



BEAUTIFICATION COMMITTEE
Town Center Hall – Meeting Room 1
Wednesday, March 25, 2015
9:30 a.m.

MINUTES

1. CALL TO ORDER – Chairperson Albert Hayes called the meeting to order at 9:39 a.m.

2. ROLL CALL

Members Present: Mary Arias, Margaret Bustos, Debra Cabrera, Sadie Calderon, Vada Conrad, Albert Hayes, Mary Jo Haller, Paula Minnehan, Juliet Ray, Mary Reed, Joseph Saiza, May Sharp, Marlene Vernava, and Doris Yarwood

Members Absent: Irene Pasillas

Members Excused: Rita Argott, Eleonor Conelly, Annie Petris, and Charlotte Zevallos

Council Liaison: Mayor Laurie Rios
Mayor Pro Tem Richard J. Moore

Staff: JoAnn Madrid, Executive Secretary/Community Services Supervisor
Jean Madrid, Program Coordinator

3. APPROVAL OF MINUTES

A motion was made by Chair Hayes and seconded by Marlene Vernava, to approve the Minutes of March 25, 2015. The motion was carried unanimously.

4. COUNCIL LIAISON REPORT

Mayor Pro Tem Richard Moore distributed flyers for the upcoming Mayor's Annual Prayer Breakfast. He also reported that consultants will be recruited to evaluate sidewalks and another will evaluate streets for repair.

Mayor Laurie Rios reported on the following:

Available Scholarships:

- Youth Citizenship Award - March 26, 2015
- Memorial Scholarships Program - March 31, 2015

In addition, Mayor Rios informed members of the following events and programs:

- Easter Egg Hunt- April 4, 2015, 10:00 a.m. - Los Nietos Park

- Sister City Young Ambassador's pancake breakfast - April 4, 2015, at 8:00 a.m.
- Congress Women Linda T. Sanchez representative will be available at the Gus Velasco Neighborhood Center (G.V.N.C.) on the following days to assist with issues on social security, immigration, claims, health care, VA benefits, and housing:

April 7, 2015 4 p.m. - 6:00 p.m.;

May 5, 2015, 9:00 a.m. – 11:00 a.m.; and

June 2, 2015, 4:00 p.m. – 6:00 p.m.

- First Annual Mayor's Prayer Breakfast - April 16, 2015 at the Town Center Hall, at 6:30 a.m. - 8:30 a.m. Tickets are available with your local church and the cost is \$10.00 per ticket.
- SFS Art Fest - May 8, 2015, at the Clarke Estate 6:00 p.m. – 10:00 p.m. Contact Ed Ramirez for sponsorship opportunities.

Mayor Rios encouraged members to invite families to come out to the Children's Boutique being held at the G.V.N.C. on Thursday, March 26, 2015. Also, the Special Olympics is under way. Questions regarding the Special Olympics and volunteer opportunities may be directed to Ed Ramirez at the G.V.N.C. In addition, Tuesday's Club is taking place at the Library for adults with disabilities beginning at 11:00 a.m. Workshops include Therapy Dog on March 3, 2015; Beginning Yoga on April 7, 2015; and Vision Board Project on May 5. Furthermore, the Police Services will implement a new residential patrol to decrease crime rates by riding bikes throughout the city. Mayor Rios also announced *Meet The Mayor* to be held the last Friday of every month, beginning April 24, 2015, at the G.V.N.C. from 6:30 p.m. – 7:30 p.m. This is an opportunity for the community to raise any questions or share any concerns with Mayor Rios.

5. EXECUTIVE SECRETARY REPORT

JoAnn Madrid Reported on the following:

- Easter Egg Hunt** - JoAnn encouraged members to come out to the Easter Egg Hunt at Los Nieto Park on April 4, 2015.
- Certified Farmers Market** - The farmers market takes place every Thursday and is now accepting EBT cards.
- National Volunteer Week** - A Volunteer Recognition reception will take place on Friday, April 17, 2015 at Town Center Hall, at 5:30 p.m. - 7:30 p.m. This invitation is open to all committee members and a formal invitation will be mailed.
- First Annual Mayor's Prayer Breakfast** - April 16, 2015, at the Town Center Hall from 6:30 - 8:30 p.m. As previously reported by Mayor Rios.

- e. **3rd Annual SFS Art Fest** - The Art Fest Committee is ongoing with the planning of the event. Entertainment and food vendors have been secured. JoAnn will keep members apprised.
- f. **Children's Day** – This event will be held on Saturday, April 18, 2015 at Heritage Park, at 12:00 p.m. – 4:00 p.m. Members were encouraged to volunteer.
- g. **Concessionaire at Heritage Park, El Tepeyac, Update** - An anticipated soft opening is being planned for Monday, May 4, 2015 with a grand opening on Mother's day, Sunday, May 10, 2015. The restaurant will be participating at the summer concerts and also at the Aloha Expo. JoAnn will keep members apprised.
- h. **Summer Concert Series and Movies at the Park Series** - The summer concert series will be held at one location this year, at Heritage Park; and movies at the park series will be held at Town Center Hall.

