



**BEAUTIFICATION COMMITTEE  
Town Center Hall - Meeting Room No. 1  
Meeting of Wednesday, September 25, 2013**

**MINUTES**

Chairperson Albert Hayes called the meeting to order at 9:38 a.m.

**ROLL CALL:**

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

**Council Liaison:** Mayor Richard Moore

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

**Absent:** Mary Jo Haller, Marlene Vernava, and Paula Minnehan

**APPROVAL OF MINUTES**

A motion was made by Juliet Ray and seconded by Mary Reed to approve the Minutes of June 26, 2013. The motion was carried unanimously.

**ORAL COMMUNICATIONS**

Albert Hayes thanked the Woman's Club for their donation of \$150.00 for the Parks and Recreation Services Division Haunted House. Mr. Hayes also extended an invitation to the committee to view the Haunted House during the day after the completion. This would be an afternoon tour around 1:00 p.m. on October 28, 2013. Tour hours for the general public will be from October 28 - 31, 2013, from 6:00 p.m. to 10:00 p.m.

**COUNCIL LIAISON REPORT**

- Mayor Richard Moore reminded committee members that the Relay for Life begins Friday, September 27, 2013, with ending ceremonies on Saturday, September 28, 2013, at Lake Center Athletic Fields. The Fire Department will be selling carne asada tacos during the event.
- Mr. Moore reported on the tragic accident that occurred this past weekend during a Car Show at a Construction Distribution Warehouse on Freeman Street. A

young female child age 7 years was killed when one of the cars slipped into gear and hit a pallet containing water barrels and approximately 800 lbs. of water that fell on the child resulting in her death. The accident is still under investigation.

- Mayor Richard Moore asked the committee to look out for the Measure S item on the ballot which will be going out to the homes soon. Measure S is a tax on the company that extracts oil in the City. If this measure is approved by the city vote it would increase that tax to about 41 to 50 cents per barrel. This cost is currently 20 cents per barrel. This tax will help maintain services for the wear and tear of our streets. It will also bring in about \$150,000.00 more to the general fund.

### **EXECUTIVE SECRETARY REPORT**

Jo Ann Madrid gave a recap on the Capital Improvements Projects that were approved by the City Council for the Community Services Department:

- The GVNC Child Care Center Playground at an estimated cost of \$19,955.00
- Wading Pools Resurfacing (ADA Compliance). The City is looking into a Splash Pad cost analysis for at least one park in the place of a handicap ramp for wheel chair access.
- Wading Pools – Wrought Iron Fence Replacement at an estimated cost of \$63,000.00
- Dog Park (at SFS Park) at an estimated cost of \$100,000.00
- Lakeview Park Restroom Renovation at an estimated cost of \$110,250.00
- Activity Center Flooring \$143,325.00

Jo Ann Madrid reported that the Director of Recreation Services is looking into having the Farmers Market go year round and also having them late until 7:00 p.m. once a month.

Jo Ann Madrid handed out new name badges to committee members.

### **DEPT. OF POLICE SERVICES REPORT**

Luis Collazo invited the committee members to the Public Safety Fair on Saturday, October 5, 2013, from 11:00 a.m. to 2:00 p.m. in the Aquatic Center Parking Lot.

Mr. Collazo informed the committee that the Red Ribbon Parade would be taking place on Wednesday October 23, 2013.

He also shared that the marijuana dispensary by Hungry Boy's has shut down. The business was running as a Tobacco/Cigarette shop with a dispensary in the back room behind a locked door. The Whittier Police Dept. went out to the location, but the business was gone and the building completely empty.

Chairperson AJ Hayes thanked Mayor Moore, Councilmembers Rounds and Trujillo and Luis Collazo in being instrumental in getting the people evicted from the drug house that was located on Claymore Street across the street from him.

### **HERITAGE ARTS ADVISORY REPORT**

Chairperson AJ Hayes reported that a date for the 2014 Art Fest has been approved. It is scheduled to take place on Thursday, May 20, 2014, from 5:00 p.m. to 9:00 p.m. at the Clark Estate. The committee is looking into possibly bringing in Food Trucks and light music.

The Art Committee is looking into commissioning an artist to do a 1-2-3 dimensional artwork on the power grid box on Telegraph Rd./Alburtis Ave. This will be a pilot piece for future artwork like this throughout the city. All funding for this type of project comes from the Art in Public Places Fund. The type of art work that will be on the power grid may be seen throughout Long Beach since they have been doing this type of art work for a while.

The Committee was looking at possibly using Yolanda Garcia, the artist who works as a consultant for the Art Fest, to do some consulting on other city projects. However, her cost was too high, therefore, at this time they have chosen not to have Ms. Garcia consult on any other future projects except for the Art Fest.

Luis Collazo kindly donated an hour of Mariachi Music by the Mariachi Bellas group to come and play during the Sugar Skull Workshop.

### **COMMITTEE PROJECTS FOR 2013**

Jean Madrid reported to the committee that we had a great Beautification residential winner response this year at the July 25, 2013, council meeting. The business winner did not have a large turn out.

Jean Madrid invited the committee to sign up for the upcoming CPC Trips

- Ghost Walk at Old Towne Orange- Saturday, October 19, 2013, 6:30 p.m.– 10:00 p.m. at a cost of \$21.00 per person.
- U.S.S. Iowa Tour – Saturday, November 16, 2013, 9:00 a.m. – 3:00 p.m. at \$18.00 per person
- Festival of Lights – Riverside Mission Inn is Sold Out

### **OLD BUSINESS**

Jo Ann Madrid deferred review of By-Laws to Chairperson AJ Hayes.

### **NEW BUSINESS**

Chairperson AJ Hayes turned committee elections over to Jo Ann Madrid. The Committee chose to make verbal nominations and have a show of hands. Mary Reed made a motion to keep AJ Hayes as Chairperson. Debra Cabrera seconded

that motion. The motion was carried unanimously. Rita Argott made a motion to elect Debra Cabrera as Vice Chairperson. The motion was seconded by Lupe Placencia. The motion was carried unanimously.

Mr. Hayes asked if any committee members had questions regarding the Committee Bylaws. However, no comments were received in regards to the By-Laws and they stand as written.

Chairperson AJ Hayes reviewed with the committee that the Super Committee has been asked to come up with rules for "Code of Conduct" that all City committees will be asked to adhere to. Once the rules have been determined the Super Committee will be sending recommendations to City Manager so he can review with City Council for approval and adoption of the "Code of Conduct".

### **ADJOURNMENT**

There being no further business, Chairperson Hayes adjourned the meeting at 10:57 a.m. The next meeting is scheduled for October 23, 2013, 9:30 a.m.

Respectfully Submitted

Jo Ann Madrid,  
Executive Secretary