



HERITAGE ARTS ADVISORY COMMITTEE
Gus Velasco Neighborhood Center - Meeting Room No. 1
Meeting of June 24, 2014

MINUTES

1. CALL TO ORDER – Chairperson Albert Hayes called the meeting to order at 9:10 a.m.
2. ROLL CALL

Attendance: Gloria Duran, Albert Hayes, Paula Minnehan, Amparo Oblea, Larry Oblea, May Sharp, Tom Summerfield, and Marlene Vernava, and Frank Ybarra

Absent: None.

City Staff: Richard Moore, City Council Liaison
Laurie Rios, City Council Liaison Alternate
Maricela Balderas, Director of the Community Services Department
Jeff Mahlstedt, Community Services Supervisor
Wayne Morrell, Director of Planning & Development
Noe Negrete, Director of Public Works
Gurdeep Kaur, Planning Intern
Maritza Sosa-Nieves, Management Assistant
Teresa Cliff, Administrative Clerk II

Guests: None.

3. APPROVAL OF MINUTES
A motion was made by Amparo Oblea and seconded by Frank Ybarra to approve the Minutes of May 20, 2014 with the following amendments.

Let the record show that Amparo Oblea was present at the meeting of May 20, 2014 and she had requested to be excused from the meeting of April 29.

The motion was carried unanimously.

4. COUNCIL LIAISON REPORTS
Councilmember Moore reported on items that will be on the City Council meeting agenda of June 26, 2014, including the two year budget for fiscal years 2014/2015 and 2015/2016 and Gridley Road pavement rehabilitation final payment for their review and approval. In addition, Mr. Moore thanked Wayne for addressing the Los Angeles County regarding issues related to a Santa Fe Springs business relocation. Furthermore, The I-5 bridge expansion project on Florence Avenue has been delayed to March 2015. Lastly, services for Firefighter Armando Mora will be held on Friday, June 27, at Our Lady of Perpetual Help Church in Los Nietos, at 6:00 p.m. and memorial funeral services on Saturday, June 28, at St. John of God Church in Norwalk, at 10:00 a.m.

Mayor Pro-Tem abstained from reporting.

5. PUBLIC WORKS DIRECTOR REPORT

- a. ***Maintenance of Art in Public Places Program*** – Mr. Negrete gave an overview of the funds allocated to the maintenance of city owned art pieces. The fund subsidizes primarily the maintenance of the grounds at the Sculpture Garden. The cost includes salvage supplies, landscaping, electricity, and water. Discussion ensued regarding the maintenance of other City owned art work. Mr. Negrete will bring back a proposal to the committee in August.

Mr. Negrete also reported on the status of the Soaring Dreams fountain art piece. He is working with the CIP Sub Committee and will be meeting next week to further discuss this issue and address the City Council with their recommendations and seek further guidance. In addition, the Department of Public Works will be seeking the approval for contract services to conduct a city-wide ADA compliance study of public facilities and parks, including Soaring Dreams. Mr. Negrete will keep members apprised.

Lastly, Mr. Negrete shared that he has received positive feedback from the public regarding the Artwork Traffic Signal Cabinet Art Project located at the northeast corner of Telegraph Road and Orr and Day Road. The committee will meet to discuss future traffic signal cabinet art project proposals in September.

6. DIRECTOR OF PLANNING REPORT

Wayne Morrell introduced Planning Intern Gurdeep Kaur who made a presentation on Water Conservation in Landscaping. The Governor is proposing guidelines for the reduction of water usage by implementing xeriscape landscaping. An informational brochure was distributed to members. The Planning department is currently in the beginning stages to establish a plan for residents that can be presented to the City Council for future consideration and implementation throughout the city. Currently, Measure AB 1881, which requires industrial and businesses to adhere to water conservation, is being implemented at this time in Santa Fe Springs. Wayne will keep members apprised of the progress of the residential water conservation in landscaping plan.

7. DIRECTOR OF DEPARTMENT OF COMMUNITY SERVICES REPORT

- a. ***Parks & Recreation Services Division Summer Activities*** – Maricela shared with members the various activities and events that are scheduled during the summer including, the Aquatic Program is now open through September, Day Camp at the Parks is currently running through August 8, *Get Acquainted* at all parks will be held on Saturday, June 28 at 3 p.m., and Family Movie Nights on Friday evenings at the Parks through August.
- b. ***4th of July at Los Nietos Park*** – Morning activities include an annual horseshoe contest starting at 8 a.m. Also gourmet food trucks will be available to the public at breakfast, lunch and dinner. Entertainment includes the *Chico Band* and a D.J. who will be coordinating announcements. Lastly, the fireworks display will begin at 9:00 p.m. The City has hired additional Parks and Recreation Division staff

whose work assignments will include assisting at this event and other events and programs.

- c. **Farmers Market Update** – Staff is working at bringing future health screenings during the extended hours on the third Thursday of the month. Also, staff will be working on inviting the Santa Fe High School choir in September.
- d. **Fiestas Patrias** – This year, the City will feature Navajoa, Sonora in commemoration of the 50th anniversary sister city relationship on Friday, September 12 from 6:00 p.m. – 11:00 p.m. Staff is working with the Sister City subcommittee to assist on putting on this event.
- e. **Gourmet Food Trucks at Little Lake Park** – Four trucks will be at the park on Thursday, June 26, from 5:00 pm – 9:00 pm. Staff is considering bringing the gourmet trucks to the plaza in the future.

8. EXECUTIVE SECRETARY REPORT

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

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

- b. **Art in Public Places Program Project Status Report Update** – Staff will be coordinating with Public Works regarding the Cannonball art piece in September.

c. **Art Fest 2014 – Event Debriefing**

- 1) Event Recap/Discussion – Maricela informed members that she met with staff to discuss this year's program and get staff feedback. A list of recommendations was established for next year's program and a copy was distributed to members. Also, a written report from art consultant Yolanda Garcia was given to members for the Committee's review and consideration for the FY 2015 Art Fest Program.

As a result, staff recommended that art consultant have a limited role specific to the management of the art component, including coordination of the artists, receiving and cataloguing art, art sales, transporting art to the Library and hanging of art in the Library. A city team comprising of Technology, Public Works, Public Safety, City Manager's office, and Community Services staff would take the lead in other aspects of the program including, marketing and sponsorships, entertainment, food, logistics, establishing timelines, application intake, etc.

- 2) Art Fest Final Expenditures Report – A financial report summary of expenditures and revenues was distributed to members for their review. Total cost of Art Fest: \$66,751.12
- 3) Art Consultant Summary Report – A copy of report was distributed to members for their review.
- 4) Consultant Contractual Services Report - Members reviewed the report for the period ending June 19, 2014. Total expenditures \$33,150.
- 5) Art Fest Closing Ceremony/Sponsor Recognition – A recognition reception for the event sponsors will be held at the Library on July 24, 2014 followed by recognition of sponsors by the City Council. A recommendation was made by the Committee to invite city staff to the Library reception in appreciation for their contribution.
- 6) Planning for Art Fest 2015 - Discussion ensued regarding the program and the following items were proposed for consideration:
 - CIP Project – redeveloping unused area within the Clarke Estate to expand site.
 - Establishing timelines.
 - Artist and vendor sign in.
 - Invite school representatives to meet and discuss student participation.
 - Directory identifying artist location and identification badges for participating artists.
 - Rental of portable toilets.
 - Define area for beer garden.
 - Location of the Ceramic display.
 - Clearing house and creating a flow for visitor pedestrian traffic.
 - Tour of Clarke Estate house.
 - Additional signage.
 - Parking/transporting patrons into Clarke Estate.
 - Additional lighting.
 - Promotion of event - news media, etc.

A motion was made by Marlene Vernava and seconded by Larry Oblea to contract food trucks for next year's program in lieu of providing free food. The motion was unanimously carried. Staff will follow-up with pricing.

The committee agreed in changing event date to Friday, May 8, 2015 and changing the opening from 6:00 p.m. – 10:00 pm. Staff will follow-up on the availability of the Clarke Estate.

- 7) Renewal of Consultant Agreement for Art Fest 2015 – Staff will revise consultant agreement for Art Fest 2015 specific to the role and responsibilities

of the art consultant and meet with Yolanda Garcia regarding the terms and conditions.

In addition, Jeff reported that he is awaiting to receive video from contracted photographer. Jeff will make arrangements to tour George Rodriguez's studio. Lastly, members viewed presentation of images taken at this year's Art Fest.

- d. **Art Education Art Grant Program FY 2014-2015** – Binders containing new proposals for fiscal year 2014/2015 and final reports from fiscal year 2013/2014 were distributed to members for their review. The Committee will make final recommendations for City Council's consideration at their meeting of July 29. Members may contact Maritza Sosa-Neives to address any questions related to the proposals.
- e. **Proposed Contractual Agreement for Conservation of City's Public Artwork**
The Committee requested that a timeline for the conservation of City owned artwork be presented for their review at a future meeting. Staff will bring consultant proposal and timeline in September.

9. NEW BUSINESS

- a. **Donation of Artwork** - Juliet Ray on behalf of the Women's Club expressed interest in having artwork hung at the Town Center Hall. This art piece was donated by artist Johnny Hernandez, Jr., at the Art Fest, and depicts image of City of Santa Fe Springs in the 1950's. Staff will determine if her intent is to loan the art piece or to donate as a gift to the City. Jeff will keep members apprised.

Discussion ensued regarding considering purchasing one art piece from the Art Fest. Also, staff will make arrangements for committee members to visit City Library and view art display in July.

Mr. Ybarra related his concern related to the public's safety regarding an open space located on walkway at Founder's Plaza. Staff will contact the Public Works Department.

10. OLD BUSINESS

- a. **Replacement of Cannon Ball Sculpture Update** – Staff will report to Committee in September regarding the status of the art piece.
- b. **"Archer" Art Piece Donation by Takata Family Update** - Acrylic case and table have been delivered. Staff will encase art piece and take to City Hall where they will take pictures of different sites within the City Hall Lobby and bring back images for the Committee's review and consideration in order to make a recommendation to City Council.

Also, the following plaque proposals were discussed:

- Option 1 - Trophy style plaque on acrylic casing;
- Option 2 - Post – free standing with brass plaque; and

Option 3 - Plaque that sits inside casing.

A motion was made by Frank Ybarra and seconded by Amparo Oblea to approve Option No. 3. The motion was carried unanimously.

- c. **Traffic Signal Cabinet Update** – Three future site options will be presented to the committee in September for their consideration. Chair Hayes proposed having a high school contest whereby students may submit renderings to the Heritage Arts Advisory Committee and select an image for one of the traffic signal cabinets, and having contracted artist paint the selected rendering onto signal cabinet. Staff will contact artist Candace Galvan regarding this concept. This item will be addressed at a future meeting.
- d. **Betty Wilson Center Plaque Update** – Jeff announced that Julie Herrera, Public Relations Specialist, will be providing him a photograph of Betty Wilson.
- e. **El Greco Brochure** - Information related to the Whispering Shadows art piece was mailed to the Los Nietos Library.

11. FUTURE AGENDA

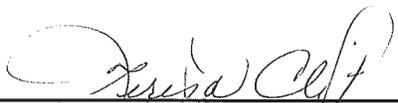
- Pilot Traffic Signal Cabinet Student Contest
- Election of Officers - July

Larry Oblea announced that he will not be seeking reappointment to the Historical Committee. Chair Hayes thanked Larry on behalf of the Committee for his years serving as the Historical Committee Liaison to the Heritage Arts Advisory Committee and the Super Committee.

12. ADJOURNMENT

Chair Hayes adjourned the meeting in memory of Tina Segura, Rosalie Miller, and Armando Mora Jr. at 11:50 a.m.

The next meeting will be held on July 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 Mahlstedt,
Executive Secretary