



BEAUTIFICATION COMMITTEE MEETING

Town Center Hall-Meeting Room No. 1

Wednesday, February 27, 2013

AGENDA

Chairperson Albert Hayes called the meeting to order at 9:35 a.m.

1. ROLL CALL

Attendance: Mary Arias, Margaret Bustos, Debra Cabrera, Sadie Calderon, Eleanor Connelly, Vada Conrad, Albert Hayes, Mary Jo Haller, Rosalie Miller, Paula Minnehan, Annie Petris, Juliet Ray, Mary Reed, May Sharp, Marlene Vernava, and Charlotte Zevallos

Absence: Rita Argott, Vaibhav Narang, Irene Pasillas, and Lupe Placencia

Council Liaison: Mayor Richard Moore

Staff: Maricela Balderas, Director of the Department of Community Services
Jeff Mahlstedt, Executive Secretary
Jean Madrid, Program Coordinator
Luis Collazo, Code Enforcement Officer

2. APPROVAL OF MINUTES

A motion was made by Marlene Vernava and seconded by Mary Reed to approve the Minutes of January 23, 2013 with the following amendments:

Section 6 –EXECUTIVE REPORT, Item A, Paragraph 2

Amend to read:

“Discussion ensued regarding opening Lakeview Park before 3:00 p.m. on Wednesday’s to accommodate students who are released minimum day from school at 1:30 p.m.”

Section 2 – APPROVAL OF MINUTES

Amend to read:

“A motion was made by Charlotte Zevallos”

The motion was carried unanimously.

3. ORAL COMMUNICATIONS

Marlene stated that the City looks beautiful and she is so very proud of the City and staff.

Marlene also announced that Sylvia Takata passed away on Sunday evening. Viewing will be held at Rose Hills on March 7 from 5:00 p.m. – 8:00 p.m. and services will be on February 8 at 1:00 p.m. at Sky Rose Chapel. The family has requested that in lieu of flowers, funds may be sent to the Women’s Club Scholarship Fund. Address: Women’s Club, PO Box 2301, Santa Fe Springs, CA 90670.

4. COUNCIL LIAISON REPORT

Mayor Moore reported that new synthetic turf has been installed at the Clarke Estate. The turf is low maintenance and it looks nice. Also, the City’s playing fields have been reseeded and are expected to open in March.

The City Council is considering contracting private security guards in order to provide safety to the public at our various rental facilities, Clarke Estate, Heritage Park, Town Center Hall, and Gus Velasco Neighborhood Center. Mayor Moore explained that security presence is required whenever alcohol is being served at any event being held at one of our venues. Due to the minimal number of Public Safety Officers available and the high rate of rentals in our venues, the Police Services Center is unable to meet the security needs of the public.

In addition, the City Council is also considering contracting a consultant who can provide assistance to the Planning Department in order to fulfill the high demand in the issuance of permits.

Lastly, Mayor Moore advised that he and Eddie Ramirez of the Gus Velasco Neighborhood Center visited the VANS Distribution Center to personally thank the Company and 74 of its employees who volunteered during the Family and Human Services Christmas Elf Program at the Gus Velasco Neighborhood Center. VANS donated three pallets of clothing, as well as food and toys. Mr. Moore shared that they were able to visit with over 300 staff and learned that the company has a policy that allows employees 20 hours of paid volunteer service. He hopes that more employees participate next year.

5. EXECUTIVE SECRETARY REPORT – JEFF MAHLSTED

Department Head, Maricela Balderas– Jeff introduced Director of the Department of Community Services Maricela Balderas. Maricela shared with members that she was appointed in December and she continues to manage the Family Human Services Division. She will be overseeing the divisions of Family and Human Services, Library and Cultural Services, and Parks and Recreation Services. Ms. Balderas stated that she is very excited in bringing new programs to the City, such as a farmers market and an Art Fest in May and June. *Art Fest 2013* save-the-date flyers have been printed and mailed out inviting all local artists to showcase their art. Entry is open to students from local high schools, adult artists, as well as older adults. The public is invited to attend the Heritage Arts Advisory Committee’s first annual art exhibit commencing with a reception on May 30 at the Clarke Estate. The artwork will then be moved to the Library where it will be displayed for viewing during the month of June. This is a free event for artist to participate and free to the public to attend the reception.

Maricela also informed members that the Family Center facility closed and a total of 72 children from the Child Care and Preschool Programs have been relocated to temporary units at the Gus Velasco Neighborhood Center. The children have adjusted very well. Originally, plans were to move the children to a classroom site at Lakeview Elementary School. However, the school only gave the City a one year commitment and the cost to refurbish and renovate the classrooms did not seem prudent for the City to move there. The City will continue to meet with the school district to determine if they can offer a long-term plan, and if not, the City will explore other options.

