE NOTICE TO PERSONS WHO MAY BE AFFECTED BY SUCH STREET CLOSURES.

PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF DEL MAR, CALIFORNIA, THIS 16TH DAY OF AUGUST, 1982 BY THE FOLLOWING VOTE:

AYES: COUNCILMEMBERS FEIERABEND, CARSTEN, TERRELL;
MAYOR SHAPIRO;
NOES: NONE
ABSENT: COUNCILMAN TETRAULT
ABSTAIN: NONE

ATTEST:

Stephanie Malkewicz
STEPHANIE MALKIEWICZ, CITY CLERK

Harvey Shapiro
HARVEY SHAPIRO, MAYOR

city of del mar memorandum

Betsy / John
Approved 8/16/82
Tell me which streets.
also, get signs -
(for 8/16/82 Council) *BB*

To: City Council

Date: August 2, 1982

From: City Manager

Subject: DEL MAR DAY 1982: STREET CLOSURES

RECOMMENDATION:

It is recommended that the City Council adopt a resolution authorizing the City Manager to temporarily close certain City streets for the safety and protection of persons attending the Third Annual Del Mar Day on Saturday, October 2, 1982.

BACKGROUND:

The Third Annual Del Mar Day celebration will be conducted within the City on Saturday, October 2, 1982, between the hours of 7:00 a.m. and possibly as late as 11:00 p.m. Many of the athletic, cultural, and recreational events will occur on City streets at various times throughout the day, or will require closure of the City streets in order to provide for the safety and protection of persons participating in and attending the Third Annual Del Mar Day activities.

The Del Mar Day Committee intends to provide as much lead-time publicity, as well as individual notice wherever possible to residents that will be affected by the street closure. The scheduling of Del Mar Day in October after the closure of the race meet, and the end of the normal summer tourist season, should reduce the traffic problem considerably. An early decision by the City Council on the streets to be closed will facilitate the public notice process.

At this time with final plans still in the making, streets to be closed and approximate time are:

- a) Camino del Mar northbound and southbound to all through traffic between the intersection of 4th Street and Via de la Valle, between the hours of 8:00 a.m. to 4:00 p.m.;
- b) Camino del Mar northbound and southbound to all traffic for the conduct of the bicycle races between the intersections of 4th Street and 23rd Street, from 8:00 a.m. to 3:30 p.m.;
- c) Jimmy Durante Boulevard northbound and southbound between the intersections of Camino del Mar and the main gate to the Fairground parking lot between the hours of 8:00 a.m. to 4:00 p.m.
- d) Jimmy Durante Way northbound and southbound between the intersections of Jimmy Durante Boulevard and the access gate to the Fairgrounds main parking lot between the hours of 8:00 a.m. to 4:00 p.m.

W. A.

- e) 15th Street between the intersection of Coast Boulevard/Ocean Avenue and Camino del Mar between the hours of 6:00 a.m. to 6:00 p.m.
- f) 6th, 7th, and 8th Streets between the intersections of Camino del Mar and Nob Avenue between the hours of 8:00 a.m. to 4:00 p.m.
- g) Nob Avenue between the intersections of 6th Street and 8th Street between the hours of 8:00 a.m. to 4:00 p.m.

As in the past Del Mar Days, street closures will provide for public safety vehicles, post office vehicles, buses, and local resident traffic essential to the public safety. It is hoped that with adequate public notice, all non-essential trips by residents will be either delayed or other arrangements will be made to handle these trips.

In order to facilitate movement of persons through Del Mar, the Committee is arranging for the use of a double-decker shuttle bus and regular North County Transit District service will continue.

A copy of the draft resolution is attached.


BOB NELSON
City Manager

RAN:kb

Enclosure

cc: Del Mar Day Co-coordinators

city of del mar

September 10, 1982

Dear Resident:

-STREET CLOSURES-

1. CAMINO DEL MAR (old 101) from Jimmy Durante Blvd. to Del Mar Heights Rd. (No vehicular or pedestrian crossing);
2. JIMMY DURANTE BLVD. from the Camino del Mar overpass to the middle of the large east fairgrounds parking lot (No vehicular or pedestrian crossing);
3. 15TH STREET between Camino del Mar and Seagrove Park (Pedestrian crossing permitted);
4. 8TH STREET, NOB and LA AMATISTA near Camino del Mar (No pedestrian crossing during the 9:00 AM bicycle race or the bicycle leg of the triathlon - approximately 1:15 PM).

