



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

**MINUTES Amended**

1. CALL TO ORDER Adam Matsumoto, Executive Secretary called the meeting to order at 9:34 a.m.

2. ROLL CALL – ADAM MATSUMOTO, EXECUTIVE SECRETARY

*Members Present:* Debra Cabrera, A.J. Hayes, Lupe Placencia, Juliet Ray, Mary Reed, Marlene Vernava, Doris Yarwood, Charlotte Zevallos

*Members Excused:* Vada Conrad

*Members Absent:* Mary Arias, Margaret Bustos, Sadie Calderon, Mary Jo Haller, May Sharp, Jeannette Wolfe

*Council Liaison:* Councilmember Richard J. Moore

*Staff:* Adam Matsumoto, Executive Secretary/Community Services Manager  
Leanne Iezza, *Community Services Specialist*

*Guests:* None

3. ORAL COMMUNICATIONS –

A.J. Hayes brought up a discussion from the Heritage Arts Committee meeting regarding the possibility of the Beautification Committee being combined with the Parks & Recreation Advisory Committee. It was expressed by Executive Secretary Adam Matsumoto that the discussion was a preliminary discussion in response to the reorganization of the Community Services Department and no decisions would be made without first bringing the information to the Committee. Committee members felt that bringing in new members would benefit the Beautification Committee. Discussion and ideas for recruitment of new members will be discussed next meeting.

4. APPROVAL OF MINUTES MARCH 28, 2018 – ADAM MATSUMOTO

A motion was made by Doris Yarwood, and seconded by Charlotte Zevallos, to approve the Minutes of April 25, 2018. The motion was carried unanimously.

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

- Councilmembers attended a developer conference in Las Vegas last month. There was a lot of interest in some areas in Santa Fe Springs; northwest corner of Norwalk and Telegraph, the Sculpture Garden area, and the land next to Target. Council is hopeful for new developments.
- The City's childcare program will be taken over by Options beginning in June. The program will be held in the same locations. Options will eventually use their own buildings allowing the city to cancel their rental contract for the bungalows. Santa Fe Springs will no longer be funding the program with \$400,000 in subsidies. All 38 employees have either moved over to Options or taken other positions.
- In a budget meeting last week it was revealed that the City's expenditures will exceed its revenue by \$5,000,000. Sales taxes are lower than expected and the City is paying out more in retirement and PERS. Many neighboring cities are in the same situation.
- The new City Manager, Ray Cruz, is doing well in his adjustment period.
- The Parks & Recreation Committee has released the Music and Movies in the park schedule. 'Grease' will play at Heritage Park on Friday, June 8 followed by 'The Wise Guys' concert on Friday, June 15.
- 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.
- The City and developer are still moving forward with the hotel development on Norwalk and Telegraph corner area. A recent study has determined that Santa Fe Springs could support two hotels.
- Richard Moore suggested that the committee send a note of well wishes to May Sharp and her family.

6. EXECUTIVE SECRETARY REPORT – ADAM MATSUMOTO

- a. City-wide Community Yard Sale on June 23, 2018** – The City-wide Yard Sale will be on June 23, 2018. It is being run out of the City Managers office. For further information call 562-868-0511. No permits will be needed on June 23. There will be bins for trash disposal throughout the city. On Monday, June 25 all left over items worth donating can be labeled for donation and will be picked up curb-side. The Sister City Committee will be having a clothing drive after the Community Yard Sale.
- 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. 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.

7. OLD BUSINESS – ADAM MATSUMOTO

a. **Home and Business Tours** – Results for the Home and Business will be presented at the June 28 City Council meeting at 7 p.m. Winners will be awarded plaques and yard signs. There were twenty-two homes and fourteen businesses voted on. There are ten winners in each category. Mr. Matsumoto showed a slide show of the winning homes and businesses. Eight members attended the home tours while five attended the business tours.

8. NEW BUSINESS – ADAM MATSUMOTO

a. **2017-2018 Chair and Vice Chair** – Per the Bylaws, if the Chair and Vice Chair are not available to fulfill their duties, this responsibility falls on the Executive Secretary who maintains their non-voting membership. Elections for new Chairperson and Vice Chairperson will be at the September meeting. A motion was made by A.J. Hayes, and seconded by Charlotte Zevallos that Executive Secretary Adam Matsumoto run the meetings until the September meeting. The motion was carried unanimously.

9. COMMITTEE PROJECTS FOR 2018 – ADAM MATSUMOTO

a. **Home Decorating Contest**

10. HERITAGE ARTS ADVISORY COMMITTEE REPORT – CHARLOTTE ZEVALLOS

- Art Fest will be May 3, 2019.

11. FUTURE AGENDA ITEMS – ADAM MATSUMOTO

- a. **Nominations and Elections for Chair and Vice Chair** – September
- b. **Increasing Membership Discussion** – Create a pamphlet or flyer

12. ANNOUNCEMENTS – ADAM MATSUMOTO

- The Women's Club will be going to Corona in July. There will also be a Women's Club Fashion Show on August 12, 2018 at the Social Hall.
- The clothing donation collection last day is July 7.

13. ADJOURNMENT

Executive Secretary Adam Matsumoto, adjourned the meeting at 10:50 a.m. in memory of Mary Jo Haller.

The next meeting of the Beautification Committee will be held on Wednesday, June 27, 2018, at 9:30 a.m. at Town Center Hall, 11740 E. Telegraph Rd., Santa Fe Springs, CA 90670.



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Prepared By: Amanda Lascano,  
CSPL III



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Adam Matsumoto, Executive Secretary