



BEAUTIFICATION ADVISORY COMMITTEE
Town Center Hall – Meeting Room 1
Wednesday, June 24, 2015
9:30 a.m.

MINUTES

1. CALL TO ORDER – Chairperson Albert Hayes called the meeting to order at 9:32 a.m.

2. ROLL CALL

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

Members Absent: Rita Argott and Vada Conrad

Members Excused: Eleanor Connelly

Council Liaison: Mayor Laurie Rios
Mayor Pro Tem Richard J. Moore

Staff: JoAnn Madrid, Executive Secretary/Community Services Supervisor
Jean Madrid, Program Coordinator (Excused)
Luis Collazo, Code Enforcement Officer, Police Services

Executive Secretary Madrid announced that member Eleanor Connelly appointment will be ending effective beginning September 2015 as her excused absences have expired.

3. APPROVAL OF MINUTES

A motion was made by Charlotte Zevallos and seconded by Marlene Vernava to approve the Minutes of May 27, 2015 as amended. The motion carried unanimously.

2. ROLL CALL – let the record show that Margaret Bustos was excused from the meeting of May 27, 2015.

4. COUNCIL LIAISON REPORT

Mayor Pro Tem Moore announced that the Planning Commission approved the Materials Recycling Facility (MRF) on Norwalk Boulevard north of Los Nietos Road and will be going to the City Council for their consideration. At the next City Council meeting the Councilmembers will be reviewing revisions and modifications proposed

by staff to the mid-year budget and will also be reviewing the City's 5-year financial outlook on revenue and expenditures. The City is recovering from the recession and expects a revenue surplus for 2015/2016. In addition, the members will be adopting a City's investment policy and reviewing the Capital Improvement Plan (CIP).

In addition, the City will be installing a crosswalk on Florence Avenue across from Lake Center Park.

5. EXECUTIVE SECRETARY REPORT

JoAnn Madrid Reported on the following:

- a. New Parks & Recreation Services Manager- It was reported that the new Parks and Recreation Services Manager Adam Matsumoto, will begin working on July 6, 2015. Mr. Matsumoto will be presented to members at the September.
- b. Review Committee By-Laws – Members reviewed the By-Laws and discussion ensued.

The following amendment to the By-laws was recommended to be made to the City Council for their consideration:

Item B, Section 4 of the By-Laws – That the following addition be included as excused absences: the death of family member and emergency surgery and recovery.

A motion was made by Charlotte Zeballos and seconded by Marlene Vernava that a recommendation be made to the City Council to amend the By-laws as proposed. The motion was carried unanimously.

Mayor Pro Tem asked Executive Chair Madrid to make a recommendation to the City Council related to City-wide yard sales as previously motioned by the Beautification Committee. Ms. Madrid will proceed with this issue.

- c. Family Fun Run/Health & Safety Expo Event Recap – This event was held on June 6, 2015 and was well received by the public and very successful. Patrons were able to receive health and wellness resources to improve their quality of life and enjoyed various activities, and raffle prizes were awarded.
- d. July 4th Celebration Event Update at Los Nietos Park – Members were encouraged to attend this year's event which will include a patriotic theme, music and crafts. The fireworks program will begin at 9:00 p.m.
- e. Summer Concerts at Heritage Park – It was reported that the first of three concerts will be held at Heritage Park. Surf's Up Beach Boy Tribute Band will perform on July 31. Beatles Tribute Band a mariachi band will be performing in the month of August.

- f. Farmer Market – Extended Hours for the month of July with special themes. Hours will be extended through 7:00 p.m. every Thursday.

7. DEPARTMENT OF POLICE SERVICES REPORT

Luis Collazo reported on the following:

Members were reminded that the City Council approved ordinance increasing the fine to \$1,000 for the use of illegal fireworks. The deadline for legal fireworks use is mid-night. Individuals may report illegal fireworks to the Police Service Center.

The following sites were reported for violations:

- 9635 Bartley Avenue – Christmas lights
- Claymore Street - Christmas lights

8. HERITAGE ARTS ADVISORY COMMITTEE (HAAC) REPORT

Marlene Vernava reported on the following:

The Committee will be reviewing the 2015/2016 Art in Public Places Art Education Grant proposals at the meeting of July.

The second Traffic Signal Cabinet “Red Ribbon” themed art project located at the northwest corner of Telegraph and Jersey Avenue has been completed

9. COMMITTEE PROJECTS FOR 2014

JoAnn Madrid reported on the following:

a. **Home Tours** – It was reported that the home and business tours were completed and she is in the process of tallying information and will be verifying homes are in compliance. A special meeting will be called for members to meet and make their recommendations to the City Council.

b. **Business Tours** – As per Item 9a.

10. OLD BUSINESS

a. Nominations for Committee Officers - Nomination forms were distributed to members for Chairperson, Vice-Chairperson. The selection of the HAAC Liaison to the Heritage Arts Advisory Committee will be made by the new elected Chairperson.

11. NEW BUSINESS

a. Election for Committee Officers – Election of Chairperson and Vice-Chair and the selection of the HAAC Liaison will be conducted at the September meeting.

12. ORAL COMMUNICATIONS

- Excess of speeding traffic near elementary school-Chair Hayes will report to Traffic Commission.

- Thanksgiving potluck – November 18 at Heritage Park.
- Stop Sign at Jersey Ave. and Joslin St.
- Tree donation by Caltrans to City residents-future announcement to the public.
- Sister City will hosting a fundraising fireworks booth and selling refreshments at the 4th of July celebration.
- Women's Club fashion show on August 2.

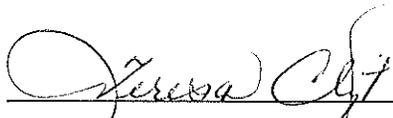
13. FUTURE AGENDA ITEMS

- Tree Lighting Ceremony of December 5, 2015

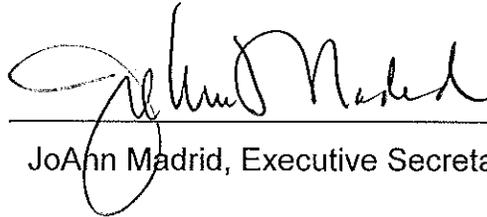
14. ADJOURNMENT

Chair Hayes adjourned the meeting at 10:54 a.m.

The next meeting of the Beautification Committee will be held on Wednesday, September 23, 2015, at 9:30 a.m. at the Town Center Hall, Meeting Room No. 1, located at 11740 Telegraph Road, Santa Fe Springs, CA.



Prepared By: Teresa Clift,
Administrative Clerk II



JoAnn Madrid, Executive Secretary