The purpose of this letter is to inform you that, pursuant to a City Council resolution, certain streets will be closed on Saturday, October 2nd only, between 8:30 AM and 3:30 PM.

Del Mar's annual civic celebration will be held on Saturday, October 2nd. Consistent with the past three years, this celebration includes an arts and crafts fair, athletic events, entertainment, children's games, a small parade, and a host of other community events. Our goal is to provide something for everyone to enjoy.

Please plan your shopping, medical appointments and other personal business around these scheduled times. Emergency vehicles, fire trucks and ambulances will have complete access to all homes.

If your address is a place of business, please adjust your hours accordingly to support the scheduled street closures.

We have moved the traditional date for Del Mar Day from Labor Day weekend to October 2nd to avoid traffic congestion and undue hardships on our Del Mar residents. Additionally, to alleviate parking problems, a tram and double decker bus will transport all visitors from the fairgrounds parking lot to 15th St. from 6:30 AM until 8:00 PM.

The City Council has authorized this once-a-year celebration for fun and fund raising. We appreciate your cooperation with the Sheriff's Department and the red-shirted volunteers who will help direct you. Please join us for activities centered around 15th St. and Seagrove Park on Saturday and Sunday.

You may direct your questions to Bob Nelson, City Manager, at 755-9313.

Cordially,



Harvey Shapiro
Mayor, City of Del Mar
Chairman, Del Mar Day

city of del mar

September 14, 1982

Alcoholic Beverage Control Board
State of California
1350 Front Street
San Diego, CA 92101

RE: Del Mar Foundation - Del Mar Day Celebration

To Whom It May Concern:

This letter will serve as written authorization from the City of Del Mar to the Del Mar Foundation, to sell beer on Saturday, October 2, 1982, from 8:30 a.m. to 11:00 p.m. in connection with the Del Mar Day festivities.

The beer concession booth will be located in Seagrove Park located at the corner of 15th Street and Coast Boulevard (which appears as Ocean Avenue on the attached plat map). This property is owned by the City of Del Mar.

If you have any questions in regard to this application, please do not hesitate to contact me at 755-9313.

Sincerely,


BOB NELSON
City Manager

RAN:kb

Attachments

cc: Del Mar Foundation
City Council
Betsy Milich
John Collins

1050 camino del mar, del mar, california 92014 (714) 755-9313

State of California
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

DIAGRAM FOR DAILY LICENSE

Name of Organization

DEL MAR FOUNDATION

District Office

TYPE OF LICENSE .

REQUESTED

☐ Daily On-sale General License

☒ Special Daily License, Temporary Beer

☐ Special Daily License, Temporary Wine

Type of event (barbecue, dance, etc.)

DEL MAR DAY 1982, A CIVIC CELEBRATION

Date(s) of event

2 OCT '82

Address of location of event

SEABROVE PARK 15TH ST + OCEAN, DEL MAR CALIFORNIA 92014

Name of authorized representative

JOHN J. COLLINS, DEL MAR DAY COORDINATOR

Residence telephone

481-9977

Residence address

14241 HALF MOON BAY DRIVE, DEL MAR

Date of application

15 SEP 82

DIAGRAM

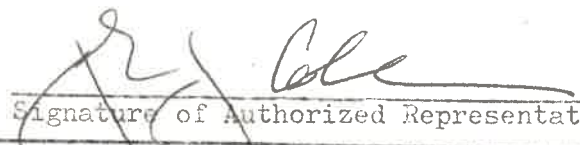
SEE ATTACHED

We agree to confine the sales and consumption of alcoholic beverages to the area we have designated in the above diagram. We further agree that the area will be supervised to prevent violations of the Alcoholic Beverage Control Act.

Date

5 SEPT '82

Signature of Authorized Representative



POST COPY OF DIAGRAM WITH LICENSE AT LOCATION WHERE EVENT IS HELD

STATE OF CALIFORNIA
DEPARTMENT OF
ALCOHOLIC BEVERAGE CONTROL

SPECIAL DAILY LICENSE

No. 10113

Temporary On-Sale Beer License ☒
Temporary On-Sale Wine License ☐

Receipt No. . . . 102568

Fee \$5.50 Per Day—License Nontransferable

Fee Paid . . . \$ 5.50

APPLICATION:

Pursuant to the authority granted by the organization named below, the undersigned hereby applies for the above-designated license(s) for the location also described below.

