



**HERITAGE ARTS ADVISORY COMMITTEE
Gus Velasco Neighborhood Center, Community Room No. 1
Meeting of Tuesday, June 30, 2015**

MINUTES

1. CALL TO ORDER

Vice-Chairperson Paula Minnehan called the meeting to order at 9:07 a.m.

2. ROLL CALL

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

Council Liaison: Mayor Laurie Rios
Mayor Pro Tem Richard Moore

Staff: Maricela Balderas, Community Services Director
Ed Ramirez, Executive Secretary (not present -on vacation)
Wayne Morrell, Director of Planning
Maritza Sosa-Nieves, Management Assistant I
Aimee Espinoza, Program Specialist
Teresa Cliff, Administrative Clerk II/Recording Secretary

Community Services Director Maricela Balderas announced the resignation by members Gloria Duran and Tom Summerfield effective immediately. Staff will confer with the City Clerk regarding new appointees.

3. APPROVAL OF MINUTES

A motion was made by Amparo Oblea and seconded by Marlene Vernava to approve the Minutes of May 26, 2015. The motion was carried unanimously.

4. COUNCIL LIAISON REPORT

Mayor Rios reminded members of the water conservation policy adopted by the City Council. Residents may only water twice a week before 8:00 a.m. and after 8:00 p.m.

Also, members were reminded of the 4th of July celebration at Los Nietos Park. Fireworks will begin at 9:00 p.m.

Mayor Pro Tem Moore gave an update on several issues the City Council has addressed. First, the City Council reviewed and added a few items to the Capital Improvement Plan (CIP) list including a crosswalk on Florence Avenue across from the Betty Wilson Center/Lake Center Park and an electronic reader board at the Gus Velasco Neighborhood Center (GVNC).

Second, the City Council conducted its mid-budget review. The City expects a surplus of \$774,000 this year with a surplus of \$186,000 next year, and tax revenue is up by 1.6 million, property tax is up \$287,000, and User Utility Tax is at \$250,000. In addition, the City Council amended the budget to provide a two day Art Fest in 2016 and salaries expended for this event will be charged to one Art Fund/Art Fest account.

Lastly, Mayor Pro Tem Moore, Councilmember Jay Sarno, and Director of Planning Wayne Morrell held meetings with several potential developers interested in bringing new business to the Heritage Park area and one developer has proposed a hotel at the site. Mayor Pro Tem Moore will keep members apprised.

7. EXECUTIVE SECRETARY REPORT

Maricela Balderas reported on the following:

- b. **Financial Report** – Maricela Balderas provided an overview of the newly revised Financial Report Fiscal Year 2014/2015 for period ending May 2015. Balance: \$1,315,153.00. Copies were distributed to the Committee members for their review. Discussion ensued regarding the new format and members shared their recommendations to update the Financial Report. Staff will make suggested format updates and bring revised Financial Report to the next meeting for the Committee’s review.

A motion was made by Larry Oblea and seconded by Pauline Moore to approve the Financial Report Fiscal Year 2014/2015 for period ending May 2015 as submitted. The motion was carried unanimously.

5. PUBLIC WORKS DEPARTMENT REPORT

Maricela Balderas reported on the following:

- a. **Cannon Ball Project Update** – The Department of Public Works will be accepting bids for the installation of the cement base for the Cannon Ball art piece. An update report will be given at the meeting in August.
- b. **Sister City Peace Garden Parkette Update** – The City Council approved the installation of the timeline commemorating the 50th anniversary with Sister City Navojoa Sonora, Mexico and the project was completed along with the incorporation of new landscaping.

6. NEW BUSINESS

Maritza Sosa-Nieves reported on the following:

- a. **Art Education Grant Update** – Binders containing the FY 2015/2016 Art Education Grant proposals and FY 2014/2015 Final Reports were distributed to members for their review and members viewed a presentation of the art images created by students. A total of 26 new applications were received. At the meeting of July, members will review and discuss the new proposals and make their final award recommendations to the City Council. Questions may be directed to Maritza Sosa-Nieves at the GVNC.

Planning Director Wayne Morrell reported that at the Planning Commission meeting of June 22, 2015, an appeal regarding the proposed Materials Recycling Facility at Los Nietos Road was received and there will be a public hearing tentatively scheduled on July 23, 2015. In addition, there was an appeal received on the Goodman Bircher development at the previous

Powerline site and therefore, the project is on hold. Mr. Morrell will keep members apprised on both issues.

