



BEAUTIFICATION ADVISORY COMMITTEE
Town Center Hall – Meeting Room 1
Wednesday, April 25, 2018
9:30 a.m.

MINUTES

1. CALL TO ORDER – Chairperson Joseph Saiza called the meeting to order at 9:33 a.m.

2. ROLL CALL – ADAM MATSUMOTO, EXECUTIVE SECRETARY

Members Present: Mary Arias, Margaret Bustos, Debra Cabrera, A.J. Hayes, Lupe Placencia, Juliet Ray, Mary Reed, Joseph Saiza, Doris Yarwood, Charlotte Zevallos

Members Excused: Mary Jo Haller

Members Absent: Rita Argott, Sadie Calderon, Vada Conrad, Irene Pasillas, May Sharp, Marlene Vernava, Jeannette Wolfe

Council Liaison: Councilmember Richard J. Moore

Staff: Adam Matsumoto, Executive Secretary/Community Services Manager

Guests: None

3. ORAL COMMUNICATIONS – Nothing new to report.

4. APPROVAL OF MINUTES MARCH 28, 2018 – JOSEPH SAIZA

A motion was made by Charlotte Zevallos, and seconded by Doris Yarwood, to approve the Minutes of March 28, 2018. The motion was carried unanimously.

5. COUNCIL LIAISON REPORT – Councilmember Richard Moore reported on the following items:

- The Florence Ave. bridge completion date has been delayed until June, 2019. Initial plans were set aside for safety reasons. Caltrans has agreed to provide two lanes east and two lanes west so that normal traffic flow may proceed. Caltrans has agreed to reimburse the City for busing the Downey residents who attend school in Santa Fe Springs over the bridge to cut down on traffic for the remainder of the school year.

- The City is working on installing more digital billboards on the freeways in Santa Fe Springs. There are a few on the 5 freeway, each bring in a minimum of \$68,000 per year. The City is working on installing several on the 605 freeway which will yield at least \$100,000 each per year.
- At the City Council Meeting on Tuesday, Council approved funding to repair the fire training tower at Fire Headquarters.
- The Family Fun Run was last weekend. 1,500 people were in attendance watching and participating.

6. EXECUTIVE SECRETARY REPORT – ADAM MATSUMOTO

a. **Art Fest** – Tabled report until Heritage Arts Advisory Committee Report by Charlotte Zevallos. Item 10 on the agenda.

b. **Miss Santa Fe Springs** – The Miss Santa Fe Springs Pageant will be held on Friday, May 11 at the Clarke Estate – 10211 Pioneer Blvd, Santa Fe Springs. The event begins at 5 p.m. with different vendors and fashion vendors. The pageant will run from 6 – 8 p.m.

7. OLD BUSINESS – ADAM MATSUMOTO
Nothing new to report

8. NEW BUSINESS – ADAM MATSUMOTO
Home and Business Tour Discussion.

- Home and Business Tour Scoring Forms. Executive Secretary Adam Matsumoto passed out scoring sheets from last year’s Beautification Contest and opened the floor to discuss any changes that may need to be made to the form to make judging more direct.

The Residential Tour has four categories: Exterior, Lawn & Garden, Curb Appeal, and Canopies and Patio with a possible total of 25 points. The Business Tour has three: Exterior, Garden & Parking Lot, and Curb Appeal with a possible total of 20 points. Discussion ensued to raise the Business Curb Appeal point value maximum to ten points to be comparable with the Home judging point system.

A motion was made by A.J. Hayes, and seconded by Charlotte Zevallos to accept the Residential and Business ballots with the amendment of the Business Ballot be raised to 25 points. The motion carried unanimously.

- Process for selecting winners of contest. Floor was open for discussion on the voting process of the final homes. In past years the top 25 homes and business were voted on by entire committee. It was suggested that only the committee members that go on the tour be allowed to vote.

A motion was made by A.J. Hayes, and seconded by Charlotte Zevallos that only the committee member that participate in the tour are able to vote on the winners of the Home and Business Beautification Awards. The motion was carried unanimously.

- Currently home and business owners can win a Beautification Award once every five years. Mr. Matsumoto opened the floor for members to discuss the pros and cons of this rule and possible changes. Discussion ensued by the committee.

A motion was made by Charlotte Zevallos, and seconded by A.J. Hayes that a business can win an award every three years and a home can win an award every five years. The motion carried unanimously.

9. COMMITTEE PROJECTS FOR 2018 – ADAM MATSUMOTO

a. **May 2018 Home Tour Dates** – Wednesday, May 16, 2018 at 9 a.m.

b. **May 2018 Business Tour Dates** – Thursday, May 17, 2018 at 9 a.m.

10. HERITAGE ARTS ADVISORY COMMITTEE REPORT – CHARLOTTE ZEVALLOS

- Art Fest is May 4, 2018 from 3 p.m. – 11 p.m. at the Clarke Estate.
- Fire Monument Dedication at Fire Station Headquarters on April 28, 2018 at 10:30 a.m. by invitation only.

11. FUTURE AGENDA ITEMS – ADAM MATSUMOTO

a. **City Wide Community Yard Sale on June 23, 2018.** The Yard Sale will be advertised in the Summer Quarterly, flyers, City electronic billboard, and banners.

12. ANNOUNCEMENTS – JOSEPH SAIZA

- Juliet Ray shared with the Committee that Vice Chair Mary Jo Haller is in the hospital after a fall.
- A.J. Hayes requested badges for new committee members.
- Chairperson Joseph Saiza announced that as of this meeting he is retiring from the Beautification Committee.

13. ADJOURMENT

Chairperson Joseph Saiza, adjourned the meeting at 10:47 a.m.

The next meeting of the Beautification Committee will be held on Wednesday, May 30, 2018, at 9:30 a.m. at Town Center Hall, 11740 E. Telegraph Rd., Santa Fe Springs, CA 90670.



Prepared By: Amanda Lascano,
CSPL III



Adam Matsumoto, Executive Secretary