



## **BEAUTIFICATION COMMITTEE MEETING**

Town Center Hall - Meeting Room No. 1

Wednesday, April 24, 2013

### **MINUTES**

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

#### **1. ROLL CALL**

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

Absent: Margaret Bustos, Mary Jo Haller (Excused), Rosalie Miller, Paula Minnehan (Excused), and Vaib Nahrang

Council Liaison: Mayor Richard Moore, (Excused)

Staff: JoAnn Madrid, Executive Secretary  
Jean Madrid, Program Coordinator  
Luis Collazo, Code Enforcement Officer  
Teresa Cliff, Administrative Clerk II

#### **2. APPROVAL OF MINUTES**

A motion was made by Charlotte Zevallos and seconded by Juliet Ray to approve the Minutes of March 27, 2013. The motion was carried unanimously.

#### **3. ORAL COMMUNICATIONS**

Chair Hayes thanked members who participated in the residential tours. Chair Hayes turned in the house violations the committee encountered while touring the city to Code Enforcement Officer Luis Collazo.

JoAnn announced that she is working with two boy scouts who are undertaking their Eagle Scout projects at Heritage Park. The first, Michael Iezza is working on the Conservatory with the assistance of two landscape architects. The second, Tsunami Fischman will be working on the Butterfly Garden and will be submitting his landscape plans. JoAnn advised that these students may be soliciting donations to help subsidize their projects from the Women's Club and other committees or organizations.

JoAnn announced the City is currently hiring for Parks and Recreation Leaders. Candidates must be minimum 18 years of age. Also, the City is currently accepting interest cards for Park Ranger position at Heritage Park.

A reminder that First Friday at the Library will feature a South American Instrumental Group on May 3, 2013.

JoAnn distributed her new business cards and advised members of her new cell phone number of (562) 480-4324.

4. COUNCIL LIAISON REPORT

None.

5. EXECUTIVE SECRETARY REPORT

**Committee Reappointment** – JoAnn announced the members whose appointments to the Beautification Committee will be expiring effective June 30, 2013. Members include Mary Arias, Debra Cabrera, Vada Conrad, Albert Hayes, Rosalie Miller, Annie Petris, Lupe Placencia, May Sharp, and Marlene Vernava. A Request for Reappointment Form was distributed to the respective members for completion and replies will be forwarded to the City Clerk's office.

**Residential Tours**- The residential tours is completed. Committee will now determine date for industrial tour (deferred to Item 11). A Mayor Choice Award will be added this year. JoAnn indicated that the committee must complete all aspects of the program by the second week of June in order to make award presentations at a City Council meeting at the end of June.

**Farmer's Market** – A new date for the farmer's market has been scheduled for Thursday, July 11, 2013 at the Town Center Plaza from 12:00 p.m. – 5:00 p.m. The farmers market will continue on a weekly basis on Thursday's. Carole Joseph is working in partnership with a certified farmer's organization, J. H. Productions Company, which has experience in organizing other farmer's markets in the local area. JoAnn encourages members to come and those who are growers from the Community Garden may also participate to sell. The City hopes that this will be another option for the community and help alleviate some of the concerns regarding the closure of JAX's Market. Vendors wishing to participate may be referred to Carole Joseph.

5. SUPER COMMITTEE REPORT

None. The next meeting will be held on May 30, 2013. Chair Hayes will keep members apprised.

6. POLICE SERVICES REPORT

Luis Collazo reported he has written an article in the City's Newsletter regarding preserving our neighborhoods. The article focuses on inoperative vehicles, tents, barbecues and issues with items exposed in front yards. A contact number is also listed for people to report violations.

Luis will now set his focus on inoperable vehicles. A vehicle is considered inoperable when it sits for more than five days and gives a displeasing appearance to property. It may have flat tires or engine is not running, etc.

The City now issues an administrative citation to residents who do not comply with City Code. The citation will give notification of violation and section of ordinance being violated. Each count is \$100. Third citation is \$500. Luis will first encourage residents to invest in the improvement of their properties.

Luis explained that RV's, motorhomes, water crafts such as, boats, ski-jets, etc. are not permitted to be parked in the front property. They must be parked where not visible from the street. Overnight parked vehicles are permitted for 24 hours only.

Code Enforcement Issues Reported

Morrell Avenue – home with overgrown evergreens.

Fulton Wells - three motor homes parked with individuals living there.

Norwalk Boulevard/Lakeland Road - graffiti on sidewalk.

Luis also reported that a landlord on Claymore Street has been served a 30-day eviction notice.

8. PLANNING & DEVELOPMENT REPORT

None.