In addition, the Gus Velasco Neighborhood Center opened in January. The Center offers many amenities available to the public, including the Willie Gordon Learning Center, which features a Computer Lab. Computer lessons are offered to older adults Monday – Thursday mornings and to children in the afternoons. In addition, the Center currently is offering the VITA-Volunteer Income Tax Program. This is a free tax preparation program offered to the public earning less than \$50,000 a year. An appointment is needed and available on Tuesday, Thursday, and on Saturday.

Ms. Balderas invites everyone to visit the Gus Velasco Neighborhood Center. She has an open-door policy and is available to the public to address any concerns or inquiries.

By-Laws Update – At the last meeting, the Committee made a motion requesting that the City Council approve a change to the Committee’s quorum to a majority vote, due to the number of absences in the last few months, and the inability for members to take action in finalizing Committee business. Jeff announced that all committee by-laws are currently being reviewed for continuity by the City. He also advised members that in 2008, the Committee moved to change from a majority vote to a 2/3 vote. Jeff will keep members apprised.

Excused Absences – Clarification was given as to what is an excused absence and proper procedures to follow. Only the City Council may approve an excused absence. Members must notify the City Clerk’s office by formal request who intern will notify the appropriate appointing Councilmember. A doctor’s appointment is not considered an excused absence; however, City Council may extend the number of excused absences due to illness or hospitalization. If a committee member misses 3 consecutive absences or 5 absences within a fiscal year, that member may be removed from the roll.

6. SUPER COMMITTEE REPORT

Chairperson Hayes reported on the following information:

City Manager – Plans to hold a town hall meeting headed by himself and Jose Gomez, Assistant City Manager of Finance and Administrative Services at either the Town Center Hall or the Activity Center to discuss budget issues and corresponding process, and to solicit comments from the public in mid-April. Also, a public workshop with the State Department of Substance Control Agency was conducted in reference to Phibro-Tech Inc., located at 8851 Dice Rd Santa Fe Springs. The purpose of the workshop was to share information regarding the permitting process and how it is proceeding, as well as health concerns raised by the public in 2012. The Environmental Review Report is estimated to be released in June or July for public review and feedback. A future

public meeting will be held where further comments may be made.

Chair Hayes noted that Channel 4 News reported that there are twenty (20) agencies similar to that of Phibro-Tech, Inc. operating in California without a permit.

Also, the Memorial Scholarship applications are being accepted through Mar 21, 2013 and the Youth Citizenship Awards applications are being accepted through March 14, 2013.

Committee Chairs discussed issues regarding having a quorum and possibly amending the bylaws.

Historical Committee – Is in the process of archiving photos and documents. Requesting assistance in identifying individuals and events pertaining to photographs. Volunteers are also needed to assist in archiving materials. Mary Jo Haller recommended having the Historical Committee present at the Art Fest 2013 where the images can be viewed by the public and get their feedback.

Parks and Recreation Advisory Committee - Santa Float was a success with over 900 people in attendance. With the City's limited resources the Committee worked and established a list of possible donors for the 2013 holiday.

Senior Citizen Advisory Committee – Senior program has fully incorporated into the Gus Velasco Neighborhood Center. They look forward in offering workshops to address the various needs of the aging population and counseling services to assist older residents.

Nominations for the Older American Award presented by the County of Los Angeles are coming soon. Nominees must be city residents. Contact Maricela Balderas or Eddie Ramirez.

Family Human Services Committee - Thanksgiving Basket Program served 150 families and the Neighborly Elf Program served 350 families. The FHSC recognized and thanked VANS Shoe Corps and Starbucks for their donations, and employees who volunteered their time to help with the Neighborly Elf Program.

Sister City Advisory Committee – A delegation from the Sister City Navajoa, Sonora, Mexico visited the City. They were taken to visit several sites, including a public art piece at the Gus Velasco Neighborhood Center followed by lunch. The Mayor of Navajoa expressed his desire to reestablish the Sister City relationship and invited representatives of Santa Fe Springs to come and visit Navajoa to strengthen the connection.

7. POLICE SERVICES REPORT

Luis Collazo reported on a previous complaint regarding a barbeque located at the front of a property. Luis researched the City Ordinance and found no grounds for a violation. He explained that while he conducts his investigation, he observes all properties for any infractions of the City Code. Luis encourages members not to engage in conversation

with him while he is conducting an on-site code enforcement inspection.

Also, Luis reported that garages may not be converted into living spaces - City Code requires that vehicles have access to the garage.

Debra Cabrera inquired if Lakeland RV Park is subject to City Code Enforcement. Luis explained that all locations are subject to codes and ordinances and if the RV Park has no gate and is open to the public then it too is subject to City Codes. Debra also inquired regarding garage sales. Luis recommended complying to the lease agreement; however, garage sales may be conducted on the parkway, off the sidewalk, and does require a yard sale permit.

