



BEAUTIFICATION ADVISORY COMMITTEE
Town Center Hall – Meeting Room 1
Wednesday, June 27, 2018
9:30 a.m.

MINUTES

1. CALL TO ORDER Adam Matsumoto, Executive Secretary called the meeting to order at 9:30 a.m.

2. ROLL CALL – ADAM MATSUMOTO, EXECUTIVE SECRETARY

Members Present: Mary Arias, Debra Cabrera, Sadie Calderon, Vada Conrad, Francis Carbajal, A.J. Hayes, Lupe Placencia, Jacqueline Martinez, Juliet Ray, Mary Reed, Marlene Vernava, Doris Yarwood, Charlotte Zevallos

Members Excused: None

Members Absent: Margaret Bustos, Mary Jo Haller, May Sharp, Jeannette Wolfe

Council Liaison: Councilmember Richard J. Moore

Staff: Adam Matsumoto, Executive Secretary/Community Services Manager

Guests: Ray Cruz, City Manager
Travis Hickey, Director of Finance

3. ORAL COMMUNICATIONS –

Executive Secretary Adam Matsumoto introduced City Manager Ray Cruz. Mr. Cruz gave a presentation regarding the financial situation of the City and the 1% sales tax and how it impacts the City's existing programs and services.

Santa Fe Springs has a long history of financial stability and providing many services and programs for its residents, such as public safety, cultural art programs, social programs for seniors and youths. In fact 78% of residents rated Santa Fe Springs as having a higher quality of living than neighboring cities.

Last year alone 80% of Fire Department calls were citizens requiring medical attention. The City has 25 after school programs that serve the youth and keep them educated, entertained, and away from gangs. We have also enjoyed a positive 20+

year relationship with Whittier Police Department who last year responded to 18,000 service calls.

All cities were adversely affected financially in 2012 when the State pulled redevelopment funds. This had a huge effect on Santa Fe Springs with the loss of 32 million dollars per year that was used for city up-keep projects. Due to this loss we reduced our work force by 25% and made major program cuts which are still felt today.

We currently are running at a 5 million dollar deficit. If we are unable to solve the financial deficit with a reliable and significant revenue we will be forced to make cuts to vital services such as fire, police, senior programs, educational programs, youth mentoring, and city events. Services may have to be contracted out to the county services. The example given would make us similar to an unincorporated area which is over seen by Los Angeles County. The proposed 1% sales tax on the November ballot will affect residents by about \$100 per year. Groceries and prescription medications will not be taxed. It will mostly effect businesses in the City and generate roughly 12 million dollars.

Questions were asked about why the City is hiring into positions which were vacated. In 2012 the City had reduced the work force by 25%. The staff which remained took on a larger work load to make up for the staffing loss. Current open positions have been downgraded and new hires brought in at a lower pay than the original position.

Questions were asked about 'Mutual Aid' if we cut our services. It was explained that mutual aid is used for extreme emergencies not used for day to day work. The results would be closing stations or losing officers.

Questions were asked about the water system upgrade. It would cost about 10 million to dig and establish a well. The money to upgrade the system would not come from this tax. The primary source of the money would be drawn from the Water Fund which is made up from water rate payers.

It was explained that at the end of redevelopment funding the City let go nine firefighters, one truck, and closed one station. If the City was to make more cuts to the Fire Department staffing this would result in loss of response standards. The City would have to rely on Los Angeles County Fire which has stations in other cities, not in Santa Fe Springs. Most cities with their own Fire Departments are dealing with the same issues.

Questions were asked about the PERS payout to employees and retired employees and the rise in cost to the City. It was explained that the price would be going up per year but eventually stabilize. Many decisions were made in 2010-2011 regarding early retirements to save the City money in the last fiscal crisis which this council is now dealing with and trying to create new revenue sources and a balanced budget.

There are about 3,000 businesses in Santa Fe Springs which do not pay taxes. Member A.J. Hayes asked if it is possible tax these businesses. Director of Finance, Travis Hickey, explained that not every business generates sales tax.

Three documents were handed out to the committee. Survey, F.A.Q, and fact sheets are also available www.santafesprings.org On July 12 the Council will vote on if the 1% sales tax will appear on the ballot. Our current rate is 9.5% which is the lowest in the area. Surrounding cities are between 9.5% - 10.25%.

Committee members expressed concerns and a desire to have a grocery store in Santa Fe Springs. Economic development is essential to building up the city.

4. APPROVAL OF MINUTES May 30, 2018 – ADAM MATSUMOTO

A motion was made by A.J. Hayes, and seconded by Doris Yarwood, to approve the Minutes of June 27, 2018 as amended. The motion was carried unanimously.

