HERITAGE ARTS ADVISORY COMMITTEE

SPECIAL MEETING
Gus Velasco Neighborhood Center, Meeting Room #1
Meeting of Tuesday, June 17, 2025
9:00 a.m.

MINUTES

1. CALL TO ORDER

   Chairperson, Gabriel Jimenez, called the meeting to order at 9:05 a.m.

2. ROLL CALL

   Members Present: Hilda Zamora, Isabel Cervantes, Gloria Maghame, Debbie Baker and Elena Lopez, Peggy Radoumis, Sally Gaitan, Lisa Chavarria, Gabriel Jimenez

   Members Absent: None.

   Staff: Maricela Balderas, Director of Community Services
   Ed Ramirez, Community Services Manager
   Kaili Torres, Community Services Manager
   Kevin Sanchez-Reyes, Community Services Supervisor
   Heren Magana- Santoyo, Community Services Coordinator II
   Genevieve Duenas, Administrative Assistant

   Guests: Phoenix Decorating Company CEO Chris Lofthouse, and Design Director, Rachel Lofthouse

3. PLEDGE OF ALLEGIANCE – Debbie Baker

4. ORAL COMMUNICATIONS
   None.

5. APPROVAL OF MINUTES
   None.

6. PUBLIC WORKS DEPARTMENT REPORT
   None.

7. PRESENTATION
   None.

8. COMMUNITY DEVELOPMENT DEPARTMENT
   No Report.

9. ART FEST SUBCOMMITTEE REPORT

a. CS Supervisor, Kevin Sanchez, and CS Coordinator Heren Magana-Santoyo provided HAAC members an overview of the 2025 Art Fest, which highlighted submissions from local schools and 82 individual artists, resulting in a total of 146 fine art pieces. Featured artists contributed 52 original works. The festival also included the Film Fest, Keeping Up with Nerds, and a Native cultural exhibit showcasing traditional Tongva dancers and flute players. Sixteen filmmakers were in attendance. The event hosted a vibrant mix of attractions, including 10 food vendors, 10 craft vendors, 12 pop-up art booths, 7 community booths, and 16 live performances. While Paint & Sip experienced a lower turnout, the drone show was a major highlight. Beverage and art sales were strong, and sponsorship efforts raised a confirmed $54,500 from 27 supporters. Estimated attendance reached approximately 5,900 guests. Looking ahead, the team plans to resume selecting guest artists with input from curators, explore the return of comedy programming, and is in conversation with an actor from *Cobra Kai* show for next year's lineup. Additionally, an expanded drone show featuring up to 500 drones is under consideration.

10. EXECUTIVE SECRETARY REPORT
None

11. OLD BUSINESS
a. Santa Fe Springs 2026 Rose Parade Float Rendering Review:
Phoenix Decorating Company CEO Chris Lofthouse, and Design Director, Rachel Lofthouse presented three float design renderings, two of which were in color and the other in black & white. Chairperson Gabriel Jimenez initiated a show-of-hands vote to determine the preferred design. Design #1 received seven votes, while designs #2 and #3 each received one vote. Mr. Ramirez noted the need to select a title for the float and proposed involving the community in the naming process. Members agreed to present the recommended float design to the City Council for approval at the July 1st, 2025 meeting.

b. Heritage Arts in Public Places Developer Guide-Ordinance 1151:
Mr. Ramirez provided members with a copy of the ordinance discussed at the last HAAC meeting. He presented a few different ordinances related to the committee, but those ordinances were amendments to the original document. During the last meeting, there was a question regarding absences; it was clarified that members are allowed up to four absences per year. There were also changes made to various member roles. Mr. Ramirez asked members to read the following ordinances, to see additional revisions that amended the original document.

12. NEW BUSINESS
a. Art Education Grant Program Reports and FY 2025-2026 Binder Distribution:
CS Manager, Kaili Torres distributed the FY 2025-2026 Art Education Grant Program binders, which included all grant proposals submitted by local schools along with the approval guidelines.

b. The Weezer Fire Truck Update:
Mr. Ramirez spoke with the SFS Fire Chief regarding the status of the Weezer, which is currently undergoing refurbishment. The Chief reported that the vehicle's body has been completely removed, and work is now focused on the engine. Due to the age of the truck, several components have required custom fabrication. While photos were not available at this time, Mr. Ramirez expects to have images ready to share by the next meeting. The refurbishment is expected to be completed by August.

13. DEPARTMENT OF COMMUNITY SERVICES PROGRAMS REPORT
- Heritage Park Summer Concert Series-Kids Night ft. New Romantics- June 3rd beginning at 6:00p.m.-9:00 p.m. at Heritage Park.
- Library STEAM and Sip- June 27.
- Movies in The Park-Inside Out 2- June 28th at Los Nietos and Lakeview Parks.
- Independence Day Celebration- July 3rd at Los Nietos Park.
- Senior Excursion- Little Tokyo- July 11th.
- Pub Trivia Night- July 25th at the Library.
- Back to School-Backpack Program.

14. FUTURE AGENDA ITEMS
None

15. MEMBER COMMENTS/ANNOUNCEMENTS
- The SFS Women's Club still has a few tickets available for the upcoming Fashion Show.
- Member Cervantes is pleased to announce that the Quarter Mania event will take place on September 26th at Town Center Hall**.** All proceeds will benefit the Little Lake School District**.**
- Members expressed how impressed they were with how well the employees handled Art Fest and were very professional. The staff knew exactly where everything was and were confident and well prepared.
- Member Baker shared that the Chamber Destiny Dinner was a wonderful event. This year, two $20,000 scholarships were awarded.
- Members wished each other a happy summer and a happy Fourth of July.

16. ADJOURNMENT
Chairperson Gabriel Jimenez adjourned the meeting at 10:44 a.m.

Next Meeting: Tuesday, July 29, 2025, at 9:00 a.m. at the Gus Velasco Neighborhood Center.

Prepared by: Genevieve Duenas,
Administrative Assistant

Approved by: Ed Ramirez,
Executive Secretary