



HERITAGE ARTS ADVISORY COMMITTEE
Gus Velasco Neighborhood Center - Meeting Room No. 1
March 25, 2014

MINUTES

1. CALL TO ORDER

Chairperson Albert Hayes called the meeting to order at 9:09 a.m.

2. ROLL CALL

Attendance: Gloria Duran, Albert Hayes, Paula Minnehan, Amparo Oblea, Larry Oblea, and May Sharp

Absent: Tom Summerfield (Excused) and Marlene Vernava (Excused)

City Staff: Richard Moore, City Council Liaison
Laurie Rios, City Council Liaison Alternate
Maricela Balderas, Director of the Community Services Department
Jeff Mahlstede, Community Services Supervisor
Wayne Morrell, Director of Planning & Development
Maritza Sosa-Nieves, Management Assistant
Teresa Clift, Administrative Clerk II

Guests: Jean Madrid, Community Services Program Coordinator, City of Santa Fe Springs

3. APPROVAL OF MINUTES

A motion was made by Amparo Oblea and seconded by Larry Oblea to approve the Minutes of February 25, 2014 with the following amendments.

Section 7. EXECUTIVE SECRETARY REPORT, Subsection b. *Art Fest 2014 Update*, Item 2, Sentence 2. Amend to read,

“Chair Hayes, Jeff Mahlstede and Jean Madrid, have been attending various Chamber events to meet prospective sponsors and promote Art Fest 2014.”

Section 8. PUBLIC WORKS DIRECTOR REPORT, Subsection d. *Installation of a Splash Pad*, Sentence 4. Amend to read,

“Staff also has plans in visiting the City of Fullerton and Los Angeles County, Mayberry Park.”

The motion was carried unanimously.

4. COUNCIL LIAISON REPORTS

Councilmember Moore reported that City Council is working on the new budget and labor negotiations. In addition, lane closures continue at Florence Avenue/Orr and Day Road to allow the utility companies to relocate its gas lines and power lines. The City will follow by installing water lines; then Caltrans will commence with its work on the I-5 Expansion Project at this same location. Lastly, Ridgeline has removed four tanks and will continue to dismantle the remainder of the tanks.

Mayor Pro-Tem Rios announced the deadline to apply for the Armando Mora, Larry Sandoval, and Albert Sharp Memorial Scholarships Program is Friday. Also, Mayor Trujillo invites the community to express their concerns and share their ideas in a *Meet the Mayor* program every second Wednesday of the month at the Library from 6:30 p.m. – 7:30 p.m. In addition, the fireworks lottery took place on March 18 and the following organizations were selected: The Community Playhouse, Boy Scouts, Chamber of Commerce, Lee Foundation, Sister City Committee, Four Square Church, St. Paul High School, St. Pius Church, Soroptimist Club, and Santa Fe High School. Lastly, the train at Heritage Park was vandalized and repair is estimated at \$3,000.

Mayor Pro-Tem Laurie Rios also reported on the following events and programs:

- Students participated in the National Cesar Chavez Day of Service on March 19.
- A meeting by Caltrans will be held on April 2 at the Santa Fe High School gym at 7:00 p.m.
- A Budget Town Hall Meeting will be held on April 16 at the Gus Velasco Neighborhood Center from 6:00 p.m. – 8:00 p.m.
- Annual Easter Egg Hunt will be held on April 19, 2014 at Los Nietos Park beginning with a pancake breakfast fundraiser, sponsored by the Sister City Young Ambassadors, at 8:00 a.m.
- First Friday featuring the *Taiko Project* will be held on May 2 at the Library at 7:00 p.m.

5. SUPER COMMITTEE REPORT

- a. ***City-wide Advisory Committee Code of Conduct Policy Update*** - Chair Hayes announced that the committee members met and submitted their final Code of Conduct Policy recommendations. This item will go to the City Council for their approval at a future meeting. Once approved, Management Assistant Wayne Bergeron will visit with each of the advisory committees to provide an overview of the policy.

6. DIRECTOR OF PLANNING REPORT

Wayne Morrell reported that the Planning Department is reviewing a proposal from Goodman-Birtcher, who is in the process of acquiring 52 acres of the existing 54

acres from the previous Powerine refinery site, for development of three concrete tilt-up buildings.

