PARKS & RECREATION COMMISSION
PARKS & RECREATION COMMISSION AGENDA

Thursday, May 14, 2026 at 7:00 p.m.

**SOUTH GATE COUNCIL CHAMBERS**
**8650 CALIFORNIA AVE**
**SOUTH GATE CA 90280**

**IF YOU WOULD LIKE TO PARTICIPATE IN THIS MEETING, YOU CAN PARTICIPATE VIA THE FOLLOWING OPTIONS:**
**1. TO VIEW THE MEETING ONLINE, GO TO HTTPS://YOUTUBE.COM/@SOUTHGATECA90280**
**2. PARTICIPATE BEFORE THE MEETING BY EMAILING THE ACTING PARKS DIRECTOR AT TDELAROSA@SOGATE.ORG NO LATER THAN 4:00 P.M. ON THE DAY OF THE MEETING. PLEASE WRITE "PUBLIC COMMENT" IN THE SUBJECT LINE.**
**3. ATTEND THE MEETING IN PERSON**

***THE DISRUPTION IN SERVICE OF ANY ALTERNATIVE METHOD DOES NOT PRECLUDE THE CITY COUNCIL OR OTHER LEGISLATIVE BODY FROM TAKING FURTHER ACTION AND MOVING FORWARD ON THE AGENDA.**

**Officials**
**Chair:** Alan Flores
**Vice Chair:** Lizette Ruiz
**Secretary:** Cynthia Esquivel
**Commissioner:** Edgar Pelayo
**Commissioner:** Eric Trujillo
**Acting Parks & Recreation Director:** Tina De La Rosa

## Call to Order

## Flag Salute

## Roll Call

## Meeting Compensation Disclosure
Pursuant to Government Code Section 54952.3: Disclosure of compensation for meeting attendance by the Parks & Recreation Commissioners is $75 per meeting.

## Report on Posting
I, Noemi Aguilera, Secretary for the Parks & Recreation Department, certify that a true and correct copy of the foregoing Meeting Agenda was properly posted on May 7, 2026, at 5:30 p.m., as required by law.

## Approval of Meeting Minutes

.
Recommended Motion: To approve the minutes of April 9, 2026 as presented.

Documents:

04-09-26 Minutes.pdf

## Public Comment
During this time, members of the public or staff may address the Parks & Recreation Commission regarding any items within the subject matter jurisdiction of the Commission. Comments from the audience will be limited to three minutes per speaker; unless authorized by the Commission Chair, the time limit may not be extended by utilizing another member's time. There will be no debate or action on items not listed on the agenda unless authorized by law. NOTE: Obscene language, comments intended to disrupt or interfere with the progress of the meeting, or slanderous comments will not be tolerated and may result in ejection and/or may constitute a violation of South Gate Municipal Code Section 1.04.110.

## Presentation

## Open Session Items

1. ORAL REPORT ON COMMISSION GOVERNANCE AND PROCEDURAL REQUIREMENTS
Recommended Motion: To receive and file.

Documents:

05-14-26 ITEM 1 STAFF REPORT.pdf

2. ANNUAL PARTNER ORGANIZATIONS' REPORT
Recommended Motion: To receive and file.

Documents:

05-14-26 ITEM 2 STAFF REPORT.pdf

3. RECREATION 3RD QUARTER REVIEW & UPCOMING EVENTS
Recommended Motion: To receive and file.

Documents:

05-14-26 ITEM 3 STAFF REPORT.pdf

4. GROUNDS & FACILITIES MAINTENANCE 3RD QUARTER REVIEW FY 2025/26
Recommended Motion: To receive and file.

Documents:

05-14-26 ITEM 4 STAFF REPORT.pdf

5. PROPOSED PARKS & RECREATION COMMISSIONS MEETING SCHEDULE FY 2026/27
Recommended Motion: Approve proposed meetings with any suggested changes for upcoming fiscal year.

Documents:

05-14-26 ITEM 5 STAFF REPORT.pdf

## Director's Report/Calendar of Events

## Parks & Recreation Commissioner's Reports

## Request for Items on Future Agendas

## Adjournment

Materials related to an item on the Agenda submitted to the Parks & Recreation Commission after distribution of the agenda packet, are available for public inspection in the City Clerk's Office, 8650 California Avenue, South Gate, California 90280. Telephone: 323.563.951 0, Fax: 323.563.5411, City website, www .cityofsouthgate.org

In compliance with the American with Disabilities Act, if you need special assistance to participate in the Parks & Recreation Commission Meetings, please contact the Parks Administration office, 323.357.9645. Notification 48 hours prior to the Meeting will enable the City to make reasonable arrangements to assure accessibility.

**CALL TO ORDER** - Chair Flores called the meeting to order at 7:04 p.m.

**FLAG SALUTE** - by Commissioner Pelayo

**ROLL CALL** - by Ana Medina, Executive Assistant
Present: Chair Flores, Vice Chair Ruiz, Secretary Cynthia Esquivel and Commissioner Edgar Pelayo; Commissioner Trujillo had an excused absence.
Staff: Acting Director of Parks & Recreation Tina De La Rosa, Parks Superintendent Glenn Massey, and Recreation Manager James Markel.

**PUBLIC COMMENTS**
**Recognized:** Cyndi Anderson SG resident, there is a lot of misinformation regarding removal of Coach Sifuentes from JAA. The decision had nothing to do with politics, as he was removed a week before attending the City Council meeting. He claims he did not know how to get on the board however she has repeatedly sent information over to him and explained the process as well. She explained the way the board of review works and stated that Coach Sifuentes should be used to being removed as it has happened at other cities. Voiced her displeasure with the lies and him using youth programs as a pawn.

**Recognized:** An email from Mario Dominguez SG resident - Due to the possible renaming of Cesar Chavez Park, he would like the Commission to reconsider renaming Hollydale Community Park to avoid confusion with similarly named parks. Suggested approaches include selecting a unique name such as "Wonderland Park" or inviting community input through a public naming process and vote.

**Recognized:** An email from Celina Zepeda SG resident – Is requesting the Commission's support in opposing the six-month pool closure, as it would significantly impact the SG Aqua Coalition swim club and the broader swimming community. The closure would reduce training opportunities, affect athletes' ability to qualify for competitive events, and create challenges in maintaining affordable program access for local families.

**OPEN SESSION ITEMS**

**1. POLICE DEPARTMENT ORAL SAFETY REPORT**
**Recommended Motion**: Motion to receive and file.
**M/S/C:** Secretary Esquivel/Vice Chair Ruiz
Acting Director De La Rosa introduced Lieutenant Gonzalez, who reviewed this item; a discussion ensued. Vice Chair Ruiz asked if any PD can be dispatched to Urban Orchard Park to deter theft. Lt. Gonzalez thinks that it's a good idea, however, due to budget cuts, might not be possible. Commissioner Pelayo suggested posting on social media or bike patrol as another option. Chair Flores asked if there will be issues due to budget cuts; Lt. Gonzalez stated that there will be less patrol and slower response times.

**Recognized:** Jimmy Ozaeta SG resident, wants cannabis smoking to be addressed at SG Park as well as illegal gambling with mobile bars out of vehicles.

**2. PARK FACILITY MAINTENANCE DIVISION ANNUAL REPORT**
**Recommended Motion**: Motion to receive and file.
**M/S/C:** Vice Chair Ruiz/Secretary Esquivel
Parks Superintendent Massey reviewed this item; a discussion ensued.

**Recognized:** Jimmy Ozaeta SG resident, glad to see Glenn back. Suggests that CDBG funds be used for maintenance of the parks considering budget cuts.

**Recognized:** Cyndi Anderson SG resident, CDBG have been used in the past for park issues, mentioned an incident in the past with leaking roof at Sports Center. Questioned if park received funds, a discussion ensued. Understood that the money wasn't lost.

**Recognized:** An email from Mario Dominguez SG resident – In light of the City's current financial challenges, he is requesting information on the costs associated with key community events including Winter Wonderland, the Christmas parade, Breakfast with Santa, and the Rotary Thanksgiving Dinner. Additionally, please provide the funding sources for each event, including whether they are supported by the general fund.

**3. PROPOSED PROGRAM FEES FOR FY 2026/27**
**Recommended Motion**: Approve the Proposed Fee Schedule for May 11, 2026, to May 11, 2027
**M/S/C:** Secretary Esquivel/Vice Chair Ruiz
Acting Director De La Rosa reviewed this item; a discussion ensued. Commissioners questioned fees, specifically for the pool. Recreation Manager Markel went into detail addressing the commissioners.

**Recognized:** Nadia SG resident, discussed concerns regarding potential pool closure. Stated that there are other programs that can be removed rather than closing the pool.

**Recognized:** Caroline Magana, SG resident, concerned about pool closure. Expressed displeasure at long lines for signups. Not against raising fees to continue pool operation as there is a counterbalance in increasing fees.

**Recognized:** Trinidad Maravilla, SG resident, does not agree on increasing fees as there are lower income families with multiple children in sports who would not be able to afford them. This will result in community members going to other cities.

**4. REVIEW OF CONCESSION AGREEMENTS**
**Recommended Motion**: Motion to receive and file.
**M/S/C:** Vice Chair Ruiz/Secretary Esquivel
Acting Director De La Rosa reviewed this item and notified commission that there are no agreements up for renewal.
Commissioner Pelayo requested copy of current concessions agreements on list be provided to the Commission.

**Recognized:** An email from Mario Dominguez SG resident, stated he would like the Commission to explore allowing street vendors, specifically those selling churros, to operate within South Gate Park. Clarification is also requested on current policies that restrict this activity and whether adjustments can be made to better accommodate community interest.
Acting Director De La Rosa, this comment does not pertain to the item.

