



**BEAUTIFICATION COMMITTEE
Town Center Hall - Meeting Room No. 1
Meeting of Wednesday, March 26, 2014**

MINUTES

Chairperson Albert Hayes called the meeting to order at 9:32 a.m.

ROLL CALL:

Present: Rita Argott, Mary Arias, Margaret Bustos, Debra Cabrera, Sadie Calderon, Vada Conrad, Albert Hayes, Mary Jo Haller, Paula Minnehan, Annie Petris, Lupe Placencia, Juliet Ray, Mary Reed, Joseph Saiza, May Sharp, and Charlotte Zevallos,

Council Liaison: Councilmember Richard Moore
Mayor Pro-Tem Laurie Rios

Staff: Jo Ann Madrid, Executive Secretary
Jean Madrid, Program Coordinator
Luis Collazo, Code Enforcement
Lori Balderrama, Administrative Clerk II

Excused: Eleanor Connelly, Irene Pasillas, Marlene Vernava

APPROVAL OF MINUTES

A motion was made by Charlotte Zevallos and seconded by Lupe Placencia to approve the Minutes of February 26, 2014. The motion was carried unanimously.

COUNCIL LIAISON REPORT

Council member Richard Moore reported the following:

- The City Council meetings have been pretty quiet and very routine. However, they will not be this way for long since budget sessions and labor negotiations are scheduled to begin soon.
- Some good news... The four empty tanks have been taken down at the Powerine refinery. Now the challenge will be for them to be able to take the remaining standing tanks down while keeping the odor down as well, because there are still sediments in the tanks that are still standing. However, there is an incentive for the owners to proceed with the take down since they have someone interested in purchasing the majority of the property once all the tanks are taken down.
- Work continues at the Florence Avenue/Orr & Day Avenue intersection. The Gas Company is currently relocating their gas lines, which makes it a bit difficult for traffic to get through especially on the weekends. Once the Gas Company completes their job, the Edison Company will proceed to relocate their power lines in that same area and then the water lines will follow etc. Therefore, work in that area will continue for quite a while.

- Starbucks is looking to move in to the Promenade Center where the KFC is currently located, as KFC did not renew their lease and will therefore be moving out soon. The City's only concern with the Starbucks would be that traffic in the drive-thru area would be heavier than it ever has been. Starbucks personnel, together with the Management Company and the City are working on trying to find a feasible solution to the problem.
- A Meat Market (Carniceria) is looking to move into the Promenade soon as well.

Mayor Pro-tem Laurie Rios reported the following

- On April 16, 2014, from 6:00 p.m. to 8:00 p.m. at the Gus Velasco Neighborhood Center (GVNC) the City will be holding a Budget Town Hall Meeting similar to the one they had last year where residents will be able to express their concerns and share what items they would like the City Council to look into.
- On Thursday, April 3, 2014, at 7:00 p.m. in the Santa Fe High School Gym, Cal Trans will be hosting another meeting for the Public to attend and find out more information regarding I-5 Freeway and Florence Avenue Bridge construction and how it will affect people in Santa Fe Springs and the surrounding cities.
- The Good Will is scheduled to move in to the Promenade Center near Pescado Mojado, where the 98cent & More Store was previously located. They will not allow drop off of donations at this store so as not to have donations piled up as at other locations.

EXECUTIVE SECRETARY REPORT

Introduction of Director of Public Works - Noe Negrete

Mr. Negrete was invited to the Meeting so that committee members could have the opportunity to address all the outstanding maintenance issues and concerns they would like for Public Works to look into, and/or to express any further questions or concerns they might have. The following issues were reported and discussed:

- Street Construction on Gridley Road between Clarkman and Davenrich. The street is in very bad shape since it has not been replaced in 50 years therefore, they will be re-doing the entire street. This project will take approximately one month to complete (the deadline for the project is June 30, 2014). During this time residents may or may not have access to their driveways and may therefore need to park down the street from their homes. Notices were sent out to residents with more detailed information on the work that is scheduled to be done and how it may affect them.
- Standing Water at 9208 Morrill
- At 11644 Nova there is standing water by tree and by neighbor's driveway
- Lifted sidewalk in front of Mobile Home Park at 2147 Lakeland Road.
- Standing water (huge puddle) at 11232 Dunning

*Public Works will go out and look into the above items.

Mr. Negrete also took the time to explain in detail how the funding and assessment process for street repairs and/or other major projects works, so that committee members have a better understanding of how the Department of Public Works responds to their requests or complaints and also how major projects are scheduled.