ROLL CALL: *Members Excused:* Vada Conrad

5. COUNCIL LIAISON REPORT – Due to Councilmember Richard Moore’s departure from the meeting, Executive Secretary Adam Matsumoto gave the following report:

- Councilmembers received positive feedback regarding the Community Yard Sale on June 23. Suggestions were made to generate more publicity for next year’s event. Concern was expressed that it was advertised that left over items could be left out and would be picked up by charity or trash collectors. This did not happen and there are still items out on sidewalks throughout the city.
- At the last City Council meeting it was reviewed and approved that the City Hall parking lot would have improvements made to fix the flooding issues.
- At Thursdays City Council meeting the Council will review three additional residential street paving improvements.

6. EXECUTIVE SECRETARY REPORT – ADAM MATSUMOTO

a. **Community Services Department Reorganization** – Recently in the Parks & Recreation Division there has been some reorganization due to the retirement of the Supervisor JoAnn Madrid, the contracting out of Child Care, and a vacant/frozen Administrative Clerk position. As of July 1, 2018 the following adjustments will be made.

-Heritage Park and the Clarke Estate will be under the Family & Human Services Division.

-The Carriage Barn and historical aspects of Heritage Park will be run the Library and Cultural Services.

-Parks & Recreation Services Division will maintain Lakeview Park and Santa Fe Springs Park.

-The Supervisor position will be filled at a Coordinator level. This is an internal promotion with interviews with an outside panel beginning on July 11.

-Beautification Committee will remain within the Parks & Recreation Services Division with Adam Matsumoto as the Executive Secretary.

b. Independence Day – Tuesday, July 3, 2018 at Los Nietos Park – The City will hold its Independence Day Celebration on Tuesday, July 3 at Los Nietos Park. The annual Horseshoe Tournament will be held in the morning while the rest of the festivities will begin at 4 p.m. The band Soto will play at 4 p.m. followed by Chico from 7-9 p.m. An opening ceremony will take place at 6:15 p.m. The firework show will begin promptly at 9 p.m. Santa Fe Springs Athletic Field (Jersey Fields) will be open as a satellite viewing area for those who want to avoid the crowds at the park. There will be a shuttle running from Town Center to Santa Fe Springs Athletic Fields and to Los Nietos Park to alleviate parking issues.

c. Beautification Committee Dark in July and August – The Committee will be dark in July and August, reconvening in September.

7. OLD BUSINESS – ADAM MATSUMOTO

a. Home and Business Tours – Executive Secretary Adam Matsumoto extended an invitation to the committee members to attend the Home and Business Beautification Awards Ceremony at the June 28 City Council Meeting at 7 p.m. Letters were sent out to winners of both residential and business awards. Winners will receive a plaque and yard sign.

8. NEW BUSINESS – ADAM MATSUMOTO

a. Increasing Membership Discussion –Mr. Matsumoto opened the floor to discuss ways to increase the membership of the Beautification Committee. Discussion ensued. Mr. Matsumoto will generate a promotional flyer and bring to Committee for approval.

9. COMMITTEE PROJECTS FOR 2018 – ADAM MATSUMOTO

a. Home Decorating Contest – Discussion will be held in September meeting.

10. HERITAGE ARTS ADVISORY COMMITTEE REPORT – CHARLOTTE ZEVALLOS

- A total of four lanes, two each way, should be open on the Florence Ave Bridge by end of July to alleviate traffic.
- City Hall is discussing displaying new pictures in the lobby.
- There is a new brochure for the Art Walk. The new hotel will take over care of the *Snake Basket*. The brochure was passed out to the Committee.
- The Library had a bookmark design contest for the children. Samples of the three winners were passed out. The traffic box going up by the Library will have the winner's artwork on it.
- The schools have turned in their grant applications and they are under review.

11. FUTURE AGENDA ITEMS – ADAM MATSUMOTO

a. Nominations and Elections for Chair, Vice Chair, and Heritage Arts Liaison – September

12. ANNOUNCEMENTS – ADAM MATSUMOTO

- Doris Yarwood has concerns about trash left by the closed tile store on the corner of Florence and Norwalk. Ms. Yarwood has filed a complaint with the Police Services Center yet the trash remains. Mr. Matsumoto explained that once it is reported it remains an open yet confidential case.
- A.J. Hayes complimented Heritage Park for the success of the Concerts and Movies in the Park Summer series. Fashion Friday has been well received by the public. Mr. Hayes also mentioned that Lakeview Park is decorated with signs and looks very festive.
- Mr. Hayes announced that the City has brought on a part time traffic officer who has been generating numerous citations. Many concerns by members were brought up regarding the school drop off areas where parents are allowing children to illegally cross the street. Mr. Hayes encouraged members with traffic concerns to attend traffic Commission meetings at 6 p.m. on the 3rd Thursday of the month.
- Francis Carbajal announced that she is happy to be a part of the Committee and she will have a jewelry booth at the next Concert in the Park at Heritage Park.
- Adam Matsumoto welcomed Francis Carbajal and Jacqueline Martinez to the Beautification Committee.

13. ADJOURNMENT

Executive Secretary Adam Matsumoto, adjourned the meeting at 11:12 a.m.

The next meeting of the Beautification Committee will be held on Wednesday, September 26, 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