



**HERITAGE ARTS ADVISORY COMMITTEE**  
Gus Velasco Neighborhood Center - Meeting Room No. 1  
April 29, 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, Larry Oblea, May Sharp, Tom Summerfield, Marlene Vernava, and Frank Ybarra

Absent: Amparo Oblea

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: Libby Lafferty, Office of Advancement, St. Paul High School  
David D'Aiuto, Visual & Performing Arts Director, St. Paul High School  
Julia Enriquez, Student, St. Paul High School  
Alexandra Montes De Oca, Student, St. Paul High School  
Richard Brown, Principal, Santa Fe Christian School  
Bob McMahon, RMA International  
Noe Negrete, Director of Public Works, City of Santa Fe Springs

3. APPROVAL OF MINUTES

A motion was made by Paula Minnehan and seconded by May Sharp to approve the Minutes of April 29, 2014. The motion was carried unanimously.

4. COUNCIL LIAISON REPORTS

Councilmember Moore reported that Cenco Refinery was sold. In addition, the utility companies continue their work in relocating its gas lines and power lines at Florence Avenue/Orr and Day Road. The City is planning in obtaining contract bids for the water main relocation at the same location. Lastly, Mr. Moore commented on the improvements made at the Community Garden and how well it is looking.

Mayor Pro-Tem Rios abstained from reporting.

5. INTRODUCTION OF NEW COMMITTEE MEMBER

Chair Hayes introduced Frank Ybarra who was appointed by the Planning Commission as liaison to the Heritage Arts Committee.

7. PUBLIC WORKS DIRECTOR REPORT

a. ***Soaring Dreams Water Feature Update*** – Noe Negrete introduced Bob McMahon of RMA International who is working with the department in evaluating options discussed previously, which were:

- 1) repair and replace electrical;
- 2) redesign and make improvements and bring up to today's standards; or
- 3) remove water feature and make it a static art feature, and incorporate lighting to accent art piece.

Mr. Negrete informed members that option 1 was removed from consideration due to it would not be in compliance with code. A presentation was made proposing option 3 with additional components, which included moving the art work from its original location, building a wall with electronic ticker board at the corner of Telegraph Road/Pioneer Boulevard. A cost analysis was presented as follows: Option 2 - \$650,000; Option 3 - \$350,000.

A recommendation was made by the Committee to the Department of Public Works for a fourth option – to preserve original appearance of art piece and not move from its original location, and add lighting to illuminate art. A motion was made by Larry Oblea and seconded by Marlene Vernava proposing a fourth option with a cost analysis. The motion carried unanimously. The Department of Public Works will return with a complete report at the next meeting.

In addition, Mr. Negrete reported that Heritage Park Sculpture lighting will remain on for an extended time for a period of one month as a pilot program to evaluate the difference this will make to this area. Discussion ensued regarding the status of the aviary lighting and vandalism to the Native American exhibit. The Department of Public Works has replaced the sensor lighting at the aviary and is currently evaluating the Native American exhibit issues including, considering the fencing at Heritage Park. Ms. Rios thanked Mr. Negrete for resolving problem with water feature from the Native American exhibit seeping into adjoining business.

6. PLANNING DIRECTOR REPORT

Wayne Morrell reported on the following issues:

The Department of Planning is in the process of establishing Standards of Zero Scape Guidelines. The committee requested that Mr. Morrell gather information from other cities who have instituted a similar program and report findings at the next meeting.

Also, the department is in the process of establishing Commercial/Industrial Property Guidelines based on Model 1 Efficiency Landscape Ordinance mandated by the state, AD 1881, which mandates allowable water usage versus proposed water usage and adjusting plant materials used.

Furthermore, at the Santa Fe Springs Plaza, the façade at previous theatre location is in the process of being upgraded to complement with the rest of the shopping center, and there is a proposal for restaurant use at that same site.

Lastly, there is an influx of businesses relocating from other cities to Santa Fe Springs.

#### 8. NEW BUSINESS

Jeff Mahlstede reported on the following:

- a. ***Soaring Dreams HAAC Recommendation to City Council*** – As per Item 7a, this issue will be discussed at the next meeting.
- b. ***Art Education Grant, St. Paul High School Presentation*** – Libby Lafferty, David D’Aiuto and students made a presentation to the committee regarding the benefit from funding from the HAPP Art Education Grant for St. Paul’s various arts curriculum and shared images of student’s art pieces of various mediums. The school representatives thanked the committee for their support.
- c. ***Art Education Grant, Santa Fe Christian School Presentation*** – Principal Richard Brown spoke to members about this past year’s HAPP Art Education Grant and gave an overview of the arts curriculum, including Art Master’s Program, Art Masks, and California Quilt, which have been very inspirational to students who have gone on to study architecture, performing arts, and other art majors in college. Mr. Brown expressed his appreciation to the committee.
- d. ***Betty Wilson Center Plaque*** - This item will be presented at the next meeting for further discussion and a cost analysis for a bronze plaque versus a permanent photograph for the committee’s consideration.

