



**HERITAGE ARTS ADVISORY COMMITTEE
Town Center Hall, Meeting Room No. 1
Meeting of Tuesday, March 24, 2015**

MINUTES

1. CALL TO ORDER

Chair Hayes called the meeting to order at 9:13 a.m.

2. ROLL CALL

Members Present: Gloria Duran, Albert Hayes, Pauline Moore, Paula Minnehan, Pauline Moore, Amparo Oblea, Larry Oblea, Marlene Vernava, and May Sharp (Member Emeritus)

Members Absent: Tom Summerfield

Council Liaison: Mayor Laurie Rios
Mayor Pro Tem Richard Moore

Staff: Maricela Balderas, Community Services Director
Ed Ramirez, Executive Secretary
Wayne Morrell, Director of Planning (Excused)
Maritza Sosa-Nieves, Management Assistant (Excused)
Teresa Clift, Administrative Clerk II/Recording Secretary

Guest: Noe Negrete, Director of Public Works

3. APPROVAL OF MINUTES

A motion was made by Pauline Moore and seconded by Marlene Vernava to approve the Minutes of February 24, 2015. The motion was carried unanimously.

4. COUNCIL LIAISON REPORT

Mayor Rios reported on the following issues:

Mayor Rios reminded members that the City's Memorial Scholarship applications are still available on-line and the deadline is March 31. Also, the deadline for the Youth Citizenship Scholarships is Thursday, March 26. The deadline for the Powell Grant and Destiny Scholarships was last Thursday. Furthermore, the Special Olympics Program has started and any questions may be directed to Ed Ramirez. In addition, the Police Services Department has implemented a PSO residential patrol. The Florence Avenue off-ramp will be closed through 2017. Lastly, Mayor Rios will host community outreach meetings, "Meet the Mayor," the last Friday of each month

beginning, Friday, April 24 at the Gus Velasco Neighborhood Center from 6:30 p.m. – 7:30 p.m.

Mayor Rios also announced the following events and programs:

- Children's Boutique - Thursday, March 26 at Gus Velasco Neighborhood Center, at 10:00 a.m. – 3:00 p.m.
- First Mayor's Prayer Breakfast – April 16 at Town Center Hall 6:30 a.m. - 8:30 a.m. Tickets are still available.
- 3rd Annual Art Fest, May 8 at Clarke Estate, 6:00 p.m. – 10:00 p.m.
- Easter Egg Hunt, Saturday, April 4 at Los Nietos Park at 10:00 a.m. with Sister City Young Ambassadors Pancake Breakfast fundraiser at 8:00 a.m.
- Congresswoman Linda Sanchez Representative Community Outreach – Gus Velasco Neighborhood Center, on April 7 at 4:00 p.m. – 6:00 p.m.; May 5 at 9:00 a.m. – 11:00 a.m.; and June 2 at 4:00 p.m. – 6:00 p.m.
- Tuesday Club – for adults with disabilities – April 7 at the Library, at 11:00 a.m.

Mayor Pro-Tem Moore distributed an informational flyer on the First Mayor's Prayer's Breakfast. Also, the City Council at the next meeting will be reviewing and considering approving a proposal by The Whole Child to utilize the previous PIH facility, located at the Gus Velasco Neighborhood Center. The Whole Child proposes to establish its Family Housing program by outreaching to the local homeless population by providing community-based housing as well as bringing its expert personnel to service the community with case management, counseling, education, and social services to promote long-term success and permanency. Staff will continue to offer mental health counseling to children and their families.

7. EXECUTIVE SECRETARY REPORT

Ed Ramirez reported on the following:

- a. **Financial Report – Fiscal Year through February 2015.** Ed Ramirez provided an overview of Fiscal Year 2014/2015 Financial Report and Detail and Summary Reports for period ending February 2015. Copies were distributed to the Committee members for their review. Total Fund Balance: \$903,093.

A motion was made by Gloria Duran and seconded by Larry Oblea to approve the financial report as submitted. The motion was carried unanimously.

The meeting recessed at 9:45 a.m. Chair Hayes resumed the meeting at 9:55 a.m. off-site.

5. PUBLIC WORKS DEPARTMENT REPORT

Noe Negrete reported on the following issues:

- a. **Cannon Ball Art Piece Installation Site Visit** – The members visited the proposed sites at the Aquatic Center to install the art piece. In a majority vote, the Committee recommended the flagpole location site and designated that the art piece position be facing south.

The committee also visited the site of the second proposed pilot signal cabinet art project.

The meeting recessed at 10:13 a.m. Chair Hayes resumed the meeting at 10:30 a.m. on-site.

8. OLD BUSINESS

- a. ***Pilot Traffic Signal Art*** – Ed Ramirez presented the Committee with revised art rendering by Artist Candace Galvan with recommended changes, as previously requested by the HAAC.

