



## HERITAGE ARTS ADVISORY COMMITTEE

Gus Velasco Neighborhood Center

Meeting Room No. 1

Tuesday, April 26, 2016

9:00 a.m.

### MINUTES

1. CALL TO ORDER

Chair Amparo Oblea called the meeting to order at 9:07 a.m.

2. ROLL CALL

*Members Present:* Debbie Baker, Gabriel Jimenez, Pauline Moore, Amparo Oblea, Laurie Rios, Marlene Vernava and May Sharp (Member Emeritus)

*Members Absent:* Francis Carbajal and Sally Gaitan

*Council Liaison:* Mayor Richard Moore (Excused)  
Councilmember Jay Sarno (Excused)

*Staff:* Maricela Balderas, Community Services Director  
Ed Ramirez, Family & Human Services Manager/Executive Secretary  
Cuong Nguyen, Senior Planner  
Maritza Sosa-Nieves, Management Assistant (Excused)  
Aimee Espinoza, Program Specialist (Excused)  
Teresa Cliff, Administrative Clerk II/Recording Secretary

*Guest:* Brittany Duggan

3. APPROVAL OF MINUTES

A motion was made by Pauline Moore and seconded by Debbie Baker to approve the Minutes of March 29, 2016 as corrected. The motion was carried unanimously.

4. COUNCIL LIAISON REPORT

None.

5. PUBLIC WORKS DEPARTMENT REPORT

None.

6. PLANNING DEPARTMENT REPORT

Senior Planner Cuong Nguyen gave an updated presentation on the current and upcoming planning and building projects including, Xebec Real Estate Partners building is 80% complete, Chalmers Equity Group development is in progress, 50-unit

condominium construction project on Jersey Avenue is advancing, Pollo Loco facade change is 90% complete, extension of Golden Springs Development north side of Cambridge is ready for development, and the dairy site proposed plan of 3 concrete buildings is pending plan check approval. Mr. Nguyen will provide a report on these projects and indicate what each developer has chosen in relation to paying the developer fees or investing in an art piece.

#### 7. EXECUTIVE SECRETARY REPORT

Ed Ramirez reported on the following:

- a. ***Helen Putnam Award of Excellence Application*** - An application was submitted for recognition of the SFS Art Fest and Health and Wellness Initiative. Mr. Ramirez will keep members apprised.
- b. ***SFS Art Fest 2016 Update*** – A copy of the layout area of the planned event was distributed to members for their review. Mr. Ramirez gave an overview of the plan and confirmed vendors, entertainment, and designated workshops. There are currently 249 artists confirmed and over 500 art pieces that will be on display. Staff is in the process of developing a map guideline designating locations and timeline of events and workshops. Staff is also working on coordinating signage to direct patrons to utilize crosswalks at the major streets as well as renting golf carts to transport patrons to the entrance. The SFS Art Fest will be held on Friday, May 13, 2016 from 6:00 p.m. – 11:00 p.m. and on Saturday, May 14, 2016 from 12:00 p.m. – 8:00 p.m. Further information may be obtained from the SFS Art Fest website.

Mr. Nguyen was excused from the meeting at 9:50 a.m.

A copy of the timeline was distributed to members. Discussion ensued regarding HAAC membership role at the SFS Art Fest. Members were requested to assist in the Welcome Ceremony on Friday. Special guest speakers include Senator Ian Calderon and Director of LA Arts Counsel Craig Watson.

Committee members agreed to conduct the judging of the bookmark contest at 3:00 p.m. on Saturday, May 14, 2016.

A recommendation was made to host the 2017 SFS Art Fest on Friday, May 12 and Saturday, May 13, 2017 and discussion ensued. In a majority vote, members agreed to host the 2017 SFS Art Fest on Friday, May 12 and Saturday, May 13, 2017. Ayes: 6; Nays: 0

#### 8. NEW BUSINESS

Ed Ramirez reported on the following:

- a. ***Financial Report*** – Mr. Ramirez provided an overview of the Financial Report for period ending March 31, 2016 and a copy was distributed to members for their review. Balance: \$1.6 million

A motion was made by Marlene Vernava and seconded by Debbie Baker to approve the Financial Report for the period ending March 31, 2016 as submitted. The motion was carried unanimously.

