



HERITAGE ARTS ADVISORY COMMITTEE
Gus Velasco Neighborhood Center, Meeting Room #1
Meeting of Tuesday, May 30, 2023
9:00 a.m.

MINUTES

1. CALL TO ORDER

Chairperson, Gabriel Jiménez, called the meeting to order at 9:03 a.m.

2. ROLL CALL

Members Present:

Debbie Baker, Gabriel Jiménez, Gloria Maghame, Peggy Radoumis, Laurie Rios, Maria Salazar, Hilda Zamora

Absent:

Francis Carbajal, Elena Lopez

3. ORAL COMMUNICATIONS

None

4. APPROVAL OF MINUTES

A motion was made by Peggy Radoumis and seconded by Laure Rios to approve the minutes of April 25, 2023. The motion was carried unanimously.

5. COUNCIL LIAISON REPORT

NONE

6. PUBLIC WORKS DEPARTMENT REPORT

NONE

7. PLANNING DEPARTMENT DIRECTOR REPORT

NONE

8. PRESENTATION

a) **2023 SFS Art Fest Event Recap - Sandra Hahn, Art Consultant**

Sandra Hahn provided an update on the Santa Fe Springs Art Fest Report, which covers various aspects of the event. This includes details about participating artists, artwork exhibits, winners, the cultural curator, entertainment and workshops, the SFS Film Fest, Best of Film Selections, Silent Auction, Vendors and Artists, sponsorships, design and marketing, preview and art showcase, as well as recommendations, communication, social media, website management, and data analytics.

b) 2023 SFS Art Fest Video

During the meeting, Executive Secretary Edmund Ramirez presented the 2023 SFS Art Fest video created by Immanuel Caldona, Administrative Assistant II, to the members of the HAAC.

9. 2023 ART FEST SUBCOMMITTEE REPORT – ED RAMIREZ

a) 2024 SFS Art Fest Discussion

Mr. Ramirez provided the committee members an update and recap regarding the results of the 2023 Art Fest event. The committee members provided feedback and shared their thoughts on the event.

A motion was made by Debbie Baker and seconded by Hilda Zamora to eliminate group and senior discounts for the 2024 Art Fest Event. The motion was passed unanimously.

A motion was made by Debbie Baker and seconded by Gloria Maghame to set the online ticket price at \$10 with applicable processing fees (Eventbrite), and to charge \$15 at the door with no additional fees, accepting both cash and card payments. The motion was unanimously approved.

A motion was made by Debbie Baker and seconded Gabriel Jimenez to introduce a special online package deal comprised of a two night ticket for a total price of \$18.00 with applicable processing fees. This package includes admission to both the Thursday night wine tasting event and the Friday night event. The motion was unanimously approved.

The committee reached a unanimous consensus to schedule the 2024 Art Fest event on April 27th with operating hours of 5:00 p.m. – 9:00 p.m. and April 28th with operating hours from 3:00 p.m. to 11:00 p.m.

b) Review of 2024 Art Fest Art Consultant Service Agreement

A motion was made by Debbie Baker and seconded by Hilda Zamora to recommend that the City Council approve the 2024 Art Consultant Service Agreement with Sandra Hahn, with a maximum limit not to exceed \$55,000. The motion was carried unanimously.

10. EXECUTIVE SECRETARY REPORT

Executive Secretary, Edmund Ramirez reported on the following:

a) Approval of Heritage Arts Fund (240 & 245) Financial Report – April 2023

April 2023– Mr. Ramirez provided an overview of the Fiscal Year 2022/2023 financial report for the period of April 2023. Copies were distributed to members for their review. Balance: \$2 million. Due to some discrepancies found in the Financial Report, the approval was tabled to the next meeting. Mr. Ramirez will present an updated April report during the upcoming June HAAC meeting.

11. OLD BUSINESS

a) Art Piece Restoration Project Update

Mr. Ramirez provided a brief update on the Art Piece restoration project. The restoration of the Dancing Gabrielinos will commence in June, with the goal of completing it by end of July. Further details will be communicated during the next meeting.

b) Santa Fe Springs Oranges Mural Update

Executive Secretary Ed Ramirez reported that he initially offered artist Mary Mcmenamin \$45,000 for the re-creation of the Santa Fe Springs Oranges, negotiating down from her initial quote of \$54,000. However, Ms. Mcmenamin countered with a revised offer, agreeing to complete the project for \$47,000.

A motion was made by Debbie Baker and seconded by Marie Salazar to approve the \$47,000 budget for the Orange Mural Project.

12. NEW BUSINESS

a) FY 2022-2023 Art Education Grant Program Financial Reports

Ruby Picon, Management Analyst II shared with committee members that all financial reports had been received. Unfortunately, one middle school couldn't continue with their project due to the teacher retiring, resulting in a \$4,400 refund. However, the remaining projects were successfully completed. Copies of the reports were distributed to committee members. Moreover, the committee is still awaiting the status of the \$1,500 refund from the Whittier Regional Symphony. A follow up will be provided to the HAAC at the June meeting.

13. DEPARTMENT OF COMMUNITY SERVICES PROGRAMS REPORT

Ed Ramirez provided a brief recap of the Community Services Programs. Members were encouraged to refer back to the report for additional information.

14. FUTURE AGENDA ITEMS

- a. 2023 SFS Art Fest Financial Report**
- b. FY 2023-2024 Art Education Art Grant Binder Distribution**
- c. Snake Basket Fountain**

15. MEMBER COMMENTS/ANNOUNCEMENTS

Ms. Baker informed the committee members that the Y.E.F. Board is organizing a Destiny Dinner on June 24, 2023 and encouraged everyone to participate.

16. ADJOURNMENT

Chairperson Gabriel Jiménez adjourned the meeting at 12:01 p.m.

Next Meeting: Tuesday, June 27, 2023, at 9 a.m. at the Gus Velasco Neighborhood Center.



Prepared by: Immanuel Caldonga
Administrative Assistant II



Approved by: Ed Ramirez,
Executive Secretary