Also, at the Villages home development, nine Santa Fe Springs' residents qualified to purchase homes under the first-time home buyer program. The Planning Department is seeking people to apply for this program as its goal is to have 10 homes sold to first-time buyers. In addition, the last home from the initial lottery program, before the Redevelopment Agency was suspended, is pending for sale.

Mr. Morrell gave an overview report on the status of the Promenade Shopping Center. A lease has been signed by a carniceria (meat market); the bakery previously located at JAX Market has relocated next to Bank of America; the optometrist office remains; anticipating a Starbuck's to move into the Kentucky Fried Chicken site and staff will be working to resolve drive-thru issues; and Goodwill is proposed within the center. Based on a long-term lease, the Goodwill is looking at upgrading facade, redoing parking lot area and further improvements within the center.

7. NEW BUSINESS

Jeff Mahlstede reported on the following:

- a. **St Paul High School Update on Art Grant Program** – Members of St. Paul High School staff will make a presentation to the committee in the month of April. Also, an invitation was shared with members inviting them to attend St. Paul's Theatre Arts Department presentation of *Guys and Dolls* at The Whittier Community Center Theatre, located at 7630 S. Washington Avenue, on April 2 – 5, 2014 at 7:30 p.m. Members may contact Teresa Cliff, if interested, and she will make the necessary reservation arrangements.

8. DIRECTOR OF COMMUNITY SERVICES REPORT

Maricela Balderas reported on the following:

- a. **Activity Fitness Center Renovation** – This project has been completed. A new agreement and release form, as well as facility rules have been implemented.
- b. **Community Garden Program Renovation** – Staff have participated in various renovations and efforts have been made in the cleaning up of the garden. A Community Garden handbook and policy agreement were distributed to each gardener at a previous meeting. The literature was made available in English and Spanish. Part of the new program includes a code of conduct policy, new signage, re-keying, issuing identification and guest passes. Another meeting will be held today. Staff will continue to meet with new gardeners as any additional parcels are made available. Hours of operation are from April to October from 7:00 a.m. – 7:00 p.m. and from November to March from 7:00 a.m. – 5:00 p.m.
- c. **Donation List for Food Pantry and Community Closet** – Maricela provided members a list of items needed for in-house food pantry and community closet.

- d. **Farmers Market Update** – Maritza announced that the Health and Wellness Subcommittee will be introducing an additional component to the market for the public's benefit. Starting in May, on the third Thursday of the month in which hours are extended until 7:00 p.m., health and wellness workshops and demonstrations will be included in the program, such as juicing, healthy cooking demonstrations, and entertainment. A flyer with designated dates and description of events will be distributed to members at the next meeting.
- e. **Wells Fargo Bank Mural** – Maricela shared with members a picture of the mural displayed at the Alburtis Avenue and Telegraph Road bank location. The City's Historical Committee provided the bank with various historical images in which the bank made their art selection.

9. EXECUTIVE SECRETARY REPORT

Jeff Mahlstede reported on the following:

- a. **Networking at noon/Chamber Event at the Clarke Estate** – Recommendation was made to host a Chamber Event mixer at the Clarke Estate to promote Art Fest 2014 on April 17, 2014 from 11:00 a.m. – 1:00 p.m.

A motion was made by Larry Oblea and seconded by Paula Minnehan to approve Item 9a. The motion was carried unanimously.

- b. **Financial Report** – Jeff provided an overview of Fiscal Year 2013/2014 Financial Report and Detail and Summary Reports for period ending February 2014. Copies were distributed to the Committee members for their review. Total Fund Balance: \$1,093,213.

A motion was made by Amparo Oblea and seconded by Paula Minnehan to accept the Financial Report for the period ending February 2014 as submitted. The motion carried unanimously.

c. **Art Fest 2014 Update**

- 1) Art Consultant Contractual Services Report - Members reviewed the report for the period ending February 2014. Total expenses were \$12,337.50.