- b. **Project Status Report** – Mr. Ramirez provided an overview of the project status report and distributed a copy to members for their review.
- c. **Heritage Arts in Public Places Website** – In relation of the future of HAPP incorporating a website, Mr. Ramirez presented members with ideas to invest in developing a website to promote SFS Art Fest as part of the budget process. Mr. Ramirez will keep members apprised.
- d. **Art Education Grants Program Update** – Reminder letters regarding deadline to submit Final Report for FY 2015/2016 and submission of applications for FY 2016/2017 school year were mailed to schools and agencies.
- e. **Heritage Art in Public Places Private Owner Maintenance** – A draft letter to private owners advising that there is art on their property and of their obligation in maintaining art work was distributed to members for their review and recommendations were made in updating the letter. A copy of the signed agreement and proper instructions in maintaining the art work will be included with the letter.
- f. **2016 Committee Re-Appointments** – Reappointment applications were distributed to members whose appointments will be expiring on June 30, 2016. Applications will be forwarded to the City Clerk’s office for further processing.

9. OLD BUSINESS

Mr. Ramirez reported on the following:

- a. **Storage and Relocation of the “Omni” by Dora De Larios Discussion & Relocation Recommendations** – Mr. Ramirez proposed in making a recommendation for the relocation of the *Omni* art piece in the Soaring Dreams Plaza with cost analysis to the City Council in the month of May for their consideration and approval. A copy of the cost analysis and final report will be shared with members at the next meeting for their review. Members unanimously agreed.
- b. **Art in Public Places Photo Boards** – It was reported that the City Manager’s office is working on placing the photo boards at different City facilities.

10. DIRECTOR COMMUNITY SERVICES REPORT

Maricela Balderas reported on the following events and programs:

- a. **SFS Marketplace at the Plaza** – The seasonal farmers market opened April 20, 2016 and will be held every Wednesday from 5:00 p.m. – 9:00 p.m. through the

month of September, at Town Center Plaza. The farmers market will feature entertainment, a children's zone, and various food and craft booths. Members were encouraged to promote and visit the farmers market. An informational flyer was distributed to members.

- b. **Strawberry Festival Excursion** – It was reported that the next CPC trip will be to the Strawberry Festival in Oxnard, CA on Saturday, April 21, 2016 at 9:00 a.m. Members and the public interested in attending may register at the Town Center Hall.
- c. **Aloha Festival at Heritage Park** – Once again, the City is providing the venue at Heritage Park for the Aloha Festival being held on Saturday, May 21, 2016 and Sunday, May 22, 2016 at 10:00 a.m.

11. FUTURE AGENDA ITEMS

- Omni Art piece
- SFS Art Fest Recap
- Art Education Grants Update
- Restoration of Art Pieces
- HAPP Site Visit – July 2016

12. ORAL COMMUNICATIONS

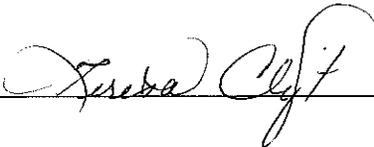
Ms. Baker shared an article regarding *economic creativity* in relation to establishing the Committee's vision and goals.

St. Pius X School Invitation – Art Masters, May 19, 2016. May Sharp and Gabriel Jimenez volunteered to visit the school and will give a brief report at the next meeting.

13. ADJOURNMENT

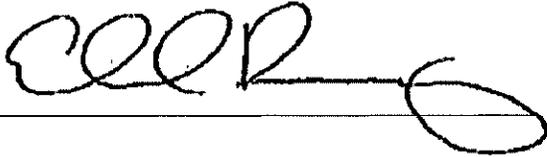
Chair Oblea adjourned the meeting at 10:58 a.m.

Next Meeting: Tuesday, May 31, 2016 at the Gus Velasco Neighborhood Center, Meeting Room No.1.



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Prepared by: Teresa Clift,  
Administrative Clerk, II



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Ed Ramirez,  
Executive Secretary