ORGANIZATION THE DEL MAR FOUNDATION
LOCATION ADDRESS Sea Grove Park - 15th St & Coast Blvd
City Del Mar County San Diego

Del Mar Days 6:00 AM To 12:00 Midnight 3,000
TYPE OF EVENT (BARBECUE, DANCE)
HOURS DURING WHICH BEER OR WINE WILL BE SOLD ESTIMATED ATTENDANCE



X John J. Collins AUTHORIZED REPRESENTATIVE
LICENSEE John J. Collins, Del Mar Day Coordinator ADDRESS 14241 Half Moon Bay Drive, Del Mar TEL. No. 481-9977

The above-named organization is hereby licensed, subject to the laws of the State, Rules and Regulations of the Department, and instructions contained in Form ABC-532 (copies available) to engage in the temporary sale of the alcoholic beverage as indicated above. This license does not include off-sale privileges.

Good for 10-2-82 DATE
Issued for 1 one (1) days. Date issued 9-15-82

ORIGINAL—WHITE
AUDIT—CANARY
DISTRICT—PINK
POLICE AGENCY—GREEN
ABC-281 (8-81)

Director of Alcoholic Beverage Control
By [Signature]
84143-104 8-81 12M QUAD CAM W OSP

STATE OF CALIFORNIA
DEPARTMENT OF
ALCOHOLIC BEVERAGE CONTROL

SPECIAL DAILY LICENSE

No. 10133

Temporary On-Sale Beer license ☒
Temporary On-Sale Wine license ☐

Receipt No. . . . 102635

Fee \$5.50 Per Day—License Nontransferable

Fee Paid . . . \$ 5.50

Geographical Code 3711

APPLICATION:

Pursuant to the authority granted by the organization named below, the undersigned hereby applies for the above-designated license(s) for the location also described below.

ORGANIZATION DEL MAR FOUNDATION

LOCATION ADDRESS Sea Grove Park-15th St and Coast Blvd

County San Diego

City Del Mar

Del Mar Days

11:00 AM To 7:00 PM

4,000

ESTIMATED ATTENDANCE

TYPE OF EVENT
(BARBECUE, DANCE)

HOURS DURING WHICH BEER
OR WINE WILL BE SOLD

X

AUTHORIZED REPRESENTATIVE

John J. Collins, Del Mar Day Cord.

ADDRESS

14241 Half Moon Bay Drive, Del Mar #481-9977

TEL. NO.



The above-named organization is hereby licensed, subject to the laws of the State, Rules and Regulations of the Department, and instructions contained in Form ABC-532 (copies available) to engage in the temporary sale of the alcoholic beverage as indicated above. This license does not include off-sale privileges.

Good for 10-3-82

DATE

Issued for one(1) days.

Date issued 9-22-82

Director of Alcoholic Beverage Control

By

ORIGINAL—WHITE
AUDIT—CANARY
DISTRICT—PINK
POLICE AGENCY—GREEN
ABC-281 (8-81)

FOUCAULT and NELSON

3 October 1982

John

Thanks for 2 fun days
and a relaxed several weeks
before Del Mar Day 1982.

DMD-82 was the biggest
and best in organization and
leadership.