**5. PROPOSED RENAMING OF CESAR CHAVEZ PARK**

**Recommended Motion**: Motion to suggest new names for Cesar Chavez Park and submit to Council for their review.

**M/S/C:** Secretary Esquivel/Vice Chair Ruiz

Acting Director De La Rosa reviewed this item, the following 5 names were suggested by the Commissioners: Southern Street Park, Unity Park, Farmworker Unity Park, Linear Park, and South Gate Gardens.

**Recognized:** An email from Mario Dominguez SG resident, stated he would like to propose considering the renaming of Cesar Chavez Park, with one suggestion being Dolores Huerta Park to recognize her contributions. Alternatively, the City may consider a community driven name process, allowing residents to submit and vote on potential names.

**DIRECTOR'S REPORT / CALENDAR OF EVENTS**

Acting Director De La Rosa: Will present budget report to Council on 04/14. The Spring Carnival brought in $21,000 in revenue which will be used towards 4th of July fireworks show. Easter Fest sold out with 325 tickets being sold although capacity was 300. In Youth Programming, dance recitals sold out. Sports Camp had a lower attendance this year. Teen Programs have been great, steady numbers. Teens really enjoyed their first trip to Knott's Berry Farm; there are a few trips scheduled for this summer. At the Senior Center the HSA lunch program continues to be successful. The Eco Garden event on April 4th sold out at Urban Orchard Park again. New classes began; 7 people attended the Below Mindset Class. At Circle Park, futsal went well, there were 5 participants. No participants for basketball or pickleball, staff is being flexible to fill in. Upcoming events: Earth Day, Alma Querida Dear Soul art exhibit and Miss South Gate Pageant on April 18th. Grand opening of Soccer USA fields on 04/16. Auditorium roofing project completed, Office A staff back in the office.

Recreation Manager Markel: Contract for Swim Stadium electronic scoreboard project awarded and is in procurement. Items will be delivered by end of May or early June, with installation scheduled for mid-June and completion by June 30th. Swim Stadium project is 100% paid for by CDBG funding. Shade structure project takes longer to procure. Initially thought it would take 3-6 months to complete however will likely take 8-12 months as customized structures are needed. Funding not lost on this project.

Parks Supt. Massey: Resurfacing of Tot Lot at Hollydale Regional Park to begin next week and will take about a month to complete. Funded by CDBG funding.

**PARKS & RECREATION COMMISSION SUB-COMMITTEE REPORTS**

Vice Chair Ruiz: Thankful for the renovation of the Tot Lot. Asked if they can commit to the Carnival for future revenue and if they can pay for security as well.

Commissioner Pelayo: Asked about the Carnival cost structure and whether it was profitable. Encouraged acting Dir. De La Rosa and Sup. Massey to attend the advisory committee to potentially get additional CDBG funds.

**REQUEST FOR ITEMS ON FUTURE AGENDAS** - Commissioner Pelayo asked for current concessions contracts. He also requested that the Commissioners be copied in when responding to Mr. Dominguez' email. Vice Chair Ruiz requested how the park is providing better safety for runners.

**ADJOURNMENT -** At 9:35 p.m. Vice Chair Ruiz asked for a motion to adjourn.
**M/S/C:** Secretary Esquivel/Chair Flores

Respectfully submitted:

_____

Cynthia Esquivel, Secretary
Parks & Recreation Commission

*Parks & Recreation Commission Regular Meeting*
*May 14, 2026*

# STAFF REPORT ITEM No. 1

**To:** **Honorable Parks & Recreation Commission**
**From:** **Raul Salinas, City Attorney**
**Date:** **April 23, 2026**

**Subject:** **Oral report on Commission Governance and Procedural Requirements**

**Recommended Motion**: Motion to receive and file.

**Report Summary**:

The Parks and Recreation Commission will receive a refresher from the City Attorney on key governance and procedural requirements. The presentation will include a review of Robert's Rules of Order as a framework for conducting meetings in an orderly, fair, and efficient manner. Topics will include making and seconding motions, maintaining decorum, and following established procedures to support clear and effective decision-making. In addition, the City Attorney will provide an overview of the Brown Act, emphasizing requirements for transparency, public participation, and open decision-making. Commissioners will be reminded of their responsibilities to ensure compliance.

The presentation will also outline the roles and responsibilities of Parks and Recreation Commissioners, highlighting their advisory function, ethical obligations, and the importance of representing community interests while supporting City policies and goals.

City of South Gate

*Parks & Recreation Commission Regular Meeting*
*May 14, 2026*

# STAFF REPORT ITEM No. 2

**To:** **Honorable Parks & Recreation Commission**
**From:** **Tina De La Rosa, Interim Director of Parks & Recreation**
**Date:** **April 16, 2026**

**Subject:** **Annual Reports from Partner Organizations**

**Recommended Motion**: Motion to Receive and File

**Report Summary**: Park Policy No. 9 provides for the use of qualifying non-profit organizations to provide programs which the department would normally provide for the community. This arrangement has many benefits including lower costs for the participants through the use of volunteer leadership. These organizations are designated as "Partner Organizations" and receive use of designated City facilities at no cost.

As part of the Commission's oversight of the activities and compliance of the Partner Organizations, the organizations are requested to provide a summary of their activities for the past year to the Commission at the Commission's May meeting. Those reports are attached to this staff report.

**Attachment: 1**

# SOUTH GATE JUNIOR ATHLETICS ASSOCIATION

# South Gate Junior Athletic Association
# 2025 Year End Report

2025 had many interesting challenges for our youth program. Overall, the year went very well; we did meet one of our goals from the previous year of getting the girls' division registration up in numbers.

One of our biggest problems this past year was inflation and the rise in prices for all the equipment we purchase, baseballs, softballs, uniforms, and other sports equipment. Most prices increased by 25% or more. Even with this increase we are still 30% to 60% less than the other programs in the Southeast area.

The year brought other challenges regarding fundraising for the programs that we donate to. For example, our Thanksgiving give-away, instead of over 200 turkeys, we donated about 175. Sadly, the cost was a third more than last year. Councilperson, Joshua Barron, for the 5th year in a row, organized a softball clinic where participants were asked to bring toys for the Santa Cop program; we were able to collect about 320 toys.

Our summer and winter basketball teams have grown enormously. Goals for next year is the same as last year, to work with Parks staff to try to get back Tuesday nights play time in the gym (at least in the winter) which was taken away for another much smaller Parks program.

Also, we would like to work with Parks staff to get back Monday night practices (inside the gym) for Division I, which is for 4, 5, and 6-year-olds (again in winter). Unfortunately, due to the City's financial issues, we may have to cut our winter baseball/softball season, which will be a hardship for may families in the area, since there will be other program cuts throughout the Parks Department.

# SOUTH GATE A.Y.S.O

# 2025 Annual Summary Report

## AYSO Vision Statement

To provide world class youth soccer programs that enrich children's lives.

## AYSO Mission Statement

American Youth Soccer Organization's mission is to develop quality youth soccer programs which promote a fun, family environment based on the following AYSO philosophies...

### AYSO Philosophies

**Everyone Plays®**
Our program's goal is for kids to play soccer so we mandate that every player on every team must play at least 50% of every game. It's no fun to spend the game on the bench…and that's no way to learn soccer!

**Balanced Teams**
Each year we form new teams as evenly balanced as possible because it's more fun and a better learning experience when teams of similar ability play. It allows for each player to gain the experience of a wide variety of teammates of different skill levels.

**Open Registration**
Our program is open to all children between 4 and 19 years of age who want to register and play soccer. Interest and enthusiasm are the only criteria for playing. There are no elimination try-outs and nobody gets cut.

**Positive Coaching**
Encouragement of player effort provides for greater enjoyment for the players and leads to better-skilled and better-motivated players. A coach can be one of the most influential people in a child's life, so AYSO requires they create a positive experience for every boy and girl.

**Good Sportsmanship**
We strive to create a positive environment based on mutual respect rather than a win-at-all-costs attitude, and our program is designed to instill good sportsmanship in every facet of AYSO.

**Player Development**
We believe that all players should be able to develop their soccer skills and knowledge to the best of their abilities, both individually and as members of a team, in order to maximize their enjoyment of the game.

Region Fees and Program Support: South Gate Region 652

SPRING 2025

Region charges include:

- Core cost: $77.75
- EXTRA cost: $77.75
- All Stars: Region will cover the cost; any additional apparel will fundraised or paid by teams
- United, EPIC: Region does not currently offer these programs
  - **Player number supported: 206 players**
  - **Area** per- player fee - $187.75 per player (Includes national fee and uniform fee)

FALL 2025

Region charges include:

- Core cost: $162.75
- EXTRA cost: $162.75
- All Stars: No All Stars program during the Fall season
- United, EPIC: Region does not currently offer these programs
  - **Player number supported: 450 players**
  - Area per- player fee - $187.75 per player (Includes national fee and uniform fee)

Area Programs

- What programs does your Area provide to your Regions – Available program support includes Sofive Soccer Center, which provides field space for region training sessions.