#### 9. DIRECTOR OF COMMUNITY SERVICES REPORT

Maricela Balderas reported on the following:

- a. ***Covered California Update*** – Since the Gus Velasco Center becoming a certified enrollment site and its case managers certified trained, the Center has processed 111 new applications and will be receiving \$6,400 in reimbursement funds. These funds will be allocated to the Family and Human Services Fund, which services families with social services needs. The next open enrollment will be held in October and the Center will partake in assisting clients.
- b. ***GVNC Utility Assistance Program Update*** – The Center provides fund assistance through the United Way to pay Edison and The Gas Company utility

bills. Since January 2013, the Center has processed 330 utility grant applications totaling over \$30,000 in utility financial assistance.

- c. **Bank of the West Donation** – A \$1,500 donation has been made to the Family and Human Services fund and will be allocated for the *Back to School Backpack* Program. This program provides backpacks filled with school supplies for low-income families. Also, funds will also go towards purchasing toys for the Neighborly Elf Program.
- d. **Health and Wellness Fair** – An informational flyer was distributed to members announcing the fair on Saturday, May 10, from 9:00 a.m. – 1:00 p.m., at Rancho Santa Gertrudes Elementary School. This program is sponsored in collaboration with the Los Nietos School District, PIH, and the City of Santa Fe Springs Family and Human Services Division. A variety of health screenings and demonstrations as well as, prizes and games will be made available to the public.
- e. **Los Angeles County Older American Recognition** – This year's recipient is Doris Yarwood who will be recognized on May 8 by the Los Angeles County Board of Supervisor's. Also, she will be recognized at the City Council Meeting that same evening.
- f. **Library Services Division Director Recruitment** – The Department of Community Services is in the process of recruiting a Library Services Division Director. Joyce Ryan is serving as Interim Library Director and will be performing those duties until the position is filled.
- g. **Library Division First Friday** – The Library will be presenting *Taiko Project* on May 2 at 7:00 p.m.

10. SUPER COMMITTEE REPORT

Chair Hayes announced that the committee members will be meeting this morning. Maricela also informed members that she was advised that the Code of Conduct Policy will go before the City Council for their review and approval on May 8. Once it is approved, Management Assistant Wayne Bergeron will be making a presentation to introduce the policy to all city-wide committees.

13. FUTURE AGENDA ITEMS

- a. **Rescheduling of HAAC Committee May Meeting** – A recommendation was made to move the regular scheduled meeting of May 27, due to preparation for Art Fest 2014 event. A motion was made by Marlene Vernava and seconded by Paula Minnehan to move the meeting of May 27 to Tuesday, May 20. The motion was carried unanimously. Also, it was decided that at the June 24, 2014 meeting, an overview of the Art Fest 2014 will be presented.

11. EXECUTIVE SECRETARY REPORT

Jeff Mahlstede reported on the following:

- a. **Beautification Committee Representative to HAAC** – Marlene Vernava has chosen to step down as the liaison representative from the Beautification

Committee. She will serve her term through June 2013. Chair Hayes expressed his gratitude for her contributions to the HAAC.

- b. **Financial Report** – Jeff provided an overview of Fiscal Year 2013/2014 Financial Report and Detail and Summary Reports for period ending March 2014. Copies were distributed to the Committee members for their review. Total Fund Balance: \$1,158,100

A motion was made by Larry Oblea and seconded by Marlene Vernava to accept the Financial Report for the period ending March 2014 as submitted. The motion carried unanimously.

- c. **Project Status Report** – A summary report was distributed to members for their review.

- d. **Art Fest 2014 Update**

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

- 2) **Artist Interest Update** – Approximately 130 applications have been received. Set cap is 150. Approximately 25 students from Santa Fe High School, 15 students from Pioneer High School and 8 – 10 students from St. Paul High School have expressed interest in participating in this year's event. Jeff will keep members apprised.

- 3) **Sponsorships Update** – Sponsorships have been confirmed from thirteen companies – Dill and Bakers, \$1,500; Get-Flipped, \$1,500 In-kind; Pacific Tent, \$1,000 In-kind; C. J. Construction, \$1,000; La Mirada Swap Meet, \$500; Serv-Well Disposal, \$500; ACS Contracting, \$500; CR & R Waste Service, \$500; Hereaus Metals, \$500; Republic Services, \$500; Simpson's Advertising, \$500; LeFiell, \$500; and Women's Club, \$150. Staff is in discussions with various restaurants requesting additional items to be served and in-kind sponsorship through marketing. Jeff will keep members apprised.