Per Mr. Negrete, the following City items are currently on the list for repair:

- Snake Fountain – Plumbing problem
- Native American Pond at Heritage Park
- Sculpture Garden – Lights are off when they should be on at least from dusk till dawn from Ontiveros to the Bridge.
- Abalone Fountain
- Aviary at Heritage Park

Lastly the committee and Mr. Negrete discussed I-5 corridor Improvement project and how it will affect the community. Mr. Negrete also informed the committee of the possible options that will be available to the community. Basically, it will be complete chaos for a long period of time. The closures will begin as early as June or as late as September, but it is scheduled to begin this year.

DEPARTMENT OF POLICE SERVICES REPORT

Update on property maintenance issues reported:

- Mr. Collazo reported that the panhandling issue in the Promenade has been resolved. They also banned the adults from selling candy out in front of the stores.
- The speeding issues on Gard Ave. as well as the Orr & Day/Charlesworth intersection have been referred to the WPD traffic officers to handle.
- The City continues to work with the Racks Sports Bar located at 10574 Norwalk Boulevard regarding issues with their Entertainment Conditions Permit and their Alcohol Use Permit.

EXECUTIVE SECRETARY REPORT (CONT.)

Introduction of New Beautification Committee Member

New committee member Doris Yarwood was introduced and welcomed to the Beautification Committee.

"Paint the Town Pink" Update

Unfortunately this event did not go as well as expected due to the necessary date change caused by bad weather. It was a combination of both not having enough time to get the publicity out regarding the date change as well as some vendors not being able to participate after all due to previously scheduled engagements. The City will assist the Abigail Barraza Foundation again next year in hope of a better turn out and reaching Breast Cancer awareness to a much younger age group.

HERITAGE ARTS ADVISORY COMMITTEE REPORT

The Executive Secretary informed the committee of Marlene Vernava's request to resign from her position as Heritage Arts Advisory Committee Liaison for the Beautification Committee, due to health reasons. Mrs. Vernava will remain a member of the Beautification Committee, however, nominations and elections for a new Heritage Arts Advisory Liaison will be held in the month of June 2014.

Chairperson Albert Hayes gave the committee a brief update on what is occurring with the Art Fest preparations.

COMMITTEE PROJECTS FOR 2014

Arbor Day 2014 – The school chosen to receive the tree for Arbor Day this year is St. Pius X. The committee is still waiting to hear from the school in regards to a date that is convenient for them as well as the best area to plant the tree.

Beautification Tours – The committee selected and voted on dates for Beautification Tours. All members voted in favor of having the residential tours take place on May 7, 2014 and May 8, 2014. They will do the North side of the City on one day and the South side on the other. Approximately thirteen (13) committee members will participate on these days.

All members voted in favor of having the Business (Industrial) Tours on May 3, 2014. At 8:00 a.m. Only two committee members will join the Chairperson, the Executive Secretary and Program Coordinator on these tours. Photos will be taken and brought back to the rest of the committee for discussion.

Tree Lighting Ceremony – A reminder that the Tree Lighting Ceremony will take place on December 6, 2014.

OLD BUSINESS

Community Yard Sale

The committee voted unanimously on making a recommendation to the City Council to approve and allow all City residents to have a community yard sale the last weekend in June where residents would not be charged any fees and would be allowed to sell their items on their lawns for two days. This will take the place of last weekend in June. The committee recommendation is to increase the number of yard sales allowed from three (3) to five (5).

NEW BUSINESS

Annual Easter Egg Hunt - The “Alice in Wonderland” themed Easter Egg Hunt will take place on Saturday April 19, 2014, at Los Nietos Park. Also, enjoy a delicious Pancake Breakfast, hosted by the Sister City Committee and the Young Ambassadors, beginning at 8:00 a.m. Presale tickets are \$4.00 and \$4.50 if purchased at the door on the day of the event
Come out and enjoy a fun filled day!

Children’s Day – This event will take place on April 26, 2014 from 12 noon to 4:00 p.m. Help was requested from committee members to come out and assist with the butter churning booth.

Donation List for Food Pantry/Community Closet – A copy of the Donation list with items needed for the Food Pantry and Community Closet was distributed to all committee members.

ORAL COMMUNICATIONS

Committee Members shared their announcements accordingly.

FUTURE AGENDA ITEMS

None

ADJOURNMENT

There being no further business, Chairperson Hayes adjourned the meeting at 11:07 a.m.
The next meeting is scheduled for April 23, 2014, 9:30 a.m.

Respectfully Submitted

Jo Ann Madrid,
Executive Secretary