



BEAUTIFICATION COMMITTEE MEETING

Town Center Hall - Meeting Room No. 1

Wednesday, March 27, 2013

MINUTES

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

1. ROLL CALL

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

Absence: Rosalie Miller, and Vaib Nahrang

Council Liaison: Mayor Richard Moore

Staff: Maricela Balderas, Director of the Department of Community Services
Jeff Mahlstedt, Executive Secretary
JoAnn Madrid, Heritage Park Supervisor
Jean Madrid, Program Coordinator
Luis Collazo, Code Enforcement Officer
Cuong Nguyen, Principal Planner
Department of Planning and Development
Heleo Espinoza, Streets and Grounds Maintenance Supervisor
Department of Public Works
Teresa Clift, Administrative Clerk II

Guest: Yolanda Garcia, Art Consultant, Casita Del Pueblo

2. APPROVAL OF MINUTES

A motion was made by Charlotte Zevallos and seconded by Debra Cabrera to approve the Minutes of February 26, 2013 with the following amendments:

Section 11 – COMMITTEE PROJECTS FOR 2013, Penny for Pines

Amend to read:

“In the meantime, the campaign is on-going and Jeff has received the approval of *Little Lake School District Superintendent Dr. Phil Perez.*”

Section 3 –ORAL COMMUNICATIONS, Paragraph 2, Sentence 2

Amend to read:

“Viewing will be held at Rose Hills on March 7 from 5:00 p.m. – 8:00 p.m. and services will be held *on March 8 at 1:00 p.m.* at Sky Rose Chapel.”

The motion was carried unanimously.

3. ORAL COMMUNICATIONS

Donations may be sent to the Women’s Club Scholarship Fund in Memory of Sylvia Takata. Address: Santa Fe Springs Women’s Club, P. O. Box 2301, Santa Fe Springs.

JoAnn reminded everyone that if unable to attend a meeting, members may contact her and she will make initial contact with City Council. Mayor Moore also recommends that if planning to be out to mention it at a meeting so that he or she may be excused from the roll.

Sister City Committee is hosting a fundraising trip to Barona on April 22. Cost is \$20 per person and the bus departs at 8:30 a.m.

Mayor Moore announced that he has spoken with the City Manager on the application process for the fireworks stands and they are working on changing the drawing to September.

Chair Hayes thanked Mayor Moore for his support and taking initiative to bringing the arts to Santa Fe Springs, as well as the Dog Park. Debra also thanked Jean for her efforts regarding the Dog Park at Santa Fe Springs Park. JoAnn Madrid added that Heritage Park is also a dog friendly park. The park is equipped with bags at the entrance for owner’s to use. She welcomes members and their dogs to visit the Heritage Park.

4. COUNCIL LIAISON REPORT

Mayor Moore reported that Fire Station No. 2 is reopening. A status report will follow in six months. He also reported that the 2003 Water Bonds interest rate is down. By refinancing the bonds at a lower interest rate and extending the time to 10 years, it will generate over a million dollars and will help fund the repair to the water system. Also, the mid-year budget review illustrates that the City is recovering with an increase in revenue tax; business licensing and construction permits are up.

Mr. Moore announced a zone change north of Telegraph Road, which will convert this blight area to a residential zone and permit the building of a condominium site. In addition, the City Council has authorized the design of a new air conditioning system to replace the current system at City Hall, which is failing.

Debra inquired regarding the status of bringing a Dog Park to Santa Fe Springs. Mr. Moore indicated that the City Council is reviewing the Capital Improvement Projects (CIP) budget process. He will keep members apprised.

Mayor Moore reported on the status of the JAX Market closure and adjacent locales. A 99 Cents Store is coming as well as an Auto Zone. Lupe expressed her concern for patrons who change oil in parking lot and leave debris. Signage will be posted advising residents of new changes.

Maricela Balderas informed members that a farmers market by certified farmers is being planned beginning in June at the Aquatic Center parking lot on Thursday's from 12:00 p.m. - 5:00 p.m. This will give residents other options in purchasing a variety of fruits and vegetables. Albert Hayes suggested that residents may purchase taxi vouchers worth \$7 for \$1 each and are available at City Hall and the Gus Velasco Neighborhood Center as an additional alternative to shop at local markets.