Ideas on growing opportunities

1. **Distribute flyers at parks, schools, community centers, clinics, fast food locations, and neighborhoods**
2. **Offer in- person registration**
3. **Implement QR codes for quick and easy registration**
4. **Host soccer clinics**
5. **Attend community meetings**
6. **Maximize opportunities to solicit major individuals, corporate and institutional donors and maintain ongoing relationships**
7. **Ensure timely preparation of donor gift acknowledgments**
8. **Social Media**

Uniform Vendors

- XARA SOCCER
- ARRIBA SPORTS
- NIKY'S SPORTS

Uniform Cost Structure

- Standard uniform sets: $20.00 - $28.00 per player
- Select/brand – specific uniform (Adidas): Up to $120.00 per player, as applicable by program requirements

**Refunds – 12 refunds**

**Scholarship – 25 players**

| Program Name | Division Name | Division Enrollments |
|---|---|---|
| 2025 SPRING SEASON | | 206 |
| | 06U - COED | 26 |
| | 08U - COED | 34 |
| | 10U - Boys | 28 |
| | 10U - Girls | 8 |
| | 12U - Boys | 28 |
| | 12U - Girls | 14 |
| | 14U - Boys | 16 |
| | 14U - Girls | 9 |
| | 16U - Girls | 12 |
| | 11U - EXTRA Boys | 11 |
| | 11U - EXTRA Girls | 6 |
| | 13U - EXTRA BOYS | 14 |

| Program Name | Division Name | Division Enrollments |
|---|---|---|
| FALL 2025 | | 450 |
| | 06U - COED | 47 |
| | 08U - COED | 80 |
| | 10U - Boys | 74 |
| | 10U - Girls | 29 |
| | 12U - Boys | 57 |
| | 12U - Girls | 40 |
| | 14U - Boys | 49 |
| | 16U - Boys | 16 |
| | 16U - Girls | 15 |
| | 14U - Girls | 29 |
| | 11U - Boys | 14 |



# SOUTH GATE AZTEC YOUTH FOOTBALL & CHEER

# South Gate AZTECS Youth Football & Cheer, Inc.

9718 Bowman Avenue – South Gate, California 90280
https://www.facebook.com/SouthGateAztecs
http://www.instagram.com/wearesouthgateaztecs

**STATE ID: C1476332 ✱ FEDERAL ID: 95-4321732 ✱ CHARITY REGISTRY: 075927**




**SOUTH GATE YOUTH FOOTBALL, INC.**

# 2025 HIGHLIGHTS

## Our 10th Year of CHALLENGES Continued…

**2025: WE WILL CELEBRATE 37 YEARS IN THIS COMMUNITY AND UNFORTUNATELY 10 YEARS OF BEING HOMELESS, WITHOUT A BASE OF OPERATIONS TO CALL HOME. DEPENDENT ON WHATEVER IS AVAILABLE TO US AT THE BOTTOM OF THIS TOTEM POLE OF YOUTH SPORTS IN THE CITY OF SOUTH GATE!**

Our existence for the past 10 years has been CHALLENGING!

- ✓ **CHALLENGING because football registrations were 48% below 2024 with the same number of football teams (!).** We were only able to retain 12% returning athletes due to poaching from coaches, and neighboring programs who left us in 2024-25 affecting a draw into all tackle teams in 2025. Outside factors: ICE raids within the community, we received calls from parents who were afraid to come out, local community events were under-attended: Street Fair, Park events, etc.
- ✓ **CHALLENGING when we cannot provide a safe and applicable amount of practice space & time to prepare our student-athletes for a tough youth sports competition.** Due to a lack of support from local high school Principals Gonzalez (SGHS) and Jaimes (SEHS), we were once again denied practice and games at our local high schools for unknown reasons? We continued to practice at Hollydale Regional Park, without lights in which we had to cut a regular season practice from 2-hours to 1-1/4 hours, thus not providing our new student-athletes with the adequate training time before we put them in pads to begin 3-weeks of tackle training. This continued for the first month of practice until we were finally offered practice at South Gate Park on diamonds 9-10 but were only offered 2-days instead of our required 3-days for the remainder of our season (September through mid-December). (BTW, we were not provided a 3rd day of practice, Thursday, because we were informed it was being used for games, yet there were no games being played and in total there were about 22-26 children of varying ages practicing

**Executive Board 2026-27:**
**LORA L. GONZALEZ**
**President-CEO**

**HENRY C. GONZALEZ**
**President Emeritus,**
**In Loving Memory 2020**

**OPEN**
**Vice President of Business**

**CLAUDIA CERVANTES**
**Vice President of Admin: Registration/Membership**

**ANDREW "COACH ANDY" ALBIDREZ**
**Vice President of Football**

**STEPHANIE SALAZAR**
**Chapter Athletic Director**

**SARAH M. GONZALEZ**
**Vice President of Cheer**

**CYNTHIA CELIS**
**Cheer Director**

**GILBERT DELEON**
**Vice President of Equipment & Field Ops**

**CRYSTAL ALBIDREZ**
**Vice President of Concessions**

**JOHN C. ASTON**
**Vice President of Scholastic**

**AMANDA R. GONZALEZ**
**Aztec Spirit Sales**

softball/baseball; about 3-teams and their coaches). This contributed to our inability to effectively compete on game days, while disgruntled parents started dropping their kids from our program. The results were devastating to 3 of our 5 teams who were on the verge of forfeiting games, which cost us an $865 fine per game, we had to pay this twice last season, and then we had to merge our 12U into our 14U team just to save the season.

- ✓ **CHALLENGING when we had to forfeit our first game, due to a lack of response from SOUTH GATE and SOUTH EAST HIGH SCHOOLS after filing for our permit request on May 1st.** Our first game, 9/6/2025 had to be forfeited because we were unable to secure a permit, even with the help and assistance of Vice Mayor, Joshua Barron, and the LAUSD East Region Office, Operations Coordinator, Gloria Buenrostro. I have a series of emails of communication between all of us to no avail! In the end no one gave us an answer as to **why such a delay?** Or more importantly, a lack of appropriate response from principals Gonzalez (SGHS) and Jaimes (SEHS)? Fortunately for us, **Vice Mayor Joshua Barron** was instrumental in helping us secure St. Matthias/St. Pius X Academy in Downey to allow us to host 4 of our remaining 5 games, a saving grace to our program!
- ✓ **CHALLENGING because football uniforms, football helmets & shoulder pad reconditioning as well as the purchase of EVERYTHING increased 5-7% due to imposed Tariffs from our MAGA POTUS.** EVERYTHING HAD COST US MORE IN A BUDGET WHICH WAS DESIGNED TO TAKE IN LESS! As such, our football uniforms came LATE---the first time in the history of our program! None of which was under our control, delays from all the vendors we used in 2025 were the theme this past year!
- ✓ **CHALLENGING because our parents decided they did not have to pay for their fees of registration and scheduled program fundraisers.** Everything we laid out during our registration process and which they signed in agreement of understanding and to fulfill this requirement of participation. **By the end of the season, we lost a potential income of $17,072: $8,667-from unpaid registrations and fundraisers, $8,405 from players/cheerleaders who dropped after our first game 9/6 and who also had unpaid balances owed to the program.** Financially this proved to be very difficult and as a result we owe everyone...a little here, more there, and the worry of how we're going to pay our debt, this has been the stress that has wrapped me ever since.
    1) Concerning the lack of payments from our parents, it became quite impossible to enforce our written policies; (1) charge 10% late fees and (2) suspend players and cheerleaders who owed balances. The threat of losing more players to football meant severe financial stress to our budget with impending forfeit fees (which would also include payment of the officials of $1,040) and drops of cheerleaders having to "eat" the cost of unpaid uniforms. IT WAS A DILEMMA!
    2) One of the more challenging consequences of this concerned our CHEERLEADER UNIFORMS, which is paid 100% by the parent. Basic Uniform deadline was 8/22/2025, Competition Uniform Deadline was 9/1/2025. Typically, the organization would have paid in advance of collecting the reimbursement from our parents to ensure a prompt return of the uniforms. THIS WAS NOT THE CASE THIS PAST YEAR. The organization could not afford to pre-pay for cheer uniforms, and we had to wait 3-4 months after the due dates to place the order and to be able to pay for it. However, concerning the Competition Uniform, we placed an order for everyone in late November 2025. But there was $3,683 in unpaid competition uniform fees! The vendor could not release this uniform until we paid a balance of $2,500.00. We ended up securing a personal loan from a family member and received the competition uniform the Thursday afternoon before our teams travelled to Las Vegas for the National Jamz Competition (Jan-23-24-25, 2026). In total there were 24-late Basic Uniform payments made sporadically after the due date: 8/22/2025 (a total of $3,951.50) through 12/01/2025; likewise, there were 19-late Competition Uniform payments made sporadically after the due date: 9/1/2025 (a total of $3,840.00) through 12/20/2025.

3) There were several complaints from CHEER PARENTS filed with JAMES MARKEL, SG Parks Recreation Manager. And, from what I know of, also with the city of South Gate Officials. We are not concerned, because all our registration materials and parent agreements and handbook specifically address the issue of late payments and where cheer uniforms are concerned, late payments after the due date will guarantee a late return of cheer uniforms to everyone! In total unpaid cheer uniform fees totaled $7,791.50, an amount that simply could not be supported in our budget last year. WE ACT WITHIN THE RULES AND POLICIES WE PUT INTO PLACE, INTO WRITING AND WITH THE SIGNED ACKNOWLEDGEMENT AND AGREEMENT FROM OUR PARENTS. There is no breech in what we say we will provide. Insofar as the parent's comprehension is concerned, they believe we are all paid volunteers, that uniforms come from a shelf in our container, that nonprofit means the same as a profit company. Nothing you can say or put into writing, or "one on one" confrontation with the disgruntled has made a difference in their opinion or what they feel they are "entitled" to.
4) Personally, I have had to use family funds up to $15,000 in which the organization will have to pay back, somehow? Moving from one stress to another. And particularly my challenge in developing a new season/year for the South Gate Aztecs Youth Football & Cheer organization; we MUST have a program to move forward in the new year to pay back that which is owed. However, challenges with the city budget have also complicated things.