Bob

AS OF 18 OCTOBER 1982

<u>INCOME</u>	<u>\$</u>	<u>EXPENSES</u>	<u>\$</u>
<u>Contributions</u>		<u>Athletic Events</u>	
Big Bear Certificate	100.00	Sports Consultants	2,350.00
Valley Federal Triathlon	3,000.00	T-Shirts (includes Vols,	
Budweiser Light 10K Run	2,188.50	COFC, Cars)	6,900.65
Fish Market Ocean Swim	3,000.00	Speaker System	40.00
Ronchetti Bike Race	1,000.00	Race Bibs	345.00
Winner's Circle Fun Run	1,000.00	Trophies	1,472.00
KYXY London Bus	290.00	Lumber	180.71
McDonalds Children's Games	500.00	Fruit	100.00
Del Mar Inn Hospitality	300.00	Zetachron Clock	100.00
Parade of Cars	1,000.00	London Bus	290.00
Cash	* 8,400.00	Hospitality Tent	169.60
	<u>20,778.50</u> ST		<u>11,947.96</u> ST
<u>Athletic Events</u>		<u>Entertainment</u>	
Entry Fees (includes T-shirt)	13,854.30 ST	Bands	700.00
		Sound System	300.00
		Decorations/Supplies	62.46
			<u>1,062.46</u> ST
<u>Other</u>		<u>Concessions</u>	
Arts/Crafts Fair	3,024.97	Cardboard/Plastic Bags/	
Merchant's Fair	340.00	Posters	287.23
Concessions	4,183.35	Food	0.00 216.-
Interest	546.98	Beer	561.73
Poster Sales	1,234.90	Licenses/Inspections	30.50
T-Shirts - Day of Event	1,759.25	Rent Bun Warmer	69.94
Raffle	318.00	Ice	43.68
	<u>11,407.45</u> ST		<u>993.08</u> ST
<u>Foundation Loan</u>	6,284.39 ST	<u>Insurance</u>	1,338.40 ST
		<u>Administration</u>	
		Salaries	5,600.00
		Typewriter	284.39
		Advertising	636.09
		Printing	895.88
		Expense Reimbursement	192.15
		Volunteer Support	306.57
		Typing	144.00
		Artists' Commission	250.00
		Toilet Rental	190.80
		Signs	508.80
		Office Expenses	166.71
			<u>9,175.39</u> ST
			3300.-
		<u>Estimate Accounts Payable</u>	4,082.00 ST
			1440.-
		<u>Estimate Check to</u>	
		Foundation	23,725.35 ST
		(includes Loan Payback)	
<u>Income Total:</u>	<u>52,324.64</u> T	<u>Expenses Total:</u>	<u>52,324.64</u> T

MEMO

TO: DIRECTORS, DEL MAR FOUNDATION
FROM: BETSY MILICH
RE: STAFFING FOR DEL MAR DAY 1983
DATE: OCTOBER 20, 1982

As the new co-coordinator of Del Mar Day 1982, I started last March with very few records, documents, or files. I promised myself at that time that I would not leave the project in the same shape. You will find that I have been true to my goal; all is accounted for in alphabetical order at my desk in the south bunker. That which by some chance is not recorded, and which may only exist in my mind, I have full intention of conveying to the new coordinators during their tenure as organizers of the event.

I am not concerned with the new coordinators' ability to follow lessons already learned. I am very concerned with the Board's perception of the time and energy necessary to bring another Del Mar Day to fruition. You will not find a record of personell needs or a collection of hours put forth in any of the files. Consequently, I am submitting this memo to serve as a reference document to consider when the Board discusses the various alternatives to staffing the Foundation/Del Mar Day.

I have purposely lumped the two together because one cannot function without the other now. Del Mar Day depends on the tax exempt status of the Foundation and the Foundation depends on Del Mar Day as its sole source of income (to date).

Because I had worked with special events, I realized during my initial interview with Harvey and Bob that the hours that they had outlined did not match with the hours I envisioned to get Del Mar Day to reach its full potential. I was perfectly willing to put forth the extra time and do not wish any further acknowledgement for this. However, in all fairness, everyone should be perfectly clear on the efforts by John and myself so you can better plan for next year.

From March to June 1982, I was in the office close to full time in an effort to put together case statements and solicit potential donors for their support as sponsors of Del Mar Day. Although much of that work remains, the time frame will probably remain the same (three months) pending change in the economy. Money is tight and you have to knock on twice as many doors(to get the results needed for seed money) than anybody would anticipate.

The next point that I want to make is that I had a resource that no one (including myself) had first counted on. As you know, Nancy Hoover kept sending assistants my way. First was Kathleen Mcartney, then Nora Welsh, and finally Carolyn Mitrovich. All were charming, hardworking women and I could not have accomplished the tasks at hand without their help. So don't think of the Del Mar Day staff as one, but rather two full time, temporary employees, in addition to the part-time hours John contributed Mar.-Aug. I don't have a solution for getting similar help next year, but we can certainly toss around ideas (advertising for rotating monthly volunteers, student interns, or actually budgeting through Foundation or acquired financial resources).

From what I hear via the grapevine, the 1981 coordinator did not take advantage of the volunteer resources in Del Mar. I cannot emphasize their importance enough, especially during the final month of preparation. My volunteers answered phones, took dictation, typed, copied documents, distributed forms, aided publicity, made signs, and a dozen other office duties in addition to day-of-the-event responsibilities. I could not have made it through the last week of September with a sane mind if it hadn't been for their help. I know you are aware of the massive number of volunteers needed for the actual event. Please don't underestimate their role in the office beforehand.

