



**BEAUTIFICATION COMMITTEE
Town Center Hall – Meeting Room No. 1
Meeting of Wednesday, June 26, 2013**

MINUTES

Chairperson Albert Hayes called the meeting to order at 9:43 a.m.

1. ROLL CALL:

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

Council Liaison: Mayor Richard Moore

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

Absent: Mary Jo Haller

2. APPROVAL OF MINUTES

A motion was made by Charlotte Zevallos and seconded by Marlene Vernava to approve the Minutes of May 22, 2013. The motion was carried unanimously.

3. ORAL COMMUNICATIONS

Chairperson Albert Hayes thanked the committee for turning in their Beautification Committee Courtesy Cards for those homes that are in violation.

4. COUNCIL LIAISON REPORT

- Mayor Richard Moore announced that the budget will be up for approval at the next council meeting. Mr. Moore shared that the City is looking a lot better than last year and will have a little bit of a surplus in this years budget.
- Mr. Moore passed around a copy of a council report with detailed information regarding the road construction that is scheduled to be done throughout the City. He shared that he was not happy with the very short and very vague notice that was recently sent out to residents regarding this matter. Mr. Moore informed the committee that he sat down with the City Engineer to let him know that the first notice was unacceptable and that there needs to be better communication with residents to make them aware of exactly what will be happening in their areas according to the construction schedule. With that said, Mr. Moore notified the committee that they will be receiving a second more detailed notice in the mail indicating the steps that are going to take place, in what order, and approximately when, so that there will be no surprises. Some of the work scheduled to be done

will include: sidewalk repairs, curb & gutter repairs, bus stop wheelchair ramp repairs (to make them compliant with the existing laws) and finally they will be working on the road itself, taking the asphalt down a few inches and replacing it with new asphalt, and this is when they will actually be closing down the roads one lane at a time. The Mayor explained that the work will be done in two segments; the first segment will be the area of Florence Avenue and Orr & Day Road, and the second segment will be the Telegraph Road/Pioneer Boulevard area.

- Mayor Moore informed the group about the Measure R money that the city will be receiving from the state due to the extra traffic that we will be seeing in our streets once the I-5 work begins in our direction. Mr. Moore mentioned that he attended an I-5 meeting last week and it looks like they may not commence any work until maybe the end of the year or maybe even early next year.

5. EXECUTIVE SECRETARY REPORT

- **FY 2013-14 Budget Presentation - Thaddeus McCormack, City Manager**

The City Manager was scheduled to give committee members a presentation on the 2013/14 City budget, however, Mr. McCormack was unable to attend.

- **Beautification Awards Presentation - Council Meeting on July 11, 2013 at 7:00 p.m.**

Jo Ann Madrid asked the committee if it would be possible to extend the date of the Beautification Awards Presentation to the Council meeting on July 25, 2013, to allow them a bit more time to work on the power point presentation. Committee members voted on the date extension and all members were in favor. Ms. Madrid thanked the committee for their cooperation.

- **SFS Art Fest 2013 - Recap**

Everyone agreed that the Art Fest was a wonderful success! JoAnn Madrid commended Jean Madrid and AJ Hayes for their hard work on a job well done. Mr. Hayes reminded everyone that the art work will be displayed at the library through the end of June for the public to view. A few improvements to look into for next year's Art Fest are:

- ❖ Getting larger raffle ticket bowls
- ❖ Possibly having a better sound system so that attendees could hear presentations and announcements throughout the event.
- ❖ Better parking/drop off area for the handicap

Jean Madrid also shared that Yolanda has been contracted to continue working with the City in the Arts department and she is already planning new and exciting things.

- **Farmers Market - Thursday, July 11, 2013 - 12 Noon - 5:00 p.m. @ Town Ctr. Plaza**

Jo Ann Madrid reminded the Committee about the upcoming Farmers Market. She asked them to mark their calendars and be ready to come out and do their shopping.