9. HERITAGE ARTS ADVISORY COMMITTEE REPORT

Members of the Heritage Arts Advisory Committee visited the Norwalk Cultural Center yesterday, April 23, 2013. Staff was very informative on how this program is run. Committee members learned that the City of Norwalk featured their annual art exhibition called, *Artistica*, on Friday, April 18. Over 2,500 people attended the event. Food trucks participated and donated a portion of their sales, which goes towards their art program or towards their Family Human Services. It also has a scholarship component built into the program. In addition, the City of Norwalk has an art show for Norwalk residents only once a month and awards are given to 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place winners. The Cultural Arts Center is open to the public. Chair Hayes also noted that the City of Norwalk has received an Award of Excellence from the California Parks and Recreation Society for their cultural arts program.

The Santa Fe Springs Art Fest 2013 is underway. It will commence with a reception and art exhibition on Thursday, May 30, 2013 at the Clarke Estate at 5:00 p.m. – 8:00 p.m. JoAnn reported that a total of 130 applications were received with 300 pieces of art to be showcased. Applications were also received from the local high schools including, 25 students from Santa Fe High School, 15 from Pioneer High School, 10 from St. Paul High School, and 5 from students who reside in Santa Fe Springs and attend schools outside of the area. Also, 32 applications were received from the Whittier area and 48 from on-line applicants and colleges, which include Cerritos College, Cypress College, Cal-State Fullerton, and Cal-State Long Beach. Selected art pieces will be displayed during the month of June in the Library. Members are encouraged to attend.

Chair Hayes and Debra Cabrera attended a Kiwanis Club membership meeting where they had the opportunity to promote the Art Fest. The Kiwanis Club is comprised of business residents and invites anyone to join. A Jog-a-thon will be held on April 25, 2013 in support of the Four Square Church. The Women's Club has made a \$150 donation.

***Community Garden a day of Volunteerism*** – Albert Hayes recommends implementing some ideas such as an Eagle Scout project for 2014.

10. PUBLIC WORKS REPORT

None.

## 11. COMMITTEE PROJECTS FOR 2013

**Beautification Tours** – Jean announced that the residential tours is completed and she is in the process of compiling the scores. Jean presented to members for their consideration changes to the judging process. Jean recommended that in the future, the same number of people volunteer for the tours in order to have consistency in the judging outcome. She also recommended that a small group go out to tour and take pictures. A slide show presentation will then be made for the committee to view and take a vote on the winners. In addition, members will consider what judging system to implement, resident application process or tour. Jean also suggested considering the Villages homes for an industrial award as a whole complex, such as the Fulton Wells and Santa Fe Villa complexes.

JoAnn is working on the magnetic signs for vehicles for next fiscal year. She will oversee to advertising in the City Newsletter for 2014 Beautification Award Tours and include the program rules.

Industrial tour date was determined to be held on Saturday, May 4, 2013 at 9:00 a.m. Members participating include Mary Debra Cabrera, Albert Hayes, Irene Pasillas, Mary and May Sharp a.m.

**Arbor Day** – Wednesday, May 29, 2013 at Santa Fe Christian School at 9:30 a.m.  
Jean gave an overview of the Arbor Day Program. As part of the Tree USA Program, the Beautification Committee sponsors a tree and is planted at a local school. The school children participate in the day's program.

**Beautification Awards Presentation** – second week of July.

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

**Penny for Pines Update** – Jean stated that the program will be scheduled in September.

## 12. OLD BUSINESS

**Children's Day Update** – JoAnn reported that there was a good attendance by the community and it was a very nice event. Families enjoyed various activities, including story time, magic show, butter churning. Charlotte mentioned that the Sister City Committee participated by selling hotdogs.

Eleanor recommended purchasing an additional butter churner. JoAnn stated that the current one is operable but will look into it for next year. Also, JoAnn has spoken to Shannon Dailey, Children's Librarian, in having pre-maid butter available. Special thanks to the Women's Club for \$150.00 donation towards this event.

**Easter Egg Hunt Update** – Jean stated that the event was a great success. Approximately 2,000 people attended. Presents from Easter baskets to chocolate bunnies, to pales for each age group were distributed. There were cupcakes for the cake walk and a bunny picture opportunity.

## 13. NEW BUSINESS - CHAIRPERSON ALBERT HAYES

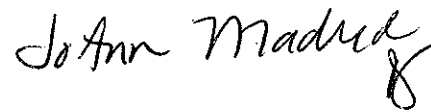
**Arbor Day** - Chair Hayes announced the Arbor Day schedule.

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,

A handwritten signature in cursive script that reads "JoAnn Madrid" with a stylized flourish at the end.

JoAnn Madrid,  
Executive Secretary

JM/tc