✓ **CHALLENGING because we are having to redesign our program for the future**, reduce our registration fees (20%) and push the uniform costs for both football and cheer onto the parents. We must make ourselves visible within the community for registrations, securing acceptable practice and home game field facility use is crucial to these plans. How to maintain good volunteers and fill open positions on our executive board of directors to help reduce exhaustion? How to recover football helmets and shoulder pads from players who dropped in 2025; 17 drops at an estimated equipment loss of $6,239.00! Work smart, not so damn hard at everything, it's exhausting on volunteers without a real home, where we must carry supplies and equipment from place to place. Realizing that nothing was "typical" in 2025 and changes we had to put into place to complete the season was unusual; listing all that reflected negatively upon the organization because of the setback, the many adjustments...making plans to not repeat these mistakes moving forward. Due to the negative reaction from dropped players/cheerleaders this past season, many stating they would be going to the Downey program; it was devastating and we must make plans necessary to enhance our image and improve our programs. To do all this and more will require lots of time and energy from an already exhausted volunteer board of directors. Unfortunately, it will cost money to make some things possible. Thus, we must search new avenues within the community for raising funds.

✓ **CHALLENGING because we raised funds to help keep the cost to our parents as low as possible due to us being able to provide a snack bar service for all who attended our practices and games.** For the first 27 years we supplemented our budget with funds raised from a practice and game day snack bar, serving only our own people and guests who attended our home games. During this time, we did not have to implement fundraisers. This all changed with LAUSD in 2021 and combined with less cooperation from our high school principles. We now have to implement one organization fundraiser and a mandated ticket sales for homecoming in order to pay for it. In 2024, SGHS forbid us from selling anything on or outside their campus, even though LAUSD rules would allow us to sell pre-packaged foods. It was not only an embarrassment to our guests not to be able to sell a bottle of water during the heat of the summer season, but we lost the financial capability to pay our game officials and had to use other monies to pay for it, we carried almost $10,000 debt into 2025, and we still have yet to pay $4,600 of that debt to this day.

**IN CLOSING…**

Our organization has served the South Gate community for the past 27 years going into 2026. I myself have been leading this organization since 1995 and this will be my 32nd year. Fighting this battle to secure a home base of operations for the past 10 years, now going into our 11th year has been **UNFAIR, EXHAUSTING and UNEXCEPTABLE!** No city leadership willing to fight for our program against LAUSD…where we should have the right to claim as our home. We were organized in 1989 by the late and great city councilman, Henry C. Gonzalez, who fought LAUSD and its Board to ensure we could claim SGHS as our home without fees. WE ARE A COMMUNITY BASED ORGANIZATION WORKING TO SUPPORT OUR LOCAL HIGH SCHOOLS WITH TALENTED ATHLETES FOR THEIR PROGRAMS. Where has that relationship gone? And where do you think our talent has gone too?

TIME COMMITMENT: On average we have worked with over 200 boys and girls every season/year, except for last year. Our sport is expensive, time-consuming, requires a special kind of volunteer who loves this sport and is willing to give back to the kids. We start in March and end in mid-December with the potential of football to go into outside competitions and national championships. Our Cheer Program's season is extended through February of the following year with their outside competition season. In total, we will dedicate the following time commitment to our youth participants (see also the projected time commitment vs. our registration fee breakdown report attached):

Football 2026: 44-Weeks, 133-Days, 399-Hours
Cheer 2026-2027: 89-Weeks, 249-Days, 572-Hours*
**Cheer Competitions may require an excess of 5-6 hours at a single competition, so the estimated hours above do not include 10-competitions at 5-6 hours per event (50-60 plus hours).*

Attached to this HIGHLIGHT REPORT OF 2025, we have included the following documents:

1) State & Federal Status
2) 2025 Board List
3) 2025 Calendar (May 2025-February 2026)
4) Time Commitment Notice to Parents 2025 (Registration Materials)
5) Uniforms & Invoices: Flag, Tackle & Cheer
6) 2024 Income Graphs
7) 2025 Registration Analysis (Sent to Board)

Very Truly Yours,

LORA L. GONZALEZ
President
South Gate Aztecs

# SOUTH GATE AQUA COALITION

SGAC
South Gate Aqua Coalition
*A non-profit organization*

# 2025 Annual Report
# Introduction

## A Quarter-Century of Splashing Success

When the South Gate Aqua Coalition Inc. (SGAC) first opened its doors over **25 years ago**, the mission was simple yet powerful: give every child in South Gate—and the surrounding neighborhoods—a chance to **learn and love competitive swimming**. What began as a modest community effort has grown into a thriving non-profit program that now serves **93 swimmers ages 6-18**, all while staying firmly rooted in the values of safety, excellence, and personal growth.

"Swimming isn't just a sport—it's a classroom where the water teaches kids how to think, plan, and express themselves." – *Coach Daniel Ruiz, SGAC Head Coach*

| **Cognitive/Emotional Gain** | **How It Happens in the Pool** |
|---|---|
| **Strategic Thinking** | Planning race tactics and stroke sequences forces kids to map out movements before they happen. |
| **Problem-Solving** | Tweaking a turn or refining a breathing pattern is a real-time experiment in trial and error. |
| **Creativity** | Coaches encourage swimmers to "own" their stroke, turning technique into personal style. |
| **Self-Image Boost** | Mastery of a new skill—whether a flip turn or a personal best time—creates a tangible sense of achievement. |

## Why Swimming Is More Than a Physical Skill

The benefits of swimming extend far beyond the pool deck. SGAC, proudly affiliated with **USA Swimming**, uses the sport as a conduit for **intellectual development** and **self-expression**:

By engaging the brain while the body moves, SGAC builds well-rounded athletes who excel in school, work, and everyday life.

## The SGAC Training Model: Structure Meets Flexibility

| Component | Frequency | What It Looks Like |
|---|---|---|
| **Pool Practices** | 2 hours/day, **5 days/week** | Four progressive levels—from "Learn-to-Swim" up to "Elite Competition." |
| **Land Conditioning** | 2 hours, **1 day/week** | Core, flexibility, and functional strength drills that translate directly to faster laps. |
| **Year-Round Competition** | Seasonal meets & local invitationals | Swimmers gain race experience all year, keeping motivation high and skill sharp. |
| **Coaching Staff** | 4 dedicated, USA-Swim-certified coaches | Personalized feedback, video analysis, and a supportive mentorship model. |

This schedule ensures that every athlete—whether just dipping toes into competitive waters or chasing state-level qualifying times—gets the **right amount of practice, recovery, and mental preparation.**

In **2025**, SGAC widened its reach by gaining students from the **city-sponsored swimming lessons**, which we are still using today.

The partnership works like this:

1. **City Program** → Kids start with the city's introductory lessons (basic stroke fundamentals, water safety).
2. **Transition Point** → Once they graduate the highest city level, SGAC coaches take over.
3. **Path to the Team** → Swimmers continue advancing through SGAC's four-level curriculum, eventually earning a spot on the competitive team.

"The collaboration has created a seamless pipeline. A child can begin learning to swim at Patricia G. Mitchell Swim Stadium and, without missing a beat, continue their journey with us toward elite competition." – *SGAC Head Coach, Daniel Ruiz*

The result? **More entry points**, **greater accessibility**, and a **clear, supportive pathway** from beginner to champion.

South Gate has always been a city of resilience, diversity, and ambition. **The South Gate Aqua Coalition** embodies those same traits—turning ripples into waves of opportunity for our youth.

## Team Philosophy

Our philosophy "Striving for Excellence". The main purpose of the South Gate Aqua Coalition INC. to teach the participants to strive for excellence. It is the most advanced aquatics program at the Swim Stadium where one can build upon what they have learned in previous programs. By participating in this club, one should be able to reach a certain level of excellence that will bring them success in all areas of their lives. The members of the South Gate Aquatics Club learn valuable life skills such as time management, good sportsmanship, goal getting and good nutrition.





# Swimmer Accomplishments




When you think of elite youth swimming on the West Coast, the name **South Gate Aqua Coalition INC (SGAC)** quickly rises to the top of the list. SGAC's swimmers live a year-long story of dedication, community, and competition.

Below, we'll peel back into how head coach Daniel Ruiz, makes this club a powerhouse in short- and long-course age-group swimming, why their athletes are regular fixtures on the Southern California Swimming circuit, and how they're turning junior-level meets into springboards for future success.

### A Dual-Course Philosophy: Short-Course vs. Long-Course Mastery

**Short-course (25-yard) swimming** is the arena where many young athletes first learn the nuances of turns, underwater kicks, and sprint tactics. SGAC's coaches design every practice block to:

- **Maximize the "wall" advantage** – perfecting flip-turns and breakout strokes that shave hundredths of a second.
- **Develop race-pace consistency** – interval sets that mimic the rapid turnover of a 25-yard meet.

When the season flips to **long-course (50-meter) pools**, the focus shifts. Endurance, pacing. SGAC's transition plan includes:

- **Extended pull-sets** that simulate the length of a 200-meter race.
- **Technique drills** that emphasize stroke efficiency over a longer glide.
- **Mental-visualization sessions** to help swimmers "see" the pool length before they even step onto the deck.

By mastering both formats, SGAC athletes arrive at every meet with a toolbox that rivals the most seasoned club swimmers.

## Competing Year-Round: The Southern California Swimming Circuit

Southern California isn't just sunshine and surf—it's a **high-intensity swimming ecosystem**. Every summer, fall, winter, and spring, SGAC's age-group teams face off against a roster of elite clubs: Mission Viejo, Irvine Novaquatics, Long Beach Swim Club, BCA, Swim Torrance and dozens more.