A motion was made by Marlene Vernava and seconded by Pauline Moore recommending that the art layout orientation be as follows:

- Fire Engine Truck – Facing South on Telegraph Road
- Public Works - Facing North side
- Police Officer – Facing East side
- McGruff – Facing West side

The motion was carried unanimously. Ed will bring a cost analysis to the committee for their consideration at the next meeting.

6. NEW BUSINESS

Ed Ramirez reported on the following:

- a. ***St Paul High School Revisions to 2014 Art in Public Places Art Education Grant Award*** – Request to approve change of venue. A motion was made by Marlene Vernava and seconded by Amparo Oblea to approve proposal to change participation from the Mount St. Mary's Choral Festival to the Southern California Regional National Catholic High School Choral Festival in the amount of \$677. The motion was carried unanimously.

5. PUBLIC WORKS DEPARTMENT REPORT

Noe Negrete reported on the following:

- b. ***Soaring Dreams Plaza Restoration Project*** – Noe Negrete gave an overview of the Soaring Dreams project including, cost restraints and lighting issues during the restoration process. The Department of Public Works is looking at different types of color lenses and will test prior to making a recommendation to the City Council for their consideration and will notify members when available for viewing. Mr. Negrete will be working with Ed Ramirez to communicate status of future projects and CIP recommendations made to the City Council to the HAAC members.
- c. ***Sculpture Garden Maintenance Budget*** – Noe Negrete gave a summary of budgeted maintenance costs allocated to the Sculpture Gardens, including labor, utilities, contractual services of cleaning and landscaping. In addition, Mr. Negrete

reported that the Fossil Fountain pump has been fixed. Ed Ramirez reported that he is in the process of developing new signage for the art pieces and will also look into signage to prohibit the public from entering into the fountains.

Mr. Negrete also presented members an image of completed repairs to the Founders Plaza fountain trip hazard.

Chair Hayes excused Mr. Negrete from the meeting at 11:56 a.m.

6. NEW BUSINESS

Ed Ramirez reported on the following:

- b. Art Education Grant Financial Summary deadline notification – A copy of notification to schools and agencies was distributed to members. The Final Report is now available on-line and the deadline to submit the report is May 21, 2015.
- c. Art Fest 2016 Preparation – Ed Ramirez proposed that in the future, the City run the Art Fest in-house and determine a cause to bring in revenue to support education art grants. Mr. Moore will be working on a mission statement. Also, Ed proposed a silent auction and incorporating a youth component. Ed will keep members apprised.

Proposed dates for 2016 Art Fest – In a majority vote, the committee selected Friday, May 13, 2016.

For 2015 Art Fest, the community will be provided with a food voucher good for two free items. Geezers, Tepeyac, Crepes and Grapes have confirmed their participation. Also, a churro and dessert cart will be present and 20% of their sales will go back to the Heritage Art Education fund. Banners have been hung along Telegraph Road and also will be placed on Jersey Avenue. The Chamber Newsletter will be posting a full page ad to promote the event. Staff is looking at red carpet entry for sponsors and artists. Staff has also confirmed Master of Ceremonies and confirmed entertainment. Ed has also met with videographer to discuss options to market event. Total sponsorships received to date are \$2,000.

8. OLD BUSINESS

- c. **Art Education Grant Guidelines** - Members reviewed the proposed 2015/2016 Art Education Grant Guidelines. A motion was made by Larry Oblea and seconded by Marlene Vernava to approve the guidelines as amended. In addition, staff will host an orientation night with school representatives and agencies. The Committee will be notified of the scheduled date and members are encouraged to attend.

Chair Hayes excused Gloria Duran at 12:15 p.m.

7. EXECUTIVE SECRETARY REPORT

- b. **Project Status Report** – Ed Ramirez gave an overview of the status of Art In Public Places projects. Members were informed that Margaret Hammon is conducting research with Los Angeles County on the ownership of the Orange Harvest art piece. In addition, Mr. Ramirez reported that there has been vandalism to the art piece. He will keep members apprised.

8. OLD BUSINESS

- b. **Fiesta Patrias 50th Anniversary with Navajoa/Sister City Parquette Plaque.** Ed Ramirez will provide a cost analysis of the proposed plaque to the Committee at the next meeting for their consideration.

9. ORAL COMMUNICATIONS

- Art Fest HAAC Member Participation - Ed will bring a list of volunteer opportunities.
- Family Fun Run/Walk – June 6, 2015. Registration available online. Over 80 people have currently registered.

10. FUTURE AGENDA ITEMS

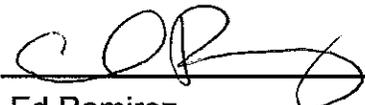
- Clarke Estate Site Visit

11. ADJOURNMENT

Chair Hayes adjourned the meeting at 12:25 p.m.



Prepared by: Teresa Clift,
Administrative Clerk, II



Ed Ramirez,
Executive Secretary