6. POLICE SERVICES REPORT

Luis Collazo wished the committee a Safe and Happy 4th of July. Mr. Collazo asked the committee if they had any questions or concerns for him, and the following

items were brought to his attention:

- Lupe Placencia reported:
 1. There is a motor home parked at 9108 Alburto Ave., which has been there for quite some time without being moved.
 2. A motor home parked at 11224 Maxine St. which has been parked there for 6 years now.
 3. On Broad St., behind the Activity Center tennis courts there is an old Plymouth for sale that has also been there for a long time.
- Margaret Bustos reported debris and unsanitary items in and around the Gateway Plaza.
- At 11733 Nova St, the following items need attention:
 1. The lawn needs to be mowed and weeds need to be cleaned up
 2. There is a motorhome parked in the front of home.
 3. Empty milk containers along the side of the house.
- Debra Cabrera reported traffic going in and out of a particular unit in her Mobile Park neighborhood. She asked Mr. Collazo if perhaps he could take a drive through that area because she suspects possible drug activity. Ms. Cabrera shared that other than that it appears that people in her neighborhood are actually trying to keep up and maintain their units. She says that when a person sees another person trying to improve their home it motivates the others to do the same. Another important piece of information that Ms. Cabrera shared with the committee was that she contacted the Habitat for Humanity and they confirmed that they do assist people with doing repairs to their homes. She shared that they have applications available for people who qualify.

8. HERITAGE ARTS ADVISORY REPORT

- Marlene Vernava shared that the Division of Family & Human Services and the Division of Library & Cultural Services are joining forces to teach pre-school age children to read. They have received a grant for this program.
- The Aquatic Center swimming pools are already being managed by the City of La Mirada.
- The Heritage Arts committee voted on where to place The Imperial Archer statue that was donated by Takata family in honor of Tom and Sylvia Takata. Ms. Vernava shared that most members of the Heritage Art Committee voted to have the statue placed in City Hall, however, the vote will have to go before the City Council and ultimately they will have the final say.
- On Friday all City parks will be giving out free food at 3:00 pm for Summer Kick Off for the Division of Parks & Recreation Services at all City parks.
- Ms. Vernava also shared that the Heritage Arts Committee will be working on grant approvals at their next meeting.

10. COMMITTEE PROJECTS FOR 2013

- **Holiday Fest and Tree Lighting**

This event is scheduled to take place on December 7, 2013, in the Town Center

Plaza. Chairperson Hayes suggested that maybe this year the committee should coordinate with the schools that will be participating to ensure they sing a variety of songs throughout the event. Mr. Hayes mentioned that in the past years they had not coordinated with the schools and as a result all school end up repeating the same song.

Eleanor Connelly expressed that she would like to see more participation from members of the committee during this event. She shared that in the past only two or three members stand up when the committee is announced.

- **Beautification Tours 2014 - TBD**
- **Arbor Day 2014 - TBD**
- **Penny Pines**

Jean Madrid shared that Penny's for Pines is expecting a visit from the committee sometime in September and they are excited to show the committee what their program is all about.

11. **OLD BUSINESS**

- Jean Madrid gave an update and distributed information on summer events at City Parks.

12. **NEW BUSINESS**

- **Selection of Liaison to the Heritage Arts Advisory**

Chairperson Hayes suggested the re-appointment of Marlene Vernava. Mr. Hayes asked for the committee's votes and all were in favor of re-appointing Marlene Vernava to the Heritage Arts Advisory Committee.

13. **ANNOUNCEMENTS**

- Charlotte Zevallos announced that the Sister City Committee has an upcoming bus trip to Barona Sunday, August 18, 2013.
- Marlene Vernava reminded everyone about the Women's Club Fashion show scheduled for the last Sunday in July.

14. **NEXT MEETING**

- Next meeting is scheduled for September 25, 2013, 9:30 a.m.

15. **ADJOURNMENT**

There being no further business, Chair Hayes called the meeting adjourned at 10:57.a.m.

Respectfully Submitted,

JoAnn Madrid,
Executive Secretary