- 4) **Marketing Update** – Banners are up and posters are being displayed throughout the city. Also, this month a half-page advertisement is being posted on the Santa Fe Springs Chamber Newsletter.

Jeff introduced members with an option to purchase commemorative wrist bands for all patrons who attend the Art Fest at a cost of .60 cents each for 1,200 pieces. The Committee unanimously agreed not to purchase the wrist bands.

- 5) **Vendors** – Eighteen vendors are confirmed and five others are on a waiting list.

- 6) **Assignments for HAAC Members** - Members interested in volunteering their time during and before the event may contact Jeff. He is compiling a list of tasks and will keep members apprised. At the meeting of May 20, assignments will be confirmed with members.

In addition, Yolanda Garcia is acquiring contract of a new photographer for the event. Staff will also be assigned to take photos of the event. Chair Hayes made a recommendation that the Art Fest be submitted for California Parks and Recreation Society awards. Staff will look into the filing deadline and keep members apprised.

- e. **Takata Family Gift** – The art piece has been received by the City and is being temporarily stored at the Warehouse. The table and acrylic casing have been ordered and once these are received, the art piece will be encased and photographs will be taken to determine physical location at City Hall and present to the HAAC for their recommendation to City Council. In addition, Jeff will research the developer guidelines in reference to the bronze dedication plaque and bring recommendations to committee for further discussion.
- f. **Santa Fe High School Art Show** – The HAAC is invited to attend art show on May 7 and 8, 2014 with showings at 8:30 a.m., 10:45, and 1:20 p.m. Members interested in attending, please contact Jeff.
- g. **Santa Fe High School Choir Art Grant Appreciation** – The HAAC is invited to attend concert on May 17 at 8:00 p.m. Members interested in attending, please contact Jeff.
- h. **Art in Public Places Directory** - Members were informed that the printing cost is \$800 per every 1,000 brochures produced. Chair Hayes recommended that 2,000 brochures be printed and that the directory be distributed at the Art Fest.

A motion was made by Larry Oblea and seconded by Marlene Vernava to approve Item 11h. The motion was carried unanimously.

- i. **Art Conservation Program Update** – The City Manager and staff have met with Margaret Hammon regarding past protocols and procedures and she has been asked to provide the City with a proposal with assessment of art pieces that can be done in-house and art pieces that need to be contracted out. Once the proposal is received, staff will review and bring the information to the Committee.
- j. **Heritage Arts in Public Places Developer's Guide with Ordinance No. 1054 & Arts Education Grants Timeline for FY 2013-2014 & FY 2014-2015** - A timeline denoting both programs was distributed to members. Also, a finalized copy of the Developer Guide with approved Ordinance 1054 and Art In Public Places Directory was distributed to members.

- k. **Art Education Grant Program FY 2014-2015 Update** – A copy of the invitation letter to apply that was mailed to schools and agencies with contact information was distributed to members for their review. Maritza is overseeing this program and will be outreaching to each of the school principals and agencies to introduce herself and to familiarize them with the program and understand the process. Members may turn in their previous year’s Art Education Grant binders to the front office.

At 11:30 a.m. the following individuals were excused from the meeting: Mayor Pro Tem Laurie Rios, Councilmember Mayor, Chairperson Albert Hayes, Gloria Duran, Larry Oblea, and Tom Summerfield. Chair Hayes called upon Vice-Chair Minnehan to preside over the meeting. Due to a lack of a quorum, the meeting resumed as an informal meeting.

12. OLD BUSINESS

Jeff Mahlstede reported on the following projects:

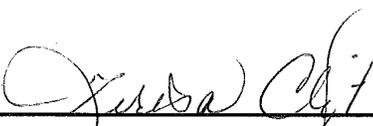
- a. **EL Greco “Whispering Shadows” Update** – Dedication will be held on Tuesday, May 13 at 6:00 p.m.
- b. **Rancho Santa Gertrudes Art Grant Education Update** – Invitations to the Kindergarten Mural unveiling on Tuesday, May 6 from 9:00 a.m. – 10:00 a.m. were distributed to members.
- c. **Pilot Traffic signal Cabinet Art Update** – Artist Candace Galvan is progressing on the art piece and she is estimated to be finished by the end of the week.
- d. **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.

11. FUTURE AGENDA ITEMS

None.

12. ADJOURNMENT

Vice-Chair Minnehan adjourned the meeting in memory of George Schumacher at 11:46 a.m. The next meeting will be held on Tuesday, May 20, 2014 at the Gus Velasco Neighborhood Center, Meeting Room No. 1, at 9:00 a.m.

  
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Prepared By: Teresa Clift,  
Administrative Clerk, II

  
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Jeff Mahlstede,  
Executive Secretary