Luis recommends the public to report any code violations by completing the on-line information form or by completing the Courtesy Card, made available at today's meeting by Chair Hayes, and turn in to Police Services or to him at the next Beautification meeting.

8. PLANNING & DEVELOPMENT REPORT

None.

9. HERITAGE ARTS ADVISORY COMMITTEE REPORT

Marlene reported on the following Heritage Arts Advisory Committee information:

El Greco – New plans have been turned in to City Hall. Estimated completion is in May.

The Journey Statue – Will be moved to Lakeview School the week of April 1 – April 5.

Art Fest 2013 – The Heritage Arts Committee is moving forward with an art exhibition. Marlene thanked Chair Hayes for helping her in advising the committee members. She hopes everyone will come and support the local artists and that it become an annual event. Chair Hayes noted that a reception will be held at the Clarke Estate on May 30. Yolanda Garcia, a Santa Fe Springs resident and owner of *Casita del Pueblo Art Gallery in Whittier*, is the art consultant hired by the Heritage Art Advisory Committee. She and Jeff have contacted the schools. Posters announcing the event are being displayed. Information is available on the City Website and at all City facilities. Additional information will be sent to the public.

Maricela added that under the encouragement of Mayor Moore, she toured the Cultural Arts Center located in the Norwalk Sports Complex in the City of Norwalk, which promotes fine arts and encourages local artists. It has been distinguished with the Fine Arts Award of Excellence from the California Parks and Recreation Society. Maricela hopes in bringing something similar here in Santa Fe Springs.

Paula inquired regarding the status of the investigation of the stolen Cannonball Sculpture, which was located in front of the Aquatic Center. Dino Torres, Director of Police Services informed the Heritage Arts Committee that there are no leads in the case.

10. PUBLIC WORKS REPORT

None.

11. COMMITTEE PROJECTS FOR 2013

Beautification Tours - Members determined dates for residential and industrial tours as follows:

Residential - April 17 and 18, 2013 at 9:00 am

Industrial – April 12, 2013 at 9:00 a.m.

Arbor Day – Week of March 10 – 14, 2013. Due to school testing, the event will be scheduled in May at Santa Fe Christian School.

Beautification Awards Presentation – Will be held at the first City Council meeting in July.

Dog Park - Debra Cabrera attended the City Council meeting in support of the Dog Park at Santa Fe Springs Park. Jean indicated there is a positive component in having a dog park - brings community out to a location, promotes exercise, and statistics indicate that dog parks detour crime. Chair Hayes thanked Ms. Cabrera for attending the meeting and encourages others to support the efforts in bringing the Dog Park to the City by attending the City Council meetings. Also, Chair Hayes mentioned that he spoke to Tammy Murray regarding incorporating the Bark for Life event, which helps raise funds for cancer, if the park is approved. Chair Hayes will keep members apprised when this topic is on the City Council Agenda.

Easter Egg Hunt March 30, 2013 – Volunteers are needed for the 2 – 3 year old age group to assist in an egg hunt, the distribution of juice, cookies, other age group egg hunts, and the redemption area. The event will be held at Los Nietos Park from 8:30 a.m. – 11:00 a.m. There is also a pancake breakfast and other activities scheduled. Jean will follow-up with members.

Holiday Fest & Tree Lighting – December 7, 2013 at Town Center Plaza

Penny for Pines - Santa Fe Christian is unable to participate in the *Pennies for Pines* program, due to other commitments. Jean proposed that with the funds raised by the Committee members, a total of approximately \$150, they charter a bus to the mountains and participate in the *Pennies for Pines* program in the month of June. In the meantime, the campaign is on-going and Jeff has received the approval of the Whittier School District Superintendent Dr. Phil Perez.

12. OLD BUSINESS

Beautification Tour - Determine tour date.

See Item 11.

13. NEW BUSINESS - CHAIRPERSON ALBERT HAYES

Arbor Day

2013 - Santa Fe Springs Christian
2014 - St.Pius X
2015 - Rancho Santa Gertrudes Elementary
2016 – Jersey Elementary
2017 - Lakeview Elementary

14. NEXT MEETING

Wednesday, March 27, 2013.

15. ADJOURNMENT

A motion was made by Paula Minnehan and seconded by Margaret Bustos to adjourn the meeting in memory Sylvia Takata, the first Chairperson of the Beautification Committee, and in memory of Juanita Montes, previous Beautification Committee member. The motion carried unanimously and the meeting adjourned at 10:44 a.m.

Respectfully Submitted,



Jeff Mahlstede,
Executive Secretary