



HERITAGE ARTS ADVISORY COMMITTEE
Gus Velasco Neighborhood Center, Meeting Room #1
Meeting of Tuesday, September 26, 2023
9:00 a.m.

MINUTES

1. CALL TO ORDER

Chairperson, Gabriel Jiménez, called the meeting to order at 9:01 a.m.

2. ROLL CALL

Members Present:

Debbie Baker, Francis Carbajal, Gabriel Jiménez, Gloria Maghame, Hilda Zamora, John Mora, Peggy Radoumis

Absent:

Elena Lopez

3. ORAL COMMUNICATIONS

NONE

4. APPROVAL OF MINUTES

A motion was made by Debbie Baker and seconded by Francis Carbajal to approve the Minutes for the August 29, 2023 meeting.

5. COUNCIL LIAISON REPORT

Councilmember William K. Rounds provided a brief overview of the following:

- City Council did not have a meeting for the second meeting in the month of September due to a conference in Sacramento in which some of the Councilmembers attended.
- City Hall is currently having the roof replaced; it should be completed by November of 2023.
- The Relay for Life event took place on Saturday, September 23rd and it had an exceptional turnout.
- City Council approved a stop sign to be installed on Pioneer Boulevard and Houghton Avenue - Whiteland Street.
- Due to the amount in the budget not being feasible and only receiving a monetary donation from Bob Archuleta, the Aquatic Center design slightly changed and the plan is to have it open for summer of 2024.

6. PUBLIC WORKS DEPARTMENT REPORT

NONE

7. PLANNING DEPARTMENT DIRECTOR REPORT

Vince Velasco, Associate Planner, reported on the following:

- a. There was \$3,500 contributed in August of 2023 for the art fees. The Department

of Planning & Development has collected a total of \$391,707.90 thus far for the 2023 calendar year.

- b. The building permit valuations refer to the estimated or projected value of a construction project for which a building permit is required. Attachment B in the September packet provided the members a chart showing the total permit valuations for each month in the 2023 calendar year. The art fees are only collected based on a 1% cumulative valuation for projects exceeding the \$300,000 threshold.
- c. The Department of Planning and Development will be having their 6th annual national community planning month photo contest. The photo contest begins on September 1st and will end October 31st. There are 3 categories for the photographs that are taken and they must be: a City location, City event, or City public art. The top entry for each category will receive a monetary prize of \$125, a feature in the All Things Santa Fe Springs newsletter, a mention on the City's social media channels, and be displayed at the City Library and the 2024 Art Fest.
- d. Mr. Velasco shared the proposed conceptual art design associated with the new development project at the northeast corner of Bloomfield Avenue and Imperial Highway. A request was submitted for a Raising Cane's restaurant to be built at this location. If approved, the applicant understands the requirements of the City's Heritage Artwork in Public Places Program (Ordinance No. 1054) and has prepared a conceptual design for the Heritage Arts Advisory Committee to consider and provide initial feedback. The conceptual art design that was shown to the members is the installment of illuminated channel letters on the northeast corner to prominently identify "Santa Fe Springs" within a designated landscape area. It is currently proposed to match and complement a similar installation at the northwest corner within the City of Norwalk boundaries.

A motion was made by Francis Carbajal and seconded by Hilda Zamora to approve the installment of illuminated channel letters on the northeast corner to prominently identify "Santa Fe Springs" within a designated landscape area and lighting to be installed. Two members were opposed of the motion and the other five members were in favor.

8. PRESENTATION

Executive Secretary, Ed Ramirez presented on the following:

2024 Art Fest Call to Artist and Guest Artist Selection

The 2024 Art Fest is scheduled on April 25th and 26th. Mr. Ramirez reviewed the featured artist of the upcoming event and proposed new guest artists that Art Consultant, Sandra Hahn, provided for the presentation.

For the 2024 Art Fest, there will be two featured artists – John Castillo and Roger Trivino. Mr. Castillo does astrophotography and Mr. Trivino is the artist who was voted by the advisory committee members and City Council for the people's choice award. Mr. Trivino has an extensive discipline in art painting. Mrs. Hahn is looking into having the guest artist be Emiliano Moreno, a fashion designer. Mrs. Hahn plans to incorporate some fashion into the Art Fest and would like to create immersive installations that individuals can walk into and enjoy. Mrs. Hahn is proposing to continue the Nuestra Vida component and bring back the tattoo and piercing artist. She is also considering a tattoo artist who does an indigenous or hand-poke style of tattooing to provide history

with tattooing. They are also proposing having a competition take place with Carlos Gallardo, the DJ, and other DJs as well. The theme will be similar to Comic Con for the Call to Artists flyer.

Due to construction that will be taking place at the Aquatic Center during the time of the 2024 Art Fest, Mr. Ramirez proposed having the event take place at Heritage Park instead of Clarke Estate due to logistical complications.

A motion was made by Francis Carbajal and seconded by John Mora to approve the 2024 Art Fest to take place at Heritage Park. The motion was carried unanimously.

9. 2023 ART FEST SUBCOMMITTEE REPORT – ED RAMIREZ

a) **2024 SFS Art Fest – Proposed Entertainment Discussion**

Mr. Ramirez will be meeting with the subcommittee in October for the 2024 Art Fest proposed entertainment. The entertainment suggestions made by the HAAC were to explore tribute/cover bands, a reggae band, a Colombia group called Orquesta Canela, and a Journey tribute band named DSB. The advisory committee members also suggested to select genres of music by the end of October. Mr. Ramirez shared the best time to have the headliner perform would be between 8:00 – 9:30 p.m. as most guests begin to leave after 9:30 p.m.