Mary Jo inquired if the Highway Patrol plans on staying at its current location. Mayor Moore explained that the Highway Patrol had originally selected an area on Greenleaf Avenue, but due to the grade variance, have chosen not to move and remain at the Orr and Day Road site.

5. EXECUTIVE SECRETARY REPORT

Committee By-Laws Update – Jeff Mahlstedt reported that the City Council, at their meeting of March 14, 2013, approved to amend the 2/3 vote for a quorum to a majority of 50% + 1.

Introduction of New Executive Secretary, JoAnn Madrid – Jeff expressed his gratitude to the members of the Beautification Committee for their collaboration throughout the years he served in the capacity of Executive Secretary. He introduced JoAnn who is assuming the duties of Executive Secretary to the Beautification Committee. JoAnn previously served on the Committee for eighteen years and is pleased to be back. She is now at Heritage Park supervising operations there. She looks forward in working with the members and may be contacted at the Park.

JoAnn announced Children's Day is scheduled at Heritage Park on April 18 beginning at 12:00 p.m. The Historical Book will be available for sale at this event. Volunteers may contact JoAnn.

The Easter Egg Hunt Program at Los Nietos Park will be held this Saturday beginning at 10:00 a.m. and a pancake breakfast starting at 8:00 a.m.

6. SUPER COMMITTEE REPORT

No Report. The next meeting is scheduled on April 30, 2013. Chair Hayes will keep members apprised.

7. POLICE SERVICES REPORT

Luis Collazo reported on two properties located at Gary Avenue and Jersey Avenue. Currently, Luis has an open case on a martial arts business at Jersey. The property on Gary needs attention and he will be sending a letter to the property owner.

Code Enforcement Issues Reported:

- RV parked on the promenade. Luis will call in to owner.
- Lupe Placencia inquired regarding barbeque connected to fence. Luis indicated that City Code does not prohibit attaching a fixture to concrete block walls, such as a decorative fountain and including, barbeques. Lupe also reported height of fence.
- Mary Arias reported

- Mayor Moore reported property on Roseton Avenue – tore out lawn and put rock material. Luis will work with owners to bring lawn to code.
- Albert Hayes reported synthetic turf on Bartley Avenue. Luis mentioned that it has since been removed. Luis advised that synthetic turf is prohibited. Synthetic turf leaves debris and contaminants.
- Lupe inquired regarding garage conversions. Send information to Luis. He will send letter to homeowner and will work with owner. A carport will serve within City Code requirements.
- Parkmead Street residence located next to address 11752. Irene inquired regarding City Ordinance on parking in front of a home, drinking and drug abuse. Also backyard grass is unattended. Luis will follow-up.
- Parkmead/Pioneer - 3rd house from corner. Jeanne reported paint is chipping.
- An inquiry was made regarding an additional driveway to a property. Luis stated that driveways must lead to a garage or carport.

Luis recommends anytime something dramatic is done to a property to contact the City for clarification of City Code. Members may also contact Luis with any questions or concerns at the Police Service Center or bring information to regular scheduled Beautification Committee meetings where he will address these issues.

8. PLANNING & DEVELOPMENT REPORT

None.

9. HERITAGE ARTS ADVISORY COMMITTEE REPORT

Marlene reported on the following information:

A budget town hall meeting is scheduled on April 17 at Town Center Hall beginning at 6:00 p.m. Members are recommended to attend.

Local schools will be notified of the 2013/2014 Art Education Grant Program in April. The Committee will review all applications received in July and make their recommendation to City Council. The Committee has a budget of \$50,000 available. Last year, the Committee issued over \$40,000 in grant funds.

The Takata family donated a piece of art to the City called the, *Archer*. This piece has been showcased at the Library of Congress. The sculpture is made of leather and measures approximately over 4 feet tall over and 5 feet wide. The Committee accepted the art piece and will be making a recommendation to the City Council to accept the donation. Possible locations will be identified and discussed at the next meeting.

The Journey statue relocation will be revisited by the Committee and a recommendation will be made to the City Council.

Art Fest 2013 will be held on May 30 at the Clarke Estate with a reception and selected art pieces will be showcased at the Library during the month of June.

10. PUBLIC WORKS REPORT

Heleo Espinoza reported that the freeway expansion at Stage Road and Valley View

construction is complete. The Shoemaker Bridge is gone and Valley View Avenue is open to traffic. Projected completion date is 2016 early 2017.