- 2) **Sponsorships Update** – Sponsorships have been confirmed from ACS-\$500 and Jarritos-\$500 in-kind services. In addition, Pacific Tent will be offering an in-kind donation. Chair Hayes reported that a sponsorship was received by Villain Vapors for \$1,500.00. Also, other possible sponsors we anticipate to hear from are CareMore, PIH, and VANS. Amparo reported that several companies have expressed interest in becoming sponsors, including Simpsons Advertising and Hereaus. Staff will make arrangements to visit companies who express interest in sponsoring this event. Staff is scheduled to meet this week with representatives from Serve Well Disposal, CR and R, and Vernola Towing. Jean recommended that the Committee consider offering a smaller sponsorship package program next year. Lastly, sponsorship tier information will be made available on-line

- 3) **Marketing Update** – A mailer is being sent to homes and is expected to arrive by Monday. Also, a full page advertisement will be publicized in the Chamber Newsletter. A banner will be hung along Florence Avenue and corner of Telegraph and Pioneer. It was recommended that a laminated banner also be displayed at Jersey Athletic fields.
- 4) **Social Media Update** – Maricela noted that the Social Media policy is being finalized and will be brought before the City Council for their final approval.
- d. **Traffic Signal Cabinet Art** – The City Council, at their meeting of March 13 approved the art concept proposal and authorized staff to enter into a contract with artist Candace Galvan to commence with the Traffic Signal Cabinet Art Pilot Project program. Staff is working with Candace to establish a timeline. Estimated completion of art work is April/May 2014.
- e. **“Archer” Sculpture Update** – Staff have arranged to pick up the art piece on March 27 from the Takata family and will be housing it at the warehouse until a physical location at City Hall is determined. Jeff will keep members apprised.
- f. **Art Conservation Program Update** – Maricela reported that the Heritage Arts Advisory Committee has a budget of \$52,000 towards the conservation of the various Art In Public Places art pieces throughout the City. Discussion ensued regarding the conservation process. Staff will be contacting neighboring cities to survey their specific conservation programs and explore more options available, then bring back information to the Committee for their review. Noe Negrete of the Department of Public Works will be invited to the next meeting for further discussion on the status of the Soaring Dreams fountain. This item will also be put on next month’s agenda for the Committee’s consideration and recommendation to City Council.
- g. **HAPP Ordinance 1054 Developer Guide and Art Ed Grant Program Timeline for FY 2013/2014 and FY 2014/2015** - A timeline denoting an overview of both programs was distributed to members. The new Developer Guide with approved Ordinance 1054 will be distributed to members at their meeting of April. The Art Education Grant Program final reports for FY 2013/2014 and new applications for FY 2014/2015 will be due by May 22, 2014. Members were reminded to bring their FY 2013/2014 binders to the meeting of April where they will be collected and reused to compile information for the FY 2014/2015 program. Members will be kept apprised.

10. NEW BUSINESS

Jeff Mahlstede reported on the following projects:

- a. **EL Greco “Whispering Shadows” Update** – Dedication is tentatively scheduled to be held on Tuesday, May 13 at 6:00 p.m.

- b. ***Santa Fe Christian School Art Education Grant Open House*** – Mayor Pro Tem Rios, Chair Hayes, and May Sharp attended the open house and viewed the art work displayed by its students. Chair Hayes will make a picture presentation at the next Committee meeting.
- c. ***Lakeview Elementary School Art Education Grant Open House*** – An invitation was extended to the Committee members to attend the open house on Wednesday, May 14 in Room 202 at 6:30 p.m.
- d. ***Public Works Soaring Dreams Water Feature*** – As mentioned in Item 9f, Noe Negrete will be invited to give an update on this issue at the meeting in April.

Jeff also reported that Principal Perez of Rancho Santa Gertrudes Elementary School has informed him that the kindergarten mural, which was funded by the Art Education Grant Program, is estimated to be completed in April. Jeff will keep members apprised.

11. FUTURE AGENDA ITEMS

- Betty Wilson Center plaque.
- Tour of damaged Art In Public Places art pieces.
- Santa Fe Christian School Art In Public Places Art Education Grant Presentation.

12. ADJOURNMENT

There being no further business to discuss, Chair Hayes adjourned the meeting at 11:04 a.m. The next meeting will be held on Tuesday, April 29, 2014 at the Gus Velasco Neighborhood Center, Meeting Room No. 1, at 9:00 a.m.


Prepared By: Teresa Clift,
Administrative Clerk, II


Jeff Mahlstede,
Executive Secretary