6. DEPARTMENT OF POLICE SERVICES REPORT

Chair Hayes expressed concern regarding the address at 10310 Idalene Street corner of Pioneer Boulevard. JoAnn Madrid will contact Luis Collazo, Code Enforcement Officer, regarding the status of this property and to ask if a citation has been issued, and to make a report to the Committee.

Doris Yarwood also reported the residence located behind her home regarding overgrown bushes.

7. HERITAGE ARTS ADVISORY COMMITTEE (HAAC) REPORT

Marlene Vernava reported on the following:

The members of the HAAC Committee visited the Aquatic Center and voted that the *Cannon Ball* art piece be located near the flagpole site facing south.

Also, the committee selected the signal cabinet located at the corner of Telegraph Road/Jersey Avenue as its second Art Signal Cabinet Pilot Program. Members elected a *Red Ribbon* theme and viewed art renderings by artist Candace Galvan, and determined the art layout orientation. The committee will be considering a cost proposal by Ms. Galvan at the next HAAC meeting and make its final recommendation to the City Council for their approval.

In addition, the HAAC and SFS Art Fest Subcommittee are planning ahead with the 2015 3rd Annual SFS Art Fest, which will be held on Friday, May 8, 2015 from 6:00 p.m. – 10:00 p.m. Future plans include possibly becoming a fundraising opportunity to offer scholarships to students and also hosting a silent auction. Banners advertising the event have been hung at several key locations. Chair Hayes and

Mayor Rios attended the Santa Fe High School Art Show and expressed the enthusiasm by the students and teachers whose art program was made possible by the Art In Public Places Art Education Grant. Students from Pioneer, St. Paul, and Santa Fe High Schools will be represented at the Art Fest. WAPADH will also be in attendance and Rio Hondo College is also collaborating as a sponsor. Other sponsors include the Mayor and members of the City Council, the Women's Club, and Chair Hayes. The committee members have selected Friday, May 13, 2016 as the 4th Annual SFS Art Fest and promotional materials will be made available at this year's event.

Also, the Committee has acquired a contract with art consultant Margaret Hammon to assist in determining the City's Art In Public Places art works that are in need of repair and contacting private business owners to negotiate the repairs needed. Margaret is also looking into other funding resources.

8. COMMITTEE PROJECTS FOR 2014

- a. **Arbor Day** – Jean Madrid is working with the school principal to determine a date.
- b. **Residential Home/Industrial Tours** – Members selected Thursday, May 14 and Friday, May 15, 2015 to conduct the residential home tours beginning at 10:00 a.m. The following members volunteered:
 - May 14, 2015 – Chair Hayes, Mary Arias, Margaret Bustos, Debra Cabrera, Vada Conrad, Mary Jo Haller, Juliet Ray, Mary Reed, Joseph Saiza, May Sharp, Marlene Vernava, Doris Yarwood, and Charlotte Zevallos.
 - May 15, 2015 – Mayor Rios, Chair Hayes, Mary Arias, Margaret Bustos, Debra Cabrera, Vada Conrad, Mary Jo Haller, Juliet Ray, Mary Reed, Joseph Saiza, May Sharp, Marlene Vernava, Doris Yarwood, and Charlotte Zevallos.

Members selected Thursday, May 21 and Friday, May 22, 2015 to conduct the industrial tours beginning at 10:00 a.m. The following members volunteered to visit the industrial sites on both dates:

- Mayor Rios, Chair Hayes, Debra Cabrera, Vada Conrad, Mary Jo Haller, Juliet Ray, Mary Reed, Joseph Saiza, Marlene Vernava, Doris Yarwood, and Charlotte Zevallos.

Members agreed in placing an advertisement with homeowner guidelines in the City's quarterly brochure. The application process will be considered for next year's program.

9. OLD BUSINESS

None.

10. NEW BUSINESS

Penny for Pines – Staff will be presenting a check for the total collected funds to the Women's Club who in turn may choose to donate the funds.

11. FUTURE AGENDA ITEMS

- Community Yard Sale Permits

12. ORAL COMMUNICATIONS

The property at the previous Sizzler site is in escrow with a new family-style restaurant.


The Sister City Committee Young Ambassadors are hosting a fundraising pancake breakfast at the Easter Egg Hunt and tickets are available.

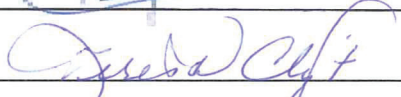
The Women's Club quarter mania event was very successful. This event will be held on an annual basis. Also, the club is currently accepting scholarship applications from high school seniors. The club is working closely with the T.E.E.N.S. program to promote student participation.

13. ADJOURMENT

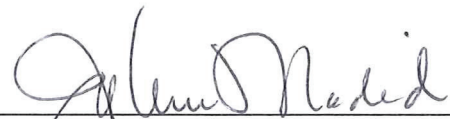
Chair Hayes adjourned the meeting at 11:02 a.m.

The next meeting of the Beautification Committee will be held on Wednesday, April 22, 2015, at 9:30 a.m. at the Town Center Hall, Meeting Room No. 1, located at 11740 Telegraph Road, Santa Fe Springs, CA.





Prepared By: Erika Valle, Office Aide/
Teresa Cliff, Administrative Clerk II



JoAnn Madrid, Executive Secretary