

recreation program or programs at the sport field involved.

(2) The nonprofit sport organization is required to maintain the sport field involved at its own cost and expense.

(3) Such signs are posted only during the playing season for that particular sport each year and only for the shorter of either the duration of the season or the period of time that the non-profit sport organization operates that season's program at that facility, and not at any other time.

(4) The proceeds derived from the sponsorships acknowledged by such signs are expended solely for the maintenance of the sport field involved; except that any surplus after meeting such expenses may be expended to meet the expenses incurred by the non-profit organization in conducting the recreation program or programs at that facility.

(5) The signs are placed only on the perimeter fence of the field, are one-sided, facing the spectator area of the field, and are of a size, number and design as specified by the Board.

(6) Each such sign identifies the sponsor as well as the non-profit organization and contains a statement declaring such sponsorship or support.

(b) Nothing contained herein shall be construed to prohibit the County of Los Angeles from conducting a Marketing Program on those beaches which are the subject of that certain "Joint Powers Agreement Between the City of Los Angeles and the County of Los Angeles Providing for Lifeguard and Maintenance Services to be Rendered by the County on Beaches Located Within the City" dated May 20, 1975, as amended. The term "**Marketing Program**" is defined to mean a program whereby the County grants third parties limited advertising rights on the beaches, such as the right to display name or product identification on lifeguard towers, trucks, uniforms, rescue boats, lifeguard equipment, public restrooms, fences, concession buildings, parking lot receipts and other beach facilities, in exchange for financial support in the form of money, equipment or services to be used in performing the obligations assumed by the County in the Agreement. Provided, however, that any such name and product identification shall not directly solicit the sale, use or consumption of any product; that the County shall not permit name and product identification of alcoholic beverage or tobacco products; and that the County shall not display the name of any marketing program sponsor or donor, or of their products on the beaches in any manner other than as is described in this subsection without the prior written approval from the Board. Additionally, such Marketing Program shall be subject to all of the restrictions set forth in Section 2.116.210 of the Administrative Code of the County of Los Angeles, which is incorporated herein by reference as amended from time-to-time.

24. **(Added by Ord. No. 179,058, Eff. 9/18/07.)** No person, except as provided here, shall light, ignite, or otherwise set fire to, or smoke, carry, throw or discard any lighted tobacco products, including cigarettes, cigars or smoking tobacco. For purposes of this subdivision, "smoke" and "smoking" shall include the carrying or holding of a lighted pipe, cigar or cigarette of any kind, or any other lighted smoking equipment or the emitting or exhaling the smoke of a pipe, cigar, cigarette or any other smoking equipment. No person shall discard, dispose of, or deposit any tobacco product, including cigarette and cigar butts and ashes, except in approved containers specifically placed and designated for receipt of trash, refuse, rubbish, litter or other kind of waste materials. The Department shall post and maintain "No Smoking" signs in conspicuous locations. All these signs shall clearly and conspicuously recite the phrase "NO SMOKING" and/or use the international no-smoking symbol and shall cite this subdivision of Section 63.44 of the Los Angeles Municipal Code. A violation of this subdivision shall be punishable as an infraction.

Smoking is permitted in the following areas:

(1) City golf courses, except for the following courses where smoking is only allowed in designated areas and not in all areas of the course:

(a) Roosevelt Golf Course

Exhibit B
Central records
#2066

STATE OF CALIFORNIA - RESOURCES AGENCY

PETE WILSON, Governor

DEPARTMENT OF PARKS AND RECREATION

P.O. BOX 942896
SACRAMENTO, CA 94296-0001
(916) 653-8380



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DEC 14 1996

The Honorable Richard J. Riordan, Mayor
City of Los Angeles
City Hall East, Room 800
200 North Main Street
Los Angeles, California 90012

Dear Mayor Riordan:

Thank you for your recent letter regarding the City's desire to continue the lease agreement for Dockweiler State Beach (including Venice Beach) and Will Rogers State Beach. As you pointed out, the leases expire November 9, 1998 and January 31, 1999 respectively. I am in agreement with you that pending the completion of negotiations and formal execution of the new agreement, the existing leases will continue to define our relationship under holdover status in accordance with the terms of the leases and/or Section 1945 of the California Civil Code.

Should you have further questions, please contact Russ Guiney, Angeles District Superintendent at (818) 880-0350. He and his staff will be working with the City in crafting our new agreement.

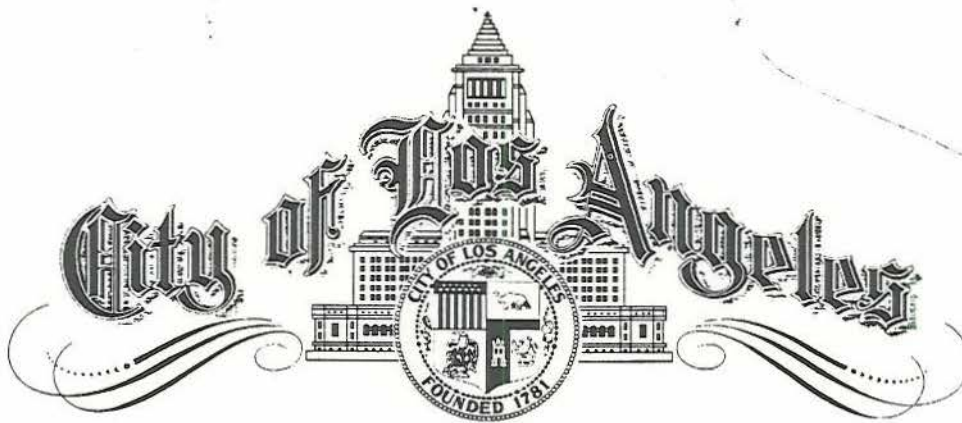
Sincerely,

Original Signed By

Patricia J. Megason
Director

SURNAME	TYPIST	Guiney	Troy	Jones	Megason
	L. Berkenpas 657-4042		Troy 12-4	<i>[Signature]</i>	

TIM LAFFRANCHI
12/9
added
with



LOS ANGELES, CALIFORNIA 90012
(213) 847-2489

OFFICE OF THE MAYOR

RICHARD J. RIORDAN
MAYOR

November 4, 1998

Ms. Patricia Megason, Director
California Department of Parks and Recreation
1416 9th Street
Sacramento, CA 95814

Dear Ms. Megason:

The State of California has leased the coastal beaches known as Dockweiler, Venice and Will Rogers to the City of Los Angeles since 1948. The fifty-year agreements for Dockweiler and Venice Beaches expire on November 9, 1998, while the agreement covering Will Rogers Beach expires January 31, 1999. Both the State of California and the City of Los Angeles have expressed a mutual interest in continuing this leasing arrangement. Preliminary meetings have identified the need to address the issues of land use/development and major maintenance. Pending the completion of the negotiations and formal execution of the new agreements, I am sending this letter to communicate the City's intent to enter into such long-term agreements for the continued lease of Dockweiler, Venice and Will Roger Beaches. Until such leases are in place, the existing 50-year agreements will continue to define our relationship.

Sincerely,

Richard J. Riordan
Mayor

RJR:dr



cc: Cindy Miscikowski, Councilmember, 11th District
Rick Sessinghaus, Interim General Manager, Department of Recreation and Parks
J. Michael Carey, City Clerk