The idea of creating a separation of responsibility between the co-coordinators is a good one. John and I had a pretty good idea of who had to answer to what. However, let the record also show the extra responsibilities John took on in the line of Del Mar Day duty. The most significant "extra" was all the accounting responsibilities. We were very fortunate to have his professional expertise in addition to his intuitive sense of organizing the athletic events. As we continued on our path of completion of the project, we sensed each other's strengths and weaknesses, and simply picked up a responsibility when necessary. To put it another way, John's actual contribution to the project was much broader than his job description.

On the subject for staffing for next year, there are several alternatives to consider. I have mentioned a couple to Bob and to Lou, but the final decision is yours and you have a few months to come to a conclusion. As you know, I have another full time job to deal with; a situation that I did not have to contend with when I accepted this project earlier this year. Please know that I will help in a limited way as an advisory volunteer; I invested too much of myself to deal with it any other way.

Personally, I feel enriched by the experience of being Del Mar Day's co-coordinator. It gave me the opportunity to take a project and run with it...a gift for which I am truly grateful. I am putting the finishing touches on with great and fond memories. Thank you!

Ruth Milich

city of del mar

memorandum

To: DEL MAR FOUNDATION

Date: November 15, 1982

From: CITY MANAGER

Subject: Del Mar Day 1982

The following is a summary report of City involvement in Del Mar Day 1982, with recommendations of actions to be considered by the Foundation for the conduct of Del Mar Day 1983.

RECOMMENDATION:

It is recommended that the Del Mar Foundation Board of Directors set the date for Del Mar 1983 as soon as is possible.

It is recommended that the Foundation begin recruitment for a coordinator(s) to begin work six months prior to the date of Del Mar Day 1983, as a full-time employee, from that date until one month after the conduct of the event.

Included in the budget for Del Mar Day 1983, an amount of \$500 to reimburse the City of Del Mar for 1/6 of its estimated expenditures pursuant to the policy the City Council adopted in connection with the adoption of the 1982/83 City Budget.

BACKGROUND:

My overall reaction and response to Del Mar Day 1982 was that it was the best conducted volunteer run community activity that I have been involved with. Betsy Milich, John Collins and all of their volunteer committee should be commended. The only major involvement by this office was to participate with Mayor Harvey Shapiro in the selection of Betsy and John as co-coordinators. After that decision was made, there was very little involvement on my behalf beyond keeping informed and giving general guidance when requested.

Staff Involvement:

City staff directly involved in Del Mar Day as a part of their City assignments included employees from the Fire Department, Public Works Department, Lifeguard Department and Finance Department. The City's contract employees from the Sheriff's Department, were also deeply involved. Under the policy adopted by the City Council in connection .

with the adoption of the 1982/83 Budget, the City absorbed all direct costs for the conduct of Del Mar Day 1982. Beginning with 1983, the City is to charge 1/6 of the direct costs, with an additional 1/6 added each year until Del Mar Day bears the full burden of City support.

1. Fire Department - Fire Chief, Bill Tripp, and Deputy Chief, Larry Jones provided overall coordination of the public safety and emergency first-aid programs. Actual out-of-pocket costs over and above the normal Fire Department Budget, included two call fire fighters at \$3.35 per hour each for a 12-hour period of Del Mar Day. The other incidental expenses relative to equipment and supplies related to setting up the first-aid station and the "Command Post". Problems incurred by the Fire Department related to radio communications and public information related to the first-aid station. In the future, the "Command Post" for radio communications purposes should be given a station number designation (e.g. Station 6), so as to not create confusion between the fire command post set up regionally. Additionally, careful attention must be given to improving the radio communications between volunteer committees, the persons conducting the athletic events, the Fire Department, Public Works Department, Lifeguard Department and the Sheriff's Department. The North Coast Unit of REACT should be contacted very early to enlist their resources. The Fire Department dispatch system in effect 24 hours per day should be utilized for the dispatch of all emergency services related to Del Mar Day and no unique system should be set up for that day.
2. Public Works - Approximately \$1,230 was expended; for Public Works Department personnel (\$1,187), equipment (\$18), and supplies (\$25). Labor was utilized primarily during the two-week period prior to Del Mar Day and the day itself. A total of 7 different individuals, not counting the Public Works Superintendent, were involved. The principal problems encountered by the Public Works Department were in the basic facilities, that is; Seagrove Park electrical, transitioning athletic events from one location to the other, availability of equipment such as traffic cones, barricades, etc., and coordination between the Public Works employee and the volunteer.
3. Lifeguard Department - The Lifeguard Department participated in the conduct of the Swim athletic event and the provision of first-aid services on the beach. They were also involved in the logistics of supplying aid stations involved in the Run and Triathlon. A total of 23 volunteers were involved, as well as 56 hours of paid lifeguard staff time, in the amount of \$381.36. This does not include the 12 staff hours contributed by the County and State Lifeguard Services. The principal problems encountered by the Lifeguard Department were internal communications problems with the other first-aid activities. This should be resolved by designating the fire dispatch as a central coordinator for determining whether paramedics should be called. The Lifeguard Department submitted a separate report related to the Swim, and made separate recommendations in that area.

