



HERITAGE ARTS ADVISORY COMMITTEE

Gus Velasco Neighborhood Center
Town Center Hall, Meeting Room No. 1
Special Meeting of Tuesday, July 19, 2016
9:00 a.m.

MINUTES

1. CALL TO ORDER

Chairperson Amparo Oblea called the meeting to order at 9:02 a.m.

2. ROLL CALL

Members Present: Debbie Baker, Francis Carbajal, Sally Gaitan, Gabriel Jimenez, Pauline Moore, Amparo Oblea, Laurie Rios, and May Sharp (Member Emeritus)

Members Absent: Marlene Vernava

Council Liaison: Mayor Richard Moore (Excused)

Staff: Maricela Balderas, Community Services Director
Ed Ramirez, Family & Human Services Manager/Executive Secretary
Wayne Morrell, Planning Director (Excused)
Maritza Sosa-Nieves, Management Assistant
Aimee Espinoza, Program Specialist

Guest: Larry Oblea

3. APPROVAL OF MINUTES

None.

4. COUNCIL LIAISON REPORT

None.

5. PUBLIC WORKS DEPARTMENT REPORT

None.

6. PLANNING DEPARTMENT REPORT

None.

7. EXECUTIVE SECRETARY REPORT

None.

8. NEW BUSINESS

- a. ***Discussion and Recommendations for 2017 SFS Art Fest*** – Members discussed programming for the 2017 SFS Art Fest. A comparison between the

previous year and this year's event was made to determine whether or not to host a one-day or two-day event, and the length of the event. A financial report and a copy of goals was provided for the Committee's review and Mr. Ramirez gave an overview.

The following suggestions were made:

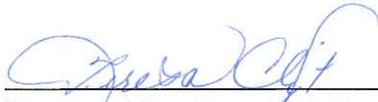
1. Event Length Time – 6 to 8 hour one-day event.
2. Entertainment – utilize volunteer community based schools/organizations to reduce entertainment costs.
3. Educational Workshops – reduce number of workshops offered and host workshops from within the Library to reduce costs.
4. Art Vendors – vendor participation will be dictated by whether a one-day or two-day event and length of the event.
5. Food & Beverage Vendors – have self-contained food vendors with Health Department permits. Regulate alcoholic beverages and bartending services. Also, reduce the number of bars to reduce costs.
6. Logistics, Rentals, and Equipment – omit executive trailer restrooms and executive porta potties or find alternative to reduce costs. Absorb costs through sponsorships.
7. Stage and Lighting – will be determined by type of entertainment.
8. LED monitors – continue utilizing LED's and in the future for advertising event.
9. Light Towers and Power – review and reduce light and power needs.
10. Seating Areas – provide a table for City Council and add additional tables for public.
11. PA System – review and determine how to minimize overpowering sound by MC.
12. Marketing – Utilize electronic reader board on the I-5 Freeway. Determine cost to purchase banners with date of event.
13. Consultant Fees – determine scope of work and whether to renew or have a self-contained event.
14. Labor – cost will be dictated by the length of the event. Recruit more volunteers.
15. Sponsors – take personal approach of recognizing sponsors.
16. HAAC Booth – A self-manned information booth displaying Art in Public Places map and images.

A motion was made by Francis Carbajal and seconded by Pauline Moore that the City Council approve hosting the 2017 SFS Art Fest on Friday, May 12, 2017 from 4:00 p.m. – 11:00 p.m. The motion was carried unanimously.

A copy of the 2016 SFS Art Fest Consultant Agreement will be provided to the HAAC with some recommendations for their review for further discussion at a future special meeting.

Members were informed on the status of reinstating the 501C. Joyce Ryan, Library Director, is working with the Finance Department to reinstate the City's 501C for the City's 50th anniversary. If reinstated, it may help with additional resources. Mr. Ramirez will keep members apprised.

9. OLD BUSINESS
None.
10. DIRECTOR COMMUNITY SERVICES REPORT
None.
11. FUTURE AGENDA ITEMS
None.
12. ORAL COMMUNICATIONS
- Guest Larry Oblea shared his feedback regarding the Art Fest event.
 - A Request was made to the HAAC to review procedures when public may comment on Agenda Items.
13. ADJOURNMENT
Chair Oblea adjourned the meeting at 10:55 a.m.



Prepared by: Teresa Cliff,
Administrative Clerk, II



Ed Ramirez,
Executive Secretary

