



**BEAUTIFICATION COMMITTEE  
Town Center Hall - Meeting Room No. 1  
Meeting of Wednesday, January 22, 2014**

**MINUTES**

Chairperson Albert Hayes called the meeting to order at 9:42 a.m.

**ROLL CALL:**

***Present:*** Rita Argott, Margaret Bustos, Debra Cabrera, Vada Conrad, Albert Hayes, Mary Jo Haller, Paula Minnehan, Irene Pasillas, Annie Petris, Juliet Ray, Mary Reed, May Sharp, Marlene Vernava, and Charlotte Zevallos, Joseph Saiza

***Council Liaison:*** Councilmember Richard Moore  
Mayor Pro-tem Laurie Rios

***Staff:*** Jo Ann Madrid, Executive Secretary  
Jean Madrid, Program Coordinator  
Lori Balderrama, Administrative Clerk II

***Absent:*** Mary Arias, Sadie Calderon, Eleanor Connelly, Lupe Placencia

**APPROVAL OF MINUTES**

A motion was made by Charlotte Zevallos and seconded by Marlene Vernava to approve the Minutes of November 13, 2013. The motion was carried unanimously.

**ORAL COMMUNICATIONS**

Congratulations to Mrs. Laurie Rios on her appointment as Mayor Pro-tem for the City of Santa Fe Springs.

**COUNCIL LIAISON REPORT**

- Earlier in the month, City Manager Thaddeus McCormack and Councilmember Richard Moore made a trip to Sacramento to meet with legislators to ask for assistance on a few items. One of those items in particular was to request that they come up with some type of incremental tax funding projects to allow us to obtain funding to beautify our City without any additional taxing to the Public. Another item discussed was the Phibro-Tech contaminated property.

**EXECUTIVE SECRETARY REPORT**

***Introduction of New Committee Member*** – The Committee welcomed new member Mr. Joseph Saiza to the Beautification Committee.

**November 2014 Committee Meeting** - Committee members were ask to think about possibly changing the meeting date in November to the third Wednesday in November instead of the fourth Wednesday due to the Thanksgiving Holiday. This meeting will also take place at Heritage Park and will be followed by a Thanksgiving potluck. The Committee will vote on this item at the next meeting.

**Council Re-Organization** - Congratulations to both the newly appointed Mayor Ms. Juanita Trujillo, and the newly appointed Mayor Pro-tem Mrs. Laurie Rios.

### **DEPT. OF POLICE SERVICES REPORT**

Property maintenance issues reported:

- 10574 Norwalk Boulevard. – Sports Bar property at this location is in bad condition and needs to be cleaned up.
- 99 Cent store on Telegraph Road - Area to be checked for excessive panhandling/soliciting.
- Police to patrol the Lakeland Trailer park periodically to check for possible drug activity at unit #71.

### **HERITAGE ARTS ADVISORY REPORT**

The Committee was provided with an update on the placement of the following Artwork:

- “The Archer” will be placed in City Hall. The committee is currently trying to determine where exactly in City Hall it should be placed.
- “The Journey” which was supposed to be placed in front of Lakeview School, is still being determined due to the cost.
- “Journey” was placed in front of Lefiell Company which is located near the 5 freeway at Valley View.

The Art Fest will take place on May 29, 2014 from 5:00 p.m. to 9:00 p.m. Chairperson Hayes has been actively working on trying to obtain sponsorships for the upcoming Art Fest and he is getting a great response.

The Heritage Arts Advisory Committee has also been discussing the possibility of assisting the City with a small contribution towards the funding for the construction of Splash Pads at the city's parks.

### **COMMITTEE PROJECTS FOR 2014**

**Pennies for Pines** – The committee has gathered a total of \$170.00 to donate to Pennies for Pines. The Executive Secretary will be working with the finance department to open an account for the money to be deposited into and in turn the City could cut the committee a check when they are ready to send in the donation.

**Arbor Day 2014** – The local schools are asking if perhaps the Arbor Day celebration could be moved up to an earlier date due to a conflict with State testing dates.

*Beautification Tours 2014* – 2013 Beautification Tours were a great success and Members were thanked for their participation. There was a great response especially in the business category.

The Committee agreed that it is crucial to set up a date for the 2014 Beautification Tours ahead of time so that proper advertising and general guidelines are placed in the Chamber of Commerce Newsletter and in the City’s Newsletter to prepare residents for their participation.

**OLD BUSINESS**

*Christmas Home Decorating Contest* – A total of seventeen (17) awards were given out to residents for their participation in the Christmas Home Decorating Contest. The committee agreed that tours for this contest should be done a bit later in the month, perhaps the second week instead of the first week in December, due to the fact that a lot of homes were not yet prepared by the first week and there were a lot of resident inquiries and complaints. Awards for this contest will be given out at the January 30, 2014 Council Meeting at 7:00 pm.

*Tree Lighting Ceremony* - This was also a successful and very well attended event.

**ANNOUNCEMENTS**

Committee members shared their announcements accordingly.

**FUTURE AGENDA ITEMS**

- *Yard Sale Permits* - The Chairperson was asked by residents if it would be possible to increase the number of yard sales allowed per year to five (5) instead of three (3). Members will vote on this at the next meeting.

**ADJOURNMENT**

There being no further business, Chairperson Hayes adjourned the meeting at 11:14 a.m.

**The next meeting is scheduled for February 26, 2014, 9:30 a.m.**

Respectfully Submitted

Jo Ann Madrid,  
Executive Secretary