4. Finance Department - The Finance Department was involved primarily as information processors and receptionists. The financial operations have been completely divorced from the City, and were handled by the Committee and the Foundation. During the period June 14 through October 8, 1982, the Finance Department handled 1,983 telephone calls for Del Mar Day. This represented 19% of the total number of calls (10,209), handled through the City Hall switchboard. No attempt was made to determine a labor charge in this area.
5. Sheriff's Department - The Sheriff's Department provided two sworn officers, a reserve (explorer), and two squad cars. Additionally, the traffic officer regularly assigned to the City participated in pre-event planning. Due to activities that occurred during the day, it was also necessary to call in additional back-up officers for arrests, and calling the Animal Control Officer to impound animals. It appears that there is a need for at least one additional vehicle and possibly additional reserves for vehicular and pedestrian traffic control. The principal problem for the public safety and convenience perspective was the pedestrian and vehicle control when we attempted to maintain Coast Boulevard, Ocean Avenue as an access through the City. In the future, careful consideration should be given to closing down Coast Boulevard, south of the railroad tracks to 13th Street.
6. City Manager's Office - Time involvement by the City Manager has been reduced substantially since 1980/81 Del Mar Days. Involvement this year related to coordination and decision making within the ranges to be expected for any major community event.
7. Public Critique Meeting - On October 26, 1982, a critique meeting was held by the City Manager after public notice published in the Surfcomber and San Diego Citizen. Unfortunately, only one member of the general public attended other than Del Mar Days Committee Co-coordinator, John Collins and Sub-committee Chairpersons Swede Thornson, Barbara Stegman, and Jane Scroggins. The one public member had only complimentary statements to make, and indicated that he looked forward to Del Mar Day 1983. The sub-committee chairpersons are submitting reports from their particular activities.
8. Random Thoughts - Following are random thoughts with no particular priority, but given only so we have a written record for consideration in Del Mar Day 1983.
 - a. Do we want to maintain the same level of effort that we established in 1982?
 - b. If we can continue to have safety concepts (donate) ambulance service, it is to the City's advantage. Instead of using the Fire Department Rescue Rig, the City Fire Service Persons should use the City Ambulance.
 - c. The location of the "Command Post" and first-aid service at the post office, worked out well; however, more information needs to be available throughout the venue so that the public knows of the location of first aid.

- d. Radio communication is vital.
- e. There needs to be some better designation of "rank" in the volunteer corp. Persons wearing the red "official" tee-shirt must be officials; knowledgeable, informed and capable of making decisions. Volunteers who are "laboring" for various sub-committees, should be given tee-shirts of other colors.
- f. Volunteers: Training, rewards, job descriptions, minimum commitments to receive reward, sign-up booth on Del Mar Day to accept last minute volunteers; all of these need further thought.
- g. Crowd control: We may need a separate category of volunteers to act as "security" or crowd control. Perhaps the Torrey Pines High School football team.
- h. Volunteer recognition - It would be nice to have some type of recognition event; potluck, beach party, etc. several weeks after Del Mar Day for the volunteers who participated, and to give special recognition for the particularly hard worker. The proclamations given out by the City Council are in this recognition category, but there may be other similar actions that could be taken.
- i. Permanent Facilities - If we are to maintain the same level of effort that we reached in 1982, we should give careful consideration to establishing permanent electrical facilities in Seagrove Park, as well as facilities for a stage and entertainment. We should also consider purchasing a "water buffalo" to be located at the various aid stations to ensure adequate supplies of water. Also, we need to provide storage facilities between Del Mar Day events to store equipment and supplies that are needed on a continuing basis from year to year.



BOB NELSON
City Manager

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