Mr. Morrell reported on the status of new businesses coming into the city. Party City will occupy the previous CVS site on an interim basis, before Panera Bread pursues coming into the city. Also, a new Starbucks will be moving into the Carmenita Plaza. Mr. Morrell will keep members apprised.

8. OLD BUSINESS

Maricela Balderas reported on the following:

- b. ***Xebec Industrial Development Update*** - Staff met with a representative from the Xebec development project and after their discussion, it was determined that since the total cost of the development was less than the required amount to donate 1% towards an art piece, the developer will only be required to pay the standard developer contribution fees, as noted in the Developer's Handbook Guidelines.

Chair Hayes excused Planning Director Wayne Morrell from the meeting at 9:50 a.m.

7. EXECUTIVE SECRETARY REPORT

Maricela Balderas reported on the following:

- a. ***2015 Art Fest Final Report due by Consultant July 10*** – Ms. Balderas reported that a final report from the art consultant will be due by July 10, 2015 to staff. At the meeting of August members will have the opportunity to review and discuss the final report. In addition, as per previously discussed by the members, staff explored various options in planning next year's event. With the City Council approving a two day event for 2016, staff is moving forward in incorporating a middle school children's component. Council Liaisons Mayor Rios and Mayor Pro Tem Moore along with Director Maricela Balderas, Executive Secretary Ed Ramirez, and Chair Hayes held a meeting with Sandra Hahn who is a board member of the Los Angeles County Art Commission where they exchanged their ideas and discussed building up the Art Fest. A contractual agreement will be prepared and will be negotiated between the parties. This agreement will also be taken to the City Council for their review and approval. Maricela will keep members apprised.

Also, the Library Art Display ended today and the art consultant is coordinating the pickup by artists.

- c. ***Project Status Report*** – Maricela Balderas provided an overview of the status of Art In Public Places projects and a copy was distributed to members for their review.

8. OLD BUSINESS

Maricela Balderas reported on the following:

- a. ***Pilot Traffic Signal Cabinet Complete*** - The "Red Ribbon" themed art project located on Telegraph Road/Jersey Avenue was completed on June 1, 2015 by the contracted artist. Members viewed a presentation on the completed traffic signal cabinet art work project.
- c. ***Sculpture Garden Signage Update*** - A price quote was received from Simpson's Advertising to replace the signage for the Snake Fountain, Fossil Fountain and Pond.

Staff will obtain a second quote and will be bringing before the Committee for their review and consideration at a future meeting.

- d. **Status Report of Consultant Margaret Hammon** – Ms. Hammon will be providing staff a report on the status of her findings. Members will have an opportunity to review and discuss the report at a future meeting.

9. DIRECTOR OF COMMUNITY SERVICES REPORT

Maricela Balderas reported on the following:

- a. **Family Fun Run/Health and Safety Expo Recap** – Over 900 people participated in the this event and was well received by the community. After the run/walk, participants and their families had an opportunity to partake in the health fair represented by over forty agencies who offered their resources, demonstrations, as well as an opportunity to win prizes. A total of \$10,126.00 in both monetary and in-kind donations were received for this event.
- b. **Farmers Market Update** – In the month of July, the hours will be extended from 5:00 p.m. – 7:00 p.m. every Thursday, and will be offering special event presentations for the community. Staff is also in the process of negotiating extending the hours in the future.
- c. **4th of July Celebration** – Maricela provided an overview of the day's activities planned for Saturday's festivities. Visitors to the park will enjoy music, food, and activities, and the fireworks show will begin at 9:00 p.m.

11. FUTURE AGENDA ITEMS

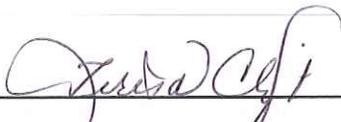
- a. Art Education Grant Review and Approvals – Members will be reviewing the new applications for FY 2015/2016 and approving awards, and submitting to the City Council their recommendation for approval.
- b. Nominations/Elections of HAAC Chairperson and Vice Chairperson – The Committee will be conducting nominations and election of officers at the July meeting.

10. ORAL COMMUNICATIONS

- The City Clerk will be hosting a meeting for all City advisory committee Chairs, Vice-Chairs, and Executive Secretary's to discuss conducting meetings as per Robert's Rules of Order.
- Family and Human Services Division Internships at the GVNC now starting.
- July 7 - Ribbon cutting for Lolita's Café at Heritage Park at 4:30
- The Human Connect Newsletter was distributed to members.

12. ADJOURNMENT

Chair Hayes adjourned the meeting at 10:40 a.m.



Prepared by: Teresa Clift,
Administrative Clerk, II



Ed Ramirez,
Executive Secretary