10. EXECUTIVE SECRETARY REPORT

Executive Secretary, Ed Ramirez reported on the following:

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

- August 2023 – Mr. Ramirez provided an overview of the Fiscal Year 2023/2024 financial report for the period of August 2023. Copies were distributed to members for their review. Balance: \$2,523,659.00.

A motion was made by Debbie Baker and seconded by Peggy Radoumis to approve the Fiscal Year 2023/2024 financial report for the period ending in August 2023. The motion was carried unanimously.

11. OLD BUSINESS

a) **Santa Fe Springs Oranges Mural Update**

- Artist Mary McMenamin suggested a change to her initial proposal. For Ms. McMenamin to recreate and digitize the artwork, it will cost about \$35,250. Executive Secretary Ramirez will determine the cost of print and installation of the vinyl wrap by a reputable company and convey the information to the advisory committee members.

12. NEW BUSINESS

NONE

13. DEPARTMENT OF COMMUNITY SERVICES PROGRAMS REPORT

Executive Secretary, Ed Ramirez reported on the following items. Members are encouraged to read through the report in the September packet for more detailed information.

- Fiestas Patrias took place on Friday, September 8th at Los Nietos Park from 6:00 – 11:00 p.m.

- The annual Walk to School Day will take place on Wednesday, October 4, 2023.
- The Thursday Club, an Adaptive Recreation program, meets weekly every Thursday from 10:00 a.m. to 12:00 p.m. at Town Center Hall. On Friday, October 13th, a “Monster Mash” Adaptive Recreation dance will take place at Heritage Park from 9:00 a.m. to noon.
- First Friday will take place on October 6th at 7:00 p.m. at the Library.
- The annual Lantern Tours will take place on Friday, October 20th at Heritage Park.
- The annual Dia de los Muertos (day of the dead) event will take place on Saturday, October 21, 2023 at Heritage Park from 5:00 – 10:00 p.m.
- The annual Halloween Carnival and Costume Parade will take place on Saturday, October 28, 2023 at Los Nietos Park beginning at 5:00 p.m.
- The Santa Fe Springs Library now offers United States Passport Services. The service hours are from Tuesday – Friday from 10:00 a.m. – 2:00 p.m.
- Children of all ages are invited to display their creativity by carving a Halloween pumpkin at any City park on Friday, October 27th from 3:30 – 5:00 p.m.
- A lottery will be held on Monday, November 6, 2023 via zoom for Santa Fe Springs residents to receive a special evening visit from Santa Claus and his reindeer.
- Family Camp will be held on Friday, February 23rd through Sunday, February 25, 2024 at Camp Commerce in Lake Arrowhead.
- The Volunteer Orientation Meeting for the Holiday Baskets will take place on Wednesday, October 25th at 6:30 p.m. at the Gus Velasco Neighborhood Center.

14. FUTURE AGENDA ITEMS

- Mr. Ramirez shared they continue to work on the snake basket fountain and he will provide the advisory members an update at the next meeting.
- Introduction of the new Public Works Director, James Enriquez.
- Mr. Ramirez, Ms. Balderas, and Councilmember Rounds visited the Stay Gallery in the City of Downey for a tour. They are a 501(c) organization and currently have two artists in their gallery who are Santa Fe Springs residents. They also work closely with schools and have a network of artists. Mr. Ramirez shared they can present to the advisory committee members to assist with sharing new ideas, the possibility of a collaboration with them, possibly benefit the art grant program, and offer services to schools.
- Member Baker would like to revisit and review the list of art work that needs maintenance.
- Introduction of the new Management Analyst II, Kaili Torres.

15. MEMBER COMMENTS/ANNOUNCEMENTS

- Vice-Chairperson Carbajal shared the Women’s Club will be having their boutique on November 3rd. She has a birthday coming up, which will be on October 22nd. Ms. Carbajal was also appointed Chairperson for the Whittier Union High School District Bond Oversight Committee

- Member Maghame shared she enjoyed the Fiestas Patrias event and is looking forward to the upcoming holiday events.
- Member Zamora shared Janice Hahn donated \$20,000 to the Little Lake City School District to help the families within the district.
- Member Mora shared the volunteer orientation meeting for the Parks and Recreation Services holiday events will take place on November 8th at 6:00 p.m. at Town Center Hall.
- Member Baker wished everyone a Happy Fall and shared her birthday is October 19th.
- Member Radoumis shared they will be serving albondiga soup, have crafts, and white elephant games at the Boutique hosted by the Women's Club. The Women's Club recently donated food, clothing, and a monetary donation to the Interfaith Food Center.
- Mr. Ramirez shared a letter that was received from St. Paul High School thanking the Heritage Arts Advisory Committee and City Council for the Art Education Grant they received.

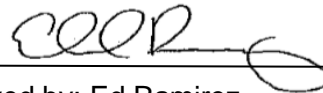
16. ADJOURNMENT

Chairperson Gabriel Jiménez adjourned the meeting at 10:56 a.m.

Next Meeting: Tuesday, October 31, 2023, at 9 a.m. at the Gus Velasco Neighborhood Center.



Prepared by: Jasmine Oregel,
Administrative Assistant II



Approved by: Ed Ramirez,
Executive Secretary