**Spring Age Group Championships March 13-16, 2025**

| **Sebastian Campos** | |
|---|---|
| -50 Freestyle | 21st place |
| -50 Backstroke | 41st place |
| -50 Breaststroke | 23rd place |
| -100 Butterfly | 32nd place |
| -100 Freestyle | 25th place |
| -50 Butterfly | 58th place |

| **Jesus Landaverde** | |
|---|---|
| -100 Breaststroke | 51st place |
| -50 Freestyle | 59th place |
| -100 Butterfly | 51st place |
| -100 Freestyle | 60th place |
| -200 Butterfly | 40th place |
| -100 Backstroke | 66th Place |

| **Alaiza Chavira** | |
|---|---|
| -50 Freestyle | 60th place |
| -50 Backstroke | 61st place |
| -50 Butterfly | 64th place |

| **Frida Gilcreace** | |
|---|---|
| -100 Breaststroke | 33rd place |
| -50 Breaststroke | 31st place |
| -50 Butterfly | 48th place |

**June Age Group June 12-16, 2025**

| **Sebastian Campos** | |
|---|---|
| -200 Freestyle | 7th place |
| -100 Freestyle | 8th place |
| -50 Backstroke | 6th place |
| -100 Breaststroke | 10th place |
| -100 Backstroke | 6th place |
| -50 Freestyle | 7th place |

| **Wendy Cervantes** | |
|---|---|
| -200 Freestyle | 13th place |
| -100 Freestyle | 14th place |
| -50 Freestyle | 19th place |

| **Abigail Contreras** | |
|---|---|
| -100 Butterfly | 23rd place |
| -200 Butterfly | 15th place |

**Frida Gilcreace**

| | |
|---|---|
| -50 Butterfly | 22nd place |
| -50 Breaststroke | 9th place |

**Jesus Landaverde**

| | |
|---|---|
| -200 Freestyle | 24th place |
| -100 Butterfly | 5th place |
| -100 Freestyle | 12th place |
| -200 Butterfly | 9th place |
| -100 Backstroke | 13th place |
| -50 Freestyle | 13th place |

**Juanpablo Perez**

| | |
|---|---|
| -50 Backstroke | 31st place |
| -50 Breaststroke | 31st place |
| -100 Backstroke | 25th place |

**Alexa Pichardo**

| | |
|---|---|
| -100 Butterfly | 14th place |
| -50 Butterfly | 25th place |
| -100 Breaststroke | 9th place |
| -50 Breastroke | 11th place |

**Elite July 17-20, 2025**

**Sebastian Campos**

| | |
|---|---|
| -50 Freestyle | 12th place |
| -50 Breaststroke | 25th place |
| -200 Freestyle | 16th place |
| -100 Breaststroke | 22nd place |
| -100 Freestyle | 6th place |
| -100 Backstroke | 17th place |

**Jesus Landaverde**

| | |
|---|---|
| -100 Freestyle | 12th place |
| -100 Butterfly | 13th place |
| -100 Breaststroke | 32nd place |
| -200 Backstroke | 18th place |
| -100 Freestyle | 10th place |
| -100 Backstroke | 25th place |
| -50 Butterfly | 38th place |
| -50 Breaststroke | 50th place |

**Alex Hernandez**

| | |
|---|---|
| -200 Butterfly | 24th place |
| -200 Backstroke | 22nd place |
| -100 Backstroke | 24th plave |

**Sylvia Lopez**

| | |
|---|---|
| -200 Backstroke | 21st place |
| -100 Backstroke | 24th place |
| -50 Freestyle | 32nd place |

**Nicole Velasquez**

| | |
|---|---|
| -200 Backstroke | 33rd place |
| -100 Breaststroke | 17th place |
| 200 Breaststroke | 24th place |

**Abigail Contreras**

| | |
|---|---|
| -50 Freestyle | 59th place |
| -100 Butterfly | 22nd place |
| -50 Butterfly | 28th place |

**Frida Gilcreace**

| | |
|---|---|
| -50 Breaststroke | 25th place |
| -100 Breaststroke | 27th place |
| -50 Butterfly | 32nd place |

**Alex Hernandez**

| | |
|---|---|
| -100 Freestyle | 39th place |
| -100 Backstroke | 21st place |

**Summer Age Group Championships July 24–27, 2025**

**Sebastian Campos**

| | |
|---|---|
| -50 Freestyle | 21st place |
| -50 Backstroke | 41st place |
| -50 Breaststroke | 23rd place |
| -100 Butterfly | 32nd place |
| -100 Freestyle | 25th place |
| -50 Butterfly | 58th place |

**Alaiza Chavira**

| | |
|---|---|
| -50 Freestyle | 60th place |
| -50 Backstroke | 61st place |
| -50 Butterfly | 64th place |

**Frida Gilcreace**

| | |
|---|---|
| -100 Breaststroke | 33rd place |
| -50 Breaststroke | 31st place |
| -50 Butterfly | 48th place |

**Jesus Landaverde**

| | |
|---|---|
| -100 Breaststroke | 51st place |
| -50 Freestyle | 59th place |
| -100 Butterfly | 51st place |
| -100 Freestyle | 60th place |
| -200 Butterfly | 40th place |
| -100 Backstroke | 66th place |

**Winter Age Group Championship** December 12-14, 2025

**Marjorie Ayala**

| | |
|---|---|
| -50 Butterfly | 38th place |
| -100 Breaststroke | 28th place |
| -100 Butterfly | 16th place |

**Bella Bastida**

| | |
|---|---|
| -200 Med Relay | 10th place |

**Jayden Bonilla**

| | |
|---|---|
| -50 Freestyle | 21st place |
| -100 Backstroke | 20th place |
| -50 Backstroke | 31st place |

**Camilla Hernandez**

| | |
|---|---|
| -200 Med Relay | 10th place |

**Sebastian Campos**

| | |
|---|---|
| -50 Freestyle | 21st place |
| -100 Backstroke | 22nd place |
| -50 Breaststroke | 30th place |
| -100 IM | 31st place |
| -50 Backstroke | 29th place |
| -100 Freestyle | 38th place |

**Abigail Contreras**

| | |
|---|---|
| -50 Freestyle | 13th place |
| -50 Butterfly | 6th place |
| -50 Breaststroke | 28th place |
| -100 Butterfly | 2nd place |
| -100 IM | 32nd place |
| -200 Butterfly | 12th place |
| -200 Med Relay | 2nd place |

**Alex Hernandez**

| | |
|---|---|
| -50 Freestyle | 23rd place |
| -100 Backstroke | 16th place |
| -50 Butterfly | 6th place |
| -100 Butterfly | 16th place |
| -200 Backstroke | 7th place |
| -50 Backstroke | 5th place |

**Jesus Landaverde**

| | |
|---|---|
| -50 Freestyle | 6th place |
| -100 Backstroke | 8th place |
| -200 Freestyle | 5th place |
| -100 Butterfly | 3rd place |
| -100 Freestyle | 4th place |
| -200 Butterfly | 2nd place |

**Yaretzi Sanchez**

| | |
|---|---|
| -100 Backstroke | 18th place |
| -50 Butterfly | 23rd place |
| -100 Butterfly | 19th place |
| -50 Backstroke | 15th place |
| -200 Med Relay | 10th place |

**Isaac Zepeda**

| | |
|---|---|
| -200 IM | 11th place |

**Frida Gilcreace**

| | |
|---|---|
| -50 Freestyle | 14th place |
| -100 Backstroke | 22nd place |
| -100 Breaststroke | 9th place |
| -50 Breaststroke | 5th place |
| -100 Butterfly | 11th place |
| -100 IM | 10th place |
| -200 Med Relay | 10th place |

**Alexa Hernandez**

| | |
|---|---|
| -50 Freestyle | 41st place |
| -100 Backstroke | 29th place |
| -50 Backstroke | 13th place |

**Guadalupe Landaverde**

| | |
|---|---|
| -50 Freestyle | 16th place |
| -50 Butterfly | 46th place |
| -100 Freestyle | 16th place |
| -200 Med Relay | 2nd place |

Sophia Munoz

| | |
|---|---|
| -50 Freestyle | 44th place |
| -50 Butterfly | 17th place |
| -100 Butterfly | 25th place |

**Kendra Rosas Torres**

| | |
|---|---|
| -100 Backstroke | 11th place |
| -50 Butterfly | 25th place |
| -100 Breaststroke | 6th place |
| -50 Breaststroke | 6th place |
| -100 Butterfly | 18th place |
| -200 Breaststroke | 23rd place |
| -200 Med Relay | 2nd place |

**Mariah Tavares**

| | |
|---|---|
| -50 Freestyle | 24th place |
| -50 Butterfly | 10th place |
| -100 Butterfly | 15th place |
| -200 Med Relay | 2nd place |

**Nicole Velasquez**

| | |
|---|---|
| -100 Breaststroke | 25th place |
| -50 Breaststroke | 20th place |

| | | | |
|---|---|---|---|
| -50 Freestyle | 8th place | -200 Breaststroke | 29th place |
| -200 Freestyle | 8th place | | |
| -100 IM | 9th place | | |
| -50 Backstroke | 15th place | | |
| -100 Freestyle | 8th place | | |

# Fundraising

### Why Fundraising Matters to SGAC

At the South Gate Aqua Coalition Inc. (SGAC), our mission is simple: give every child in the community a chance to dive into the sport they love, regardless of their family's budget. Because we operate as a **not-for-profit organization**, we keep membership fees low and channel every extra dollar straight into the pool—into swimsuits, training gear, timing equipment, and the little things that make a big difference in a swimmer's confidence.

That's why **annual fundraising activities are the lifeblood of our club.** They allow us to:

- **Maintain affordable membership rates** – families can focus on training, not on tuition.
- **Upgrade equipment regularly** – modern goggles, high-tech timers, and sturdy swim bags keep athletes safe and motivated.

Below is a behind-the-scenes look at the three cornerstone events that keep our swimmers, coaches, and volunteers buzzing each year.