Graffiti and pothole maintenance has been kept up. The parks and facilities are in great condition. Heleo explained the artificial turf installed at the Clarke Estate has a cost maintenance savings of approximately \$50,000. Maintenance requires washing and brushing every two months.

Debra Cabrera reported graffiti at the Lakeland Mobile Park on south side of sidewalk. Also, she reported a sink hole on sidewalk of second driveway at Pioneer Boulevard and Lakeland Road next to the cemetery and adjacent to Little Lake Park.

Chair Hayes commended the Department of Public Works for an excellent job. Heleo encourages members to contact Public Works to report graffiti and potholes, tree issues, etc. and staff will follow-up and address these issues.

11. COMMITTEE PROJECTS FOR 2013

Beautification Tours - Members set dates to tour the business and residential communities as follows:

- Residential – Wednesday, April 17 and Thursday, April 18, 2013 at 9:00 a.m. Transportation will be provided by Chair Hayes, JoAnn, and Jean to caravan and look at the homes. Pictures will be taken and a slideshow will be prepared for viewing and selection process.
- Industrial – Friday, April 12, 2013 at 9:00 a.m. Last year, concentrated in small business. This year, will tour large industrial, avoiding corporate buildings due to difficulty in determining owner. Paula Minnehan recommended including church properties.

Chair Hayes mentioned that residents ask why their homes are passed up. He recommends that members overlook basketball, water hose on driveway, and trash cans on trash day, etc. when voting. Julia Ray also recommends considering condition of lawns due a water drought season. JoAnn stated that focus should be given to the landscape and maintenance of the homes. She recommends new guidelines be established. JoAnn and Jean will prepare the guidelines and share with members. Any questions regarding violations on a particular property, she suggests in taking photo and bringing to meeting for further discussion.

Chair Hayes recommended advertising in the City Newsletter. He also recommends including a Mayor Choice Award.

Jean suggests having an identification magnet placed on side of vehicle. Also, name tags will be issued to the following individuals so that members of the public may identify participants of the Beautification Committee while conducting the tours. Rita Argott, Mary Arias, Debra Cabrera, Sadie, Mary Jo Haller, Annie Petris, Mary Reed, Charlotte Zevallos, Mayor Richard Moore, and Councilmember Laurie Rios.

Arbor Day – Tentative date is May 16, 2013 at Santa Fe Christian School. Jean will keep members apprised.

Beautification Awards Presentation – in the month of July. Date will be determined.

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

Penny for Pines Update – Jean stated that she has received approximately \$150 from Committee members. Charlotte Zevallos added to the penny donation today. Jean suggested that the Committee participate in the program by being the first to contribute to the program and going up in September to plant some seedlings. Chair Hayes recommended taking children from the Tiny Tots Program. Jean will make the necessary arrangements.

12. OLD BUSINESS

Art Fest 2013 – Maricela Balderas introduced Yolanda Garcia, Art Consultant to the Heritage Arts Advisory Committee who reported on the status of the upcoming art exhibition. A call to artist mailer was sent to all residents and business residents and received 130 artist replies wishing to participate. The event will begin with a reception and showcase of artist works on May 30 from 5:00 p.m. -8:00 p.m. at the Clarke Estate and then a display during the month of June at the Library. This is a free event for artist to participate as for the public to attend. The reception will include appetizers, refreshments, music, performing arts, art showcase, raffle where distinguished artists donate a piece and participants may win an art piece. Also, there will be a showcase area for high school students. Yolanda shared samples from prestigious artists who will also be participating. Next is Phase II – engaging and promoting with event-posters, flyers and Phase III – mailer. Yolanda invites everyone to come to this event. Chair Hayes encourages all members to attend and support the arts and the local artists.

Jean stated that she will be introducing *Art in the Park* coloring contest at all the parks for children as part of bringing cultural arts to the community. Ribbons and certificates will be awarded.

13. NEW BUSINESS - CHAIRPERSON ALBERT HAYES

Arbor Day - Chair Hayes announced the Arbor Day schedule.

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

14. NEXT MEETING

Wednesday, April 24, 2013.

15. ADJOURNMENT

There being no further business, Chair Hayes called the meeting adjourned at 11:15 a.m.

Respectfully Submitted,

JoAnn Madrid,
Executive Secretary