



**BEAUTIFICATION COMMITTEE
Town Center Hall - Meeting Room No. 1
Meeting of Wednesday, April 23, 2014**

MINUTES

Chairperson Albert Hayes called the meeting to order at 9:37 a.m.

ROLL CALL:

Present: Rita Argott, Mary Arias, Margaret Bustos, Debra Cabrera, Sadie Calderon, Vada Conrad, George Felix Jr., Albert Hayes, Mary Jo Haller, Paula Minnehan, , Lupe Placencia, Juliet Ray, Mary Reed, Joseph Saiza, May Sharp, Marlene Vernava , Doris Yarwood and Charlotte Zevallos,

Council Liaison: Councilmember Richard Moore

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

Excused: Eleanor Connelly, Irene Pasillas,

Absent: Annie Petris

APPROVAL OF MINUTES

A motion was made by Charlotte Zevallos and seconded by Debra Cabrera to approve the Minutes of March 26, 2014. The motion was carried unanimously.

COUNCIL LIAISON REPORT

Council member Richard Moore reported the following:

- The Mayor has declared April 23rd as Denim Day for our City. **Denim Day** is an event in which people are encouraged to wear jeans (denim) in order to raise awareness of rape and sexual assault. As of 2011 at least 20 U.S. states officially recognize Denim Day on April 23. Wearing jeans on this day has become an international symbol of protest against erroneous and destructive attitudes about sexual assault.
- There was an article in the newspaper regarding the Cenco Oil Refinery property announcing that a firm from Irvine, Ca. bought most of the property. The good news is that they will clean up the property and make it look very nice for our City. The only downfall of which the City has very little control of is that the new owner intends to put warehouses there, which will increase the traffic situation on Florence. City Council has instructed staff to come up with ideas on how we could limit traffic on Florence.
- On April 16, 2014, from 6:00 p.m. to 8:00 p.m. the City held a Budget Town Hall Meeting for the community at the Gus Velasco Neighborhood Center (GVNC).

Unfortunately, this meeting was very scarcely attended. One of the City Council's goals is to be as transparent as they can in all their processes and invite the community to get involved.

- The city council meeting was moved to Wednesday, since the City Manager will be out of town on Thursday. There is an item on the agenda to award a contract for the relocation of the water line on Florence Avenue at Orr & Day around the Freeway which will cause additional delays on Florence.

EXECUTIVE SECRETARY REPORT

Introduction of New Beautification Committee Member

New committee member Mr. George Felix Jr. was introduced and welcomed to the Beautification Committee.

Restructure of Community Gardens

The restructuring of the Community Gardens is a work in progress. Staff has been working hard on trying to clean it up and ensure that it is compliant with any new OSHA rules and regulations. They have been in contact with other cities to get ideas on developing a new code of conduct. The Executive Secretary Jo Ann Madrid will be inviting Maritza Sosa-Nieves to a future Beautification Committee meeting so that she may bring the committee up to date on the new program in progress.

Children's Day – Heritage Park

This event will take place on April 26, 2014 from 12 noon to 4:00 p.m. Flyers were passed out to all committee members.

Aloha Festival – Heritage Park

Committee members were invited to attend the Aloha Festival at Heritage Park on May 17 & 18, 2014 at Heritage Park.

DEPARTMENT OF POLICE SERVICES REPORT

Mr. Luis Collazo shared that our Public Safety Officers are out on the weekends looking to clean up the City by providing citations to residents who are having yard sales without permits, also to skateboarders who are out where there are no skateboarding signs up etc. He also informed the committee that they are keeping a close eye on the panhandlers in the promenade.

HERITAGE ARTS ADVISORY COMMITTEE REPORT

The Executive Secretary informed the committee that the resignation of Marlene Vernava's from her position as Heritage Arts Advisory Committee Liaison for the Beautification Committee, has been accepted by the City Council. Nominations for the position will be held at the meeting of May 28, 2014. The committee thanked Mrs. Vernava for her hard work and dedication as a representative for the committee.

Chairperson Albert Hayes gave the committee a brief update on what is occurring with the Art Fest preparations. Mr. Hayes thanked the Women's Club for their donation of \$150.00 to the Art Fest and also for their \$150.00 to Heritage Park for their Children's Day.

COMMITTEE PROJECTS FOR 2014

Arbor Day 2014 – The school chosen to receive the tree for Arbor Day this year is St. Pius X. The Arbor Day celebration is scheduled to take place on Wednesday May 21, 2014. However, we are still waiting on the school to confirm the time. Committee members will be notified by phone of the confirmed time.

Beautification Tours – Due to the fact that the City could no longer provide transportation for all committee members to go out and conduct the residential and industrial Beautification Tours, the committee was required to change their selection process.

A motion was made by Marlene Vernava and seconded by Mary Arias to allow staff and city council to go out and take photos of all the qualified homes and businesses then put a power point presentation together for all members to discuss and vote on over a separate meeting luncheon. The motion was carried unanimously.

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

OLD BUSINESS

Sculpture Garden/Heritage Park Lighting Update –Director of Public Works, Noe Negrete

Mr. Negrete provided an update on the lighting at Heritage Park and the Sculpture Garden, which were items of concern discussed at the previous meeting on March 26, 2014. Mr. Negrete shared that on April 10, 2014 he, together with his staff and the Executive Secretary/Heritage Park Supervisor, JoAnn Madrid, took a night tour of the locations to inspect the items of concern. He mentioned that as of Friday April 11, 2014, adjustments were made so that the lighting stays on till dawn at both locations. This will be a one month pilot adjustment pending the results that they get.

NEW BUSINESS

Soaring Dreams Art Piece Presentation – Director of Public Works, Noe Negrete

Mr. Negrete gave a presentation regarding the options available for the restoration of the Soaring Dreams Art Piece.

Soaring Dreams Art Piece- Discussion and Recommendation by the Committee to the City Council on Restoration of Art Piece.

After reviewing all options presented by Mr. Negrete, the committee decided that Project #3, which is to relocate the sculpture and replace the water feature with a more dynamic lighting feature that would focus more in on the art piece.

A motion was made by Charlotte Zevallos and seconded by Marlene Vernava to take into consideration Project #3 as the committee's recommendation to the City Council for the restoration of the art piece.

The motion was carried unanimously.

ORAL COMMUNICATIONS

Committee Members shared their announcements accordingly.

FUTURE AGENDA ITEMS

None

ADJOURNMENT

There being no further business, Chairperson Hayes adjourned the meeting at 11:06 a.m.

The next meeting is scheduled for May 28, 2014, 9:30 a.m.

Respectfully Submitted

Jo Ann Madrid,
Executive Secretary