## 1.The July Fireworks Stand – A Summer Tradition

Every July, the SGAC family gathers around a brightly-lit **Fireworks Stand.** What started as a modest pop-up kiosk has grown into a beloved summer spectacle that draws parents, swimmers, and local passersby alike.



**Where the money goes:**

- **Swimsuits & Training Gear** – New competition suits for our age-group teams.
- **Equipment & Accessories** – Waterproof timers, and durable swim-gear bags.

**Why it works:**

- **Community involvement** – Volunteers from the coaching staff and parent council run the stand, creating a festive atmosphere that feels more like a neighborhood block party than a fundraiser.
- **Visibility** – The stand is positioned near the local park's July fireworks launch, capitalizing on high foot traffic.

# 2. Swim Meets – Competition Meets Community

If you think a meet is just a race, think again. SGAC's **swim meets** are 100 % volunteer-run extravaganzas that double as fundraising powerhouses.

### The Volunteer Engine

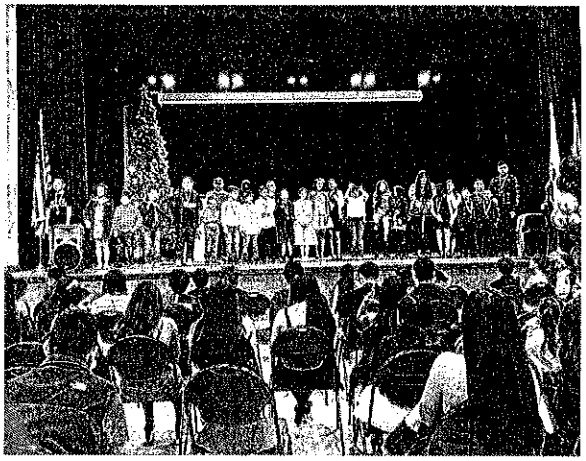
| Role | Who Does It | Why It Matters |
|---|---|---|
| **Concession Stand** | Parents | Snacks, drinks, and "meet-day" memorabilia fund the event and keep swimmers fueled. |
| **Lane Timers** | Parents | Accurate timing ensures fair competition and boosts athletes' confidence. |
| **Safety Patrol** | Certified parent volunteers | A secure environment protects swimmers, spectators, and staff. |

### The 2025 "Last Ditch" Meet – A Case Study

- **Attendance:** Over **700 swimmers** traveled from San Diego to Riverside to compete.
- **Economic Impact:** Concessions alone generated **$4,804.92** in net proceeds.

The success of the Last Ditch meet proved that a well-organized, volunteer-driven meet can bring together athletes from across Southern California while simultaneously injecting essential funds back into the club.

# More Than a Stroke



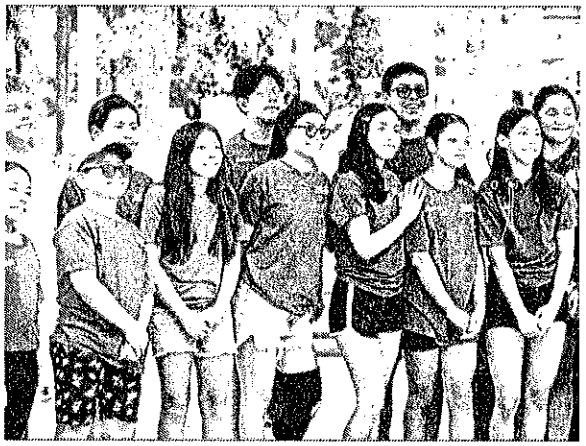


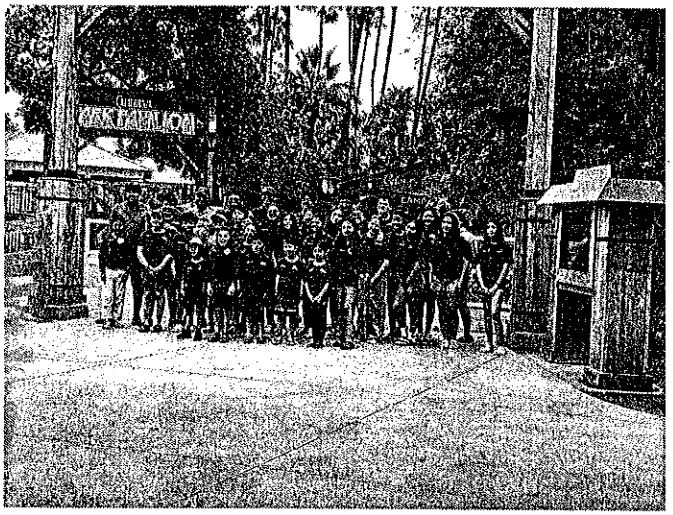
When most people think of a swim club, the image that pops up is usually a row of lanes, a whistle, and a relentless focus on technique and times. At South Gate Aquatics Club (SGAC), however, the water is just the beginning. While elite training and a love of the sport are core to the club's mission, SGAC has deliberately built something richer—a **family-like community** where lifelong friendships are forged, personal growth thrives, and every member feels truly seen and celebrated. **SGAC turns the ordinary act of swimming into an extraordinary experience, and why its calendar of fun-filled events is the secret sauce that keeps athletes, parents, and coaches coming back year after year.**

# Halloween Celebration 2025



# The Swim Team's Splash-tacular Day Out at Soak City 2025





## Why Soak City?

Soak City isn't just any water park. With more than 20 rides ranging from high-speed tube slides to a lazy-river oasis, the park offers something for every skill level and age group. For a swim team that spends countless hours perfecting technique in the pool, a visit to Soak City provides:

- **Cross-training fun** – Slides and wave pools challenge balance, core stability, and reaction time in a low-impact, high-excitement environment.
- **Team cohesion** – Shared thrills foster trust and camaraderie that translate directly to better relay exchanges and race strategy.
- **A mental reset** – After weeks of grueling workouts, a day of carefree play helps athletes recharge both physically and mentally.

## Social Media

We still have our social networks. This will allow you to have a greater reach to other communities that still do not know us and thus they can learn more about our origins and how we have grown over the years.

## Plan for the Coming Year

South Gate Aquatic Club (SGAC) is gearing up for a **breakthrough year in 2025** and the excitement is palpable. After a reflective planning session with coaches, board members, parents, and athletes, the club has identified five strategic priorities that will shape everything

from fundraising to the smiles on our young swimmers' faces. Below, we unpack each goal, why it matters, and how the broader community can help turn these ambitions into reality.

## 1. Amplify Fundraising Efforts – Investing in Technology for Fair Competition

### The Vision

More fundraisers = more resources. This year, SGAC aims to **host an increased number of fundraising events**.

## 2. Elevate Coach Development – Mentoring for Mastery

### The Vision

Coaches are the backbone of any aquatic program. SGAC plans to **expand training and mentorship opportunities** for all coaching staff, from novice to seasoned head coaches.

### Why It Matters

- **Continuous Learning:** Swimming techniques, sports psychology, and safety protocols evolve rapidly. Ongoing education keeps our coaches at the cutting edge.
- **Retention:** Coaches who feel supported are more likely to stay, directly benefiting athlete consistency.
- **Safe Environment:** Properly trained coaches can better spot injuries, enforce water safety, and nurture a positive team culture.

## 3. Grow Membership & Boost Retention – More Swimmers, Stronger Community

### The Vision

A thriving club needs a steady flow of new members **and** a high retention rate of existing athletes. SGAC's 2025 plan focuses on **recruitment drives, family engagement events, and personalized athlete pathways**.

### Why It Matters

- **Diverse Talent Pool:** More swimmers mean a richer pool of talent for competitive teams and recreational programs.
- **Financial Stability:** Membership dues are a cornerstone of our budget, allowing us to fund equipment.
- **Community Impact:** A larger, engaged membership base deepens SGAC's roots in South Gate and neighboring neighborhoods.

*Parks & Recreation Commission Regular Meeting*
*May 14, 2026*

# STAFF REPORT ITEM No. 3

**To:** **Honorable Parks & Recreation Commission**
**From:** **Tina De La Rosa, Interim Director of Parks & Recreation**
**Date:** **April 23, 2026**
**Subject:** **Recreation Programing Report – 3rd Quarter Review FY 2025/26**

**Recommended Motion**: Motion to Receive and File

**Report Summary**:

**Aquatics**
The Aquatics Division maintained steady operations throughout the third quarter, with a focus on winter programming, facility upkeep, and staff development. While seasonal trends typically result in reduced participation, overall usage remained stable, reflecting the community's continued reliance on the Swim Stadium for recreation, fitness, and competitive aquatics.

The Swim Stadium continued to operate seven days a week year-round, offering a variety of Adult, Lap, and Family Swim sessions. Recreational swim attendance exceeded 5,000 visits this quarter, including more than 4,000 member scan-ins and nearly 1,000 daily admissions. Membership levels remained strong, with over 3,000 active accounts, primarily consisting of Adult and Senior Splash memberships.

Aquatic fitness classes continued through the winter months. Staff offered over 72 hours of aquatic fitness and therapy opportunities. SeniorCise, Aqua Blast, Aqua Aerobics, and Master Swim remained popular, with Staff actively diversifying class offerings in preparation for increased spring participation.

Aquatics partnerships and competitive programming continued to be a central component of facility operations. The Swim Stadium remained home to three local, competitive swim teams: South Gate Aqua Coalition (SGAC), Lynwood Marlins Swim Team (LMST), and Penguins Aquatic Club (PAC). Collectively, these teams brought approximately 120 youth swimmers to the facility daily through consistent weekly practices. The Swim Stadium also served as a regional competition venue, hosting several large-scale events. In January, the facility hosted a South-Central Swim League meet that drew nearly 500 athletes and their families. In February, the South-Central

Swim League Winter Championships welcomed over 1,000 participants and spectators across a two-day event. Additionally, the facility began hosting the league's spring season meets in March, further reinforcing its role as a hub for competitive aquatics in the region. This season also marked the return of high school athletics - South East High School swim team began their season in February with almost 40 participants. In March, the facility hosted their high school swim meet vs. Huntington Park. Overall, over 300 hours of swim team practice and over 30 hours of competition time was offered to local athletes during this period.

