



BEAUTIFICATION ADVISORY COMMITTEE  
Town Center Hall – Meeting Room 1  
Wednesday, November 14, 2018  
9:30 a.m.

**MINUTES**

1. CALL TO ORDER - A.J. Hayes, Chairperson called the meeting to order at 9:30 a.m.

2. ROLL CALL – ADAM MATSUMOTO, EXECUTIVE SECRETARY

*Members Present:* Mary Arias, Debra Cabrera, Francis Carbajal, Kay Gomez, Jeannie Hale, A.J. Hayes, Lupe Placencia, Jacqueline Martinez, Juliet Ray, Eileen Ridge, Doris Yarwood

*Members Excused:* Mary Reed, Charlotte Zevallos

*Members Absent:* Margaret Bustos, Sadie Calderon, Vada Conrad, Marlene Vernava

*Council Liaison:* Councilmember Richard J. Moore (Absent)

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

*Guests:* Public Works Supervisor Heleo Espinosa  
David Pineda from West Coast Arborist  
Laurie Rios, Former Councilmember

3. ORAL COMMUNICATIONS

- Heleo Espinosa, Public Works Supervisors and David Pineda from West Coast Arborist addressed the committee regarding the Circle Three Program offered to all residence of Santa Fe Springs. West Coast Arborist will be giving away trees to residence of Santa Fe Springs who request and qualify for them. All trees are low maintenance and drought resistant. The trees will be planted by West Coast Arborists in the spring of 2019.

There are two opportunities to obtain a tree from this program.

- Parkway trees will be given upon request if the resident is in a specified area in the City and has the space needed for the tree canopy. A fifteen gallon tree will be planted between the sidewalk and the street.
- Private residence trees will be given to any resident in the City with room for the tree on their property. Residents can go on-line and request up to three trees.

Francis Carbajal was curious as to how many parkway trees were allowed per resident. Heleo Espinosa replied that residents could have two as long as there was room for the trees canopy to grow.

Doris Yarwood stated that the tree in front of her house fell over last year during the storms and would like it to be replaced. Mr. Espinosa took her information and will look at the site.

**a. APPROVAL OF MINUTES October 24, 2018 – A.J. HAYES, CHAIRPERSON**

A motion was made by Doris Yarwood, and seconded by Mary Arias, to approve the Minutes of October 24, 2018 as amended. The motion was carried unanimously.

- **FUTURE AGENDA ITEMS**

Doris Yarwood suggested acknowledge the houses that decorate for Halloween.

**4. COUNCIL LIAISON REPORT – In the absence of Councilmember Moore the Council Liaison Report is tabled until January meeting.**

**5. EXECUTIVE SECRETARY REPORT – ADAM MATSUMOTO**

**a. Recognition of Service – Councilmember Richard Moore**

Mr. Matsumoto wanted to thank Councilmember Moore for his service to the Committee and to the City of Santa Fe Springs. Councilmember Moore strived to increase the numbers of the Committee.

**b. Haunted House Event Recap** – The annual Santa Fe Springs Haunted House was held at the Activity Center October 26 – October 31. A new ‘Lights On’ component was added this year the haunted House. On October 29 and October 30, doors were open from 3- 5 p.m. for patrons to experience the Haunted House with the lights on and no scare tactics. The lights on component was well received well by public. Over the course of the six days, over 1,000 people went through the Haunted House. The public was also able to donate a canned food item and receive \$1 off admission. All the canned goods were donated to the Gus Velasco Neighborhood Center Food Pantry.

**c. Halloween Carnival and Parade Recap** – The Halloween Carnival and Parade was held in conjunction with the Haunted House on Wednesday, October 31. There were just under 500 participants in the costume parades, and over 1,000 persons at the event. Roughly 700 thrill seekers braved the Haunted House. Participants enjoyed 16 carnival style games, crafts, and a food area throughout the evening.

- d. 2018 Santa Float Schedule** – Mr. Matsumoto passed out the Christmas Float schedule to the Committee Members. The Christmas Float kicks off the season at the Annual Tree Lighting Ceremony on Saturday, December 1. For two weeks the Float will then travel around the City giving residents the opportunity to visit and take pictures with Santa. Patrons can use their own cameras or pay \$2 for a photo from the float. Home Visits are done based on a lottery system. Winners pay \$65 for a visit from Santa on either Saturday, December 8 or Saturday, December 15.
6. OLD BUSINESS – A.J. HAYES, CHAIRPERSON  
Mr. Hayes addressed Juliet Rey’s concerns from October’s meeting regarding the lack of attendance at the Fruit Tree Planting Day at the Clarke Estate. Mr. Hayes expressed his apologized to Supervisor Eddie Ramirez for the lack of attendance at the event.
7. NEW BUSINESS – A.J. HAYES, CHAIRPERSON  
**a. Absence vs. Excused Meetings** – Tabled until January meeting  
**b. Beautification Committee Dark in December** – There will be no meeting for the month of December. Next meeting will be in January 23, 2019
8. COMMITTEE PROJECTS FOR 2018 – ADAM MATSUMOTO, EXCECUTIVE SECRETARY  
**a. Tree Lighting Ceremony – Saturday, December 1, 2018 @ Soaring Dreams Plaza.** This year’s Tree Lighting Ceremony will be held at the Soaring Dreams Plaza on Saturday, Dec 1 from 5 - 9 pm. Local schools as well as Masters of Harmony will perform. There will also be a snow play area and new this year there will be a synthetic ice skating rink. Sponsors and donations were secured to support the event.  
**b. Home Decorating Contest – Friday, December 14, 2018 (City Wide)** – Mr. Matsumoto reminded the Committee that they will meet at Town Center hall at 3:45 pm to have dinner at Veracruz and then head out to vote on the entries. There is a new voting format and an option for bonus points. The week of December 17 the Committee will be able to award the lawn signs to the winners during the Christmas Season.  
The floor was open to discuss who would be available to hand out the lawn signs. The Committee will create a sub-committee to hand out the winnings signs on December 17.  
Mr. Hayes took names of Committee Members that will be able to go out on December 14 to do the judging. The following members will be in attendance: Mary Arias, Debra Cabrera, Sadie Calderon, Francis Carbajal, