



**BEAUTIFICATION COMMITTEE
Town Center Hall - Meeting Room No. 1
Meeting of Thursday, October 16, 2014**

MINUTES

Chairperson Albert Hayes called the meeting to order at 9:45 a.m.

ROLL CALL:

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

Staff: Jean Madrid – Executive Secretary
Lori Balderrama, Administrative Clerk II

Excused: Eleanor Connelly, George Felix Jr., JoAnn Madrid

APPROVAL OF MINUTES

A motion was made by Charlotte Zevallos and seconded by Lupe Placencia to approve the Minutes of September 24, 2014. The motion was carried unanimously.

COUNCIL LIAISON REPORT

Councilmember Richard Moore Reported the following:

- The City has partnered up with the Abigail Barraza Foundation once again to “Paint the Town Pink” in honor of Breast Cancer Awareness month. As of October 1, 2014 city sign features were lit pink, as well as some of the City fountains. Also, this year, for the first time the bridge that crosses from Norwalk Blvd to Telegraph Rd. has also been lit up with pink lights.
- Cherries Doughnuts has moved to their new location on Orr & Day Road where Villa’s Tacos was previously located. They seem to be doing very well at their new location.
- In regards to the negative report that was recently aired on the Channel 5 News regarding a home here in the City of Santa Fe Springs and a swing set that was donated to the family’s special needs child by the “Make-a-wish foundation”, Mr. Moore clarified the inaccuracies made in the report and confirmed that the swing set was never an issue.
- Congratulations to Mayor Pro-Tem Laurie Rios for being selected as a “Good Scout” by the Rio Hondo District Boy Scouts of America.

EXECUTIVE SECRETARY REPORT

Advisory Committee Code of Conduct Policy

Acting Executive Secretary Jean Madrid reminded everyone that it is a requirement for each member to turn in a signed copy of the Advisory Committee Code of Conduct policy to Mr. Wayne Bergeron in the City Manager’s in order to remain on the Beautification Advisory Committee.

Sugar Skulls Workshop

A reminder that this event will take place on October 25, 2014 from 10:00 a.m. to 4:00 p.m. at Heritage Park. Hope to see you all there!

Haunted House

The City's Haunted House will be open from October 28, 2014 through October 31, 2014. Ms. Madrid invited Committee members to come out on October 27, 2014 at 1:00 p.m. to take a tour of the Haunted House with the lights on, so that they could see the wonderful job that the Staff from different City Departments did with putting it together. A big Thank You to the Women's Club for their generous donation to the Haunted House which was put to good use toward the make-up artist who did the make-up for all the monsters participating in the haunted house. Also, this will be the first year that the City will be submitting the necessary forms and information to the California Parks and Recreation Society to try to win an award for the Haunted House.

Halloween Carnival

This event will take place on October 31, 2014, 5:30 p.m. to 8:30 p.m. at Los Nietos Park. Committee members were invited to come out to this event and join the fun or even to volunteer and assist with working the game booths or anything else that staff might need help with.

Clarke Estate Noise Issues

An update was given to the committee regarding this issue. City staff has been doing a great job with closely monitoring the events at this location and doing whatever necessary to try to keep the noise under control. They will continue to do this for the remainder of the wedding season which is quickly approaching at the end of October. Once the wedding season is over the City will be looking into the different plans they have in place to try to get this matter resolved once and for all.

GVNC Holiday Basket Programs

The GVNC is currently accepting donations of non-perishable food items, canned goods, toys and toiletries for these programs which provide sponsorship to families in need during the holiday season. If you are interested in being a volunteer for these programs please contact the Gus Velasco Neighborhood Center at (562) 692-0261.

Fiestas Patrias – Recap

This event was a huge success with over 2200 people in attendance. The City celebrated 50 years with its Sister City, Navojoa. Representatives from Navojoa, Sonora, were here to participate in the festivities. They all had a wonderful time and were very impressed with the event and by the City's hospitality overall. A big thank you to all City Staff involved for their hard work.

DEPARTMENT OF POLICE SERVICES REPORT

Mr. Luis Collazo reported the following Items:

- Mr. Collazo reminded committee members that the Red Ribbon Parade will take place on Wednesday, October 29, 2014, commencing on or about 9:30 a.m.
- He also shared that due to the increase on panhandling and solicitation out on the streets, a new ordinance to try to minimize these situations has been drafted and will be presented to the City Council at the next city council meeting

HERITAGE ARTS ADVISORY COMMITTEE REPORT

Mrs. Vernava provided the following updates:

- The Archer is now in City Hall. The dedication ceremony will be sometime in December 2014 or January 2015.
- The committee is currently working with Yolanda Garcia on the Art Fest contract. They will be discussing several changes that they plan on making to improve the event overall.
- The journey is still pending on the cost for relocation.
- The next signal box scheduled to be painted is the one located on Telegraph Road and Jersey Avenue. They are currently working with Candice and are thinking of doing a “Children” theme for this one.
- The Soaring Dreams piece is currently being cleaned and restored. This is scheduled to be done in time for the Tree Lighting Ceremony on December 6, 2014.

COMMITTEE PROJECTS FOR 2014

Tree Lighting Ceremony December 6, 2014 – Just a reminder that the Tree lighting Ceremony will take place December 6, 2014, in the Town Center Plaza.

OLD BUSINESS

Thanksgiving Potluck

The Thanksgiving Potluck will take place immediately after the next meeting on Wednesday, November 19, 2014 at Heritage Park.

NEW BUSINESS

None

ORAL COMMUNICATIONS

Committee Members shared their announcements accordingly.

FUTURE AGENDA ITEMS

None

ADJOURNMENT

There being no further business, Chairperson Hayes adjourned the meeting at 10:55 a.m.

The next meeting is scheduled for Wednesday, November 19, 2014, 9:30 a.m.

REMINDER: The next meeting will take place at Heritage Park.

Respectfully Submitted

Jo Ann Madrid,
Executive Secretary