Programming during the third quarter reflected a natural seasonal transition. Following the conclusion of the fall Learn-to-Swim season in November, Staff introduced targeted winter offerings focused on skill development and preparedness. The Pre-Competitive Swim Class returned in January and February with almost 40 participants. In March, Staff introduced a Youth and Adult Swim Lesson Clinic aimed at improving water competency and building confidence for participants preparing to enter the Learn-to-Swim program. The clinic enrolled approximately 20 participants and generated strong interest for future offerings.

The Learn-to-Swim program officially relaunched in March, marking the start of the division's primary instructional season. Typically running March-November, this program offers group, private, and semi-private swim lessons for all age groups. Early registration numbers were strong, with nearly 300 group lesson participants, approximately 200 combined private and semi-private enrollments. As in previous quarters, youth participants between the ages of 6 and 17 make up the majority of registrations, reinforcing the program's role in foundational skill development and water safety education.

The winter season also provided an opportunity to emphasize staff training and professional development. The quarter began with 40 Lifeguards and 10 Recreation Leaders on staff. Three in-service trainings were conducted, focusing on CPR/AED certification, deep-water rescues, spinal management, and emergency response scenarios.

**Fitness**

Our membership rate remained steady with a little over 4,150 total Fitness memberships sold or renewed during the 3rd Quarter. Premier Memberships stayed consistent with about 550 memberships across the quarter. Similarly, Sports & Splash Memberships declined slightly, which is common during the colder months when the swimming pool is used less frequently.

Daily admissions showed an overall increase by 7%, particularly within the Sports tier. Fitness admissions rose 11% from the previous quarter. Sports-related daily admissions increased by 4% and Volleyball usage went up by 33%. The increases are likely attributed to the conclusion of the Junior Athletic Association's basketball season, which opened more court availability for general use. Of the 4,2518 total daily admissions during this quarter, 1,817 adults participated in basketball. Teens made up the next largest group, with 490 paying for court access.

Our Personal Training program experienced a slight decrease to the number of packages sold but maintained a consistent number of training hours delivered. This pattern typically occurs when packages are purchased near the end of the prior quarter and doesn't reflect reduced demand. The Private 12-session package remained the most popular option, followed by the Semi-Private 16-session package.

Lastly, the Sports Center hosted its annual Open House on Saturday, January 10, from 9 am to 1 pm. This year was the Sports Center's 50th year since it's inauguration. The event invited the community to experience our facility and highlight our outstanding programming free of charge. The day included abbreviated Group Exercise classes, program and event promotions, prize giveaways, and family-friendly activities. The event was sponsored by California Fish Grill. A new feature this year was the addition of the flashback zone with pictures of the Sports Center throughout the years. The Junior Athletic Association showcased their basketball league, with patrons enjoying live games and participating in NBA-style halftime contests for prizes.

**Youth Sports**

The third quarter kicked off with our Winter Youth Fundamentals classes, held from January 7 through March 6. Attendance remained strong throughout the season, with most classes operating near full capacity. As expected, enrollment dipped slightly due to inclement weather; however, youth sports staff adapted effectively by moving classes indoors to ensure participants did not miss any sessions.

Following the winter session, registration for the Spring season opened on March 9, with classes beginning the week of March 23. Programs reached full capacity within hours of registration opening, reflecting strong community interest. Registration for the Spring Sports Camp also launched at that time, and the camp was held from March 30 through April 3, from 9 am to 12 pm. Participants had the opportunity to learn the fundamentals of a variety of sports, including soccer, basketball, and baseball. At the conclusion of the camp, each participant received a newly designed sports camp T-shirt, a sack pack, and a certificate.

In addition to seasonal programming, several special events took place throughout March.

On March 14, Special Olympics hosted a coaches training at our facility, where approximately 100 coaches were trained and certified across multiple sports, including volleyball, basketball, golf, baseball, and soccer. Later in the month, on March 28, we hosted the youth SCMAF basketball tournament, which brought together teams from several local cities such as Inglewood, Torrance, and Lomita. The tournament was a great success and drew a large number of spectators.

**Adult Sports**

The third quarter began with the launch of the Winter 2026 softball season on January 30, which will now run through the end of April due to game rescheduling caused by rain and city events. Despite these minor disruptions, participation remained strong, with a total of 42 teams registered across seven divisions. At the conclusion of the season,

champions will receive newly designed championship sweaters along with a team trophy to commemorate their achievement. Additionally, registration for the Spring 2026 season opened on March 16 and will run through May 16.

Tuesday night open play volleyball continues to be one of our most popular drop-in activities, with steady attendance this quarter totaling 650 participants.
In response to strong community demand, open-play pickleball continues to be offered Monday through Friday from 1 pm to 8 pm, and Saturdays from 9 am to 4 pm. Staff have successfully converted outdoor tennis courts 1 and 2 into four dedicated pickleball courts, with daily participation steadily growing to an average of 40 players.

Glow in the Dark Pickleball Night highlighted the quarter and served as our marquee event during the period. Held January 29, the event welcomed more than 90 participants, including same-day drop-ins, for an exciting evening under black lights. The Sports Center gymnasium was fully transformed into an immersive arena featuring glow-in-the-dark nets, paddles, balls, court markings, and haze effects. Combined with high-energy music, the atmosphere created a vibrant and memorable experience for all who attended.

**Partner Organizations (Sports):**
SG Aztecs are currently in hiatus for their pre-season football and cheer practices.

SGJAA Winter Basketball Season has concluded; teams faced off in five divisions and concluded with All-Star games and practices for the top players in their respective divisions. Spring Baseball & Softball are currently conducting clinics, and the Spring Season is set to begin on Opening Day, May 2.

AYSO has begun practices and games at Hollydale Regional Park. They have increased their number of players and teams and look forward to another successful Spring season.

**Social Media:**
We now have over 8,894 total followers! Last quarter we had over 21 posts, 130 stories, and we have reached over 25,479 accounts.

**Youth Programs**
Our Youth Programs: Tot Time, Tiny Two's, and Lil Chefs wrapped up a lively and successful winter session. Participants took part in engaging, educational activities that introduced letters, shapes, and colors while also supporting the development of motor and social skills. In the sixth week, both programs celebrated Valentine's Day with festive parties where participants exchanged cards and enjoyed time together.

Lil Chefs once again proved to be a popular class with both Tuesday and Thursday sessions reaching full enrollment. The program focused on hands-on cooking, giving participants the opportunity to prepare different recipes each week. Highlights included making mini meatball subs, dirt cups, mini pancake skewers, and ham & cheese sliders. The program provided a fun and interactive environment where participants gained

practical cooking skills while enjoying the experience.

**Special Events**

For Easter Fest 2026, the team actively prepared an exciting, community-centered event. Supplies such as eggs, bags, customized wristbands (with egg hunt time), and easter baskets were secured, along with carnival games and decorations for our bunny photo area. Entertainment and attractions—including DJ Gilbert, a photo booth, two face painters, a balloon twister, and a soft play area were also included for all participants to enjoy. New to this year we added an adaptive egg hunt time slot; parents and their children were very appreciative of the new edition as children were able to move at their pace and enjoy the experience.

This year's goal was to create memorable moments for participants of all ages, with activities designed for everyone—from infants as young as six months in the soft play area to seniors taking part in our adult egg hunt. The event was sold out and participants left fulfilled and very happy.

**Senior Center**

The winter season was vastly active, with a strong focus on health, wellness, and social engagement among our senior community. Participation in fitness-based programs saw significant growth, with Yoga classes doubling in attendance, and increased participation in the popular Thursday dance practice sessions. The Senior Center also maintained its valued partnership with the Los Angeles Mental Health, continuing to offer weekly workshops that support senior well-being. Due to high engagement and positive feedback, workshop sessions were expanded from one hour to one and a half hours to better meet participant's needs and engagement.

The excursion program remained a highlight throughout the winter season, with all scheduled trips selling out. Popular destinations included Agua Caliente Casino, La Plaza de Cultura y Artes, Monster Jam, Pala Casino, the Richard Nixon Presidential Library & Museum, the Palm Springs Tram, Harrah's Casino, the Cherry Blossom Festival, and the theatrical performance of *Beetlejuice* at the Pantages Theatre. The continued success of these excursions reflects the strong interest in recreational and cultural opportunities among our senior participants.

In February, the Senior Center hosted a festive Valentine's Day social event featuring heart-shaped Conchas, sweet treats, raffles, a DJ, and a sweetheart dance, creating a lively and welcoming atmosphere. In March, registration for the Southeast Senior Committee Senior Ball reached capacity on the first day, with a total of 50 participants. Weekly programming continues to serve as a cornerstone of engagement, with Mondays dedicated to Lotería, Wednesdays drawing full attendance for Bingo, and Thursdays remaining a community favorite with karaoke and open dance sessions. The consistent participation and enthusiasm throughout the season highlight the strength, connection, and vibrancy of the Senior Center community.

**Cultural Arts**

The cultural arts division hosted their Vision Board 101 workshop on January 10 since it

was a hit last year. The workshop was a drop in activity style, and we had about 30 community members stop by. Community left ecstatic with a visual representation of their goals and manifestations for this upcoming year. Our team made sure we prepped up by creating staff vision boards to share different esthetics and styles with the community.

Our division contributed to the South Gate Sports Centers Open house by creating a mini-Zine titled “Crown Jewel of South Gate Parks” which tells a little history of the Sports Center construction and celebrates their 50th year of the building. We also created and installed historical photography collages at South Gate Sports Center for community to see the different eras of the building and the people that use the space.

For our upcoming group art exhibition *Alma Querida, (Dear Soul)* our team brainstormed vendors, artists and activities we can host for opening reception. With so much turmoil in the world we want this exhibition to feel healing and act as a safe space. Graphics were produced and shared via social media and in print. At the beginning of February our submissions were at 41 and the final count of submissions jumped to 94. Our team then reviewed all submissions and invited 64 artists to be exhibited. Our coordinator gathered all the loan agreements from artists and curated the walls so that art pieces tell a story throughout the exhibit. Our team proceeded with art drops and began the condition report process. After that process we were able to start hanging artwork.

Local LAUSD High Schools reached out to our division to ask for space to exhibit student art shows. South Gate High School Spring student show will be on view inside the museum from March 28 – April 18. STEAM Legacy High is to host their Spring 2026 art exhibition from May 12 – May 26 inside the museum. We will be hosting South East High School for their AP Drawing class student exhibition from May 18 – May 30 inside the conference room.

In other partnerships our coordinator is working with PNI group at Music center on a FIFA ’26 screening/arts event for July 19 at the Music Center our team will probably lead an art activity. Our cultural arts team will be hosting a drop-in art activity for LA County Employees for their Wellness Through the Arts week. They will be able to visit the museum and gallery and participate in an art activity on May 12 from 1-4pm. The cultural arts division was able to attend the reopening of Leland R. Weaver Library. We produced an informational history zine of who Leland R. Weaver was.

**Teen Program**

The Teen Program welcomed three new hires this quarter, each bringing creative ideas that have supported program development. The team has also assisted in the organization of new supplies, and enhancement of the Teen Center environment. Their contributions have helped maintain a fun, engaging, and inviting space for participants. Attendance has continued to increase as the program grows, supported by updated

hours of operation. The Teen Center is currently open from 4:00–7:00 PM, with extended hours on Tuesdays from 3:00–7:00 PM to accommodate early school dismissals. One of the highlights this quarter was a successful Teen Takeover event, where over 25 teens enjoyed a fun Friday evening at the golf course. Participants had access to the driving range, putting green, and holes 1–4. The event featured glow-in-the-dark accessories, music led by a staff member who introduced teens to a DJ system, as well as pizza and raffle prizes. In addition to structured programming, teens are encouraged to use the space for independent activities and personal interests. Many have taken advantage of this by bringing instruments to practice and share their talents. The pool table and indoor group activities continue to be popular, with consistent daily use. These enhancements have fostered stronger social interaction, built meaningful relationships between teens and staff, and encouraged ongoing participation in the program.

**Golf Course**

The course experienced increased attendance over the holiday season, welcoming regular golfers, new groups, and increased youth participation, including a rise in disc golf activity. Hours of operation have now returned to 8:00 AM–6:00 PM. The Winter Tournament was a success, featuring eight teams of four competing for a newly designed winter trophy. Participants also enjoyed a closest-to-the-pin contest, with a golf-themed prize awarded to the winner. The event was supported by Raising Cane's, which provided lemonade and branded swag for attendees. Several improvements were made to the Starter Shack this quarter. Food items are now more neatly organized and displayed using a countertop snack organizer rack. A new TV has been installed to showcase a rotating slideshow with current hours of operation, pricing, upcoming events, and promotions. The display also highlights new merchandise, including golf towels and water bottles featuring the Golf Course logo, which are available for purchase and included as tournament prizes. Lastly, the information display was updated with a new slide recognizing past tournament winners and providing details for upcoming events.

**Contract Classes**

Winter session classes began this quarter with strong enrollment. Partnering with the social media coordinator to promote classes with remaining availability, helping fill spots before registration came to a close. The new acting class has been a great addition and has seen positive interest from participants. This class encouraged creativity, imagination and confidence with our youth, giving them a safe space to feel more comfortable being themselves, trying new things, and connecting with others. Over the course, we checked in with instructors to make sure everything was set for the session, including attendance rosters, room reservations, and sound equipment. To enhance the recital experience, new backdrops were purchased for family photos, featuring seasonal, music, and theater-themed designs. Also, an information table was set up in the entryway during recitals to highlight current and upcoming programs, this has been a helpful way to keep families engaged in our programs. The winter session wrapped up

with recitals in the main auditorium, where families came out to support and watch dance classes perform. This was also a first for youth acting class which closed with students presenting monologues and participating in group improv for their families.

*Parks & Recreation Commission Regular Meeting*
*May 14, 2026*

# STAFF REPORT ITEM No. 4

**To:** **Honorable Parks & Recreation Commission**
**From:** **Glenn Massey, Parks Superintendent**
**Date:** **April 23, 2026**

**Subject:** **Grounds & Facility Maintenance 3rd Quarter Review FY 2025/26**

**Recommended Motion**: Motion to receive and file.

**Report Summary**:

**Grounds Maintenance**

Grounds staff has continued routine procedures such as pressure washing the picnic tables, benches, playground areas, handball courts, small quad, the Bandstand, outside restrooms, Golf Course, Senior Center, City Hall, and other areas as needed, in preparation for public use and rentals.

Staff has completed the baseball diamond renovations. All 10 fields are ready for private use and for the JAA baseball season which will begin with Opening Day the first Saturday in May.

We are continuing to overseed the grass in high traffic areas with summer blend seed. Staff continues to make irrigation repairs throughout all City parks to maintain the grass in top condition.

Along with using professional exterminators, staff continues to work on controlling the gopher activity thought all City Parks.

Staff continues servicing and beautifying over 180 acres of park land for the enjoyment of both residents and nonresidents.

**Park Facility Maintenance**

Parks Facility Maintenance staff set up and hosted a variety of events this new quarter, the Employee Recognition Luncheon at the South Gate Park Auditorium, Women's Club Scholarship Dinner, and ongoing Red Cross Blood Drives, just to mention a few.

Had privacy walls Installed in the men's restrooms located at Hollydale Regional Park near Tennis Courts.

Detailed maintenance work on floors, walls, bright work, and windows was performed in all park buildings.

Due to the high use of SG Park, Staff continues to do a third daily inspection and cleaning in the late afternoon to our outdoor restrooms. We have continued the use of Electrostatic Disinfecting Equipment for more coverage in our cleaning and disinfecting efforts for both indoor and outdoor restroom facilities, along with a pressure washing program. These disinfecting and cleaning tools will be used consistently. Set-ups for all events require us to disinfect all tables, chairs, door handles, and A/V equipment.

We are in full operation with classes, as well as private rentals, picnics, sports activities, and service clubs' events. We continue to host monthly food giveaways for the community at Hollydale Regional Park.

The Community Service Worker program is ongoing; we are still limiting the intake to 15 people maximum per day. We continue addressing the ongoing challenges with restroom cleanliness with a routine restroom disinfecting program. This includes the use of the C3 Machine to apply disinfectants and cleaners. Once the product is sprayed, staff scrubs floors, walls, and fixtures to ensure sanitary conditions.

*Parks & Recreation Commission Regular Meeting*
*May 14, 2026*

# STAFF REPORT ITEM No. 5

**To:** **Honorable Parks & Recreation Commission**
**From:** **Tina De La Rosa, Interim Director of Parks & Recreation**
**Date:** **April 22, 2026**

**Subject:** **Proposed Parks & Recreation Commission Meeting Schedule 2026/27**

**Recommended Motion**: Approve the proposed Meeting Schedule with any suggested changes for the coming fiscal year.

**Report Summary**: For purposes of planning and communication between staff, City Council, and the Parks & Recreation Commission, it is advisable to annually approve a meeting schedule that includes the Commission's assignments or major work objectives for the coming fiscal year and a calendar of the regularly scheduled Commission meetings along with the known business items that will be on those agendas.

Attached is a copy of the proposed meeting schedule for the upcoming fiscal year. The Commission is asked to review the schedule and make any recommendations to staff for the coming year's meetings. When approved, a copy will be forwarded to the Council for their review and staff will prepare future agendas in accordance with the approved meeting schedule.

**Attachment:** 1

*City of South Gate*
*Parks & Recreation Commission Meeting Schedule*
***Fiscal Year 2026 - 2027***

**Jul 09, 2026** **Review of HSA Annual Report**
**Parks & Recreation Master Plan Annual Review**

**Aug 13, 2026** **Recreation 4th Quarter Review & Upcoming Events**
**Grounds & Facility Maintenance 4th Quarter Review-**
**Major Projects Update**

**Sep 10, 2026** **Review of FY 2025/26 Fee Waivers**

***Oct 08, 2026 No Meeting***

**Nov 12, 2026** **Recreation 1st Quarter Review & Upcoming Events**
**Grounds & Facility Maintenance 1st Quarter Review**
**Discussion of Desired Outcomes for Goals and Standards FY 2027/28**

**Dec 10, 2026** **Approval of Goals and Standards for FY 2027/28 for Recommendation to Council**

***Jan 14, 2027 No Meeting – Christmas/New Year's***

**Feb 11, 2027** **Election of Officers/Reorganization**
**Recreation 2nd Quarter Review & Upcoming Events**
**Grounds & Facility Maintenance 2nd Quarter Review**

***Mar 11, 2027 No Meeting – Budget***

**Apr 08, 2027** **Annual Program Fee Recommendations**
**Review of Operating and Concession Agreements**
**Oral Safety Report from PD**

**May 13, 2027** **Recreation 3rd Quarter Review & Upcoming Events**
**Grounds & Facility Maintenance 3rd Quarter Review**
**Proposed Meeting Schedule 2027/28**
**Annual Partner Organizations' Report**

***Jun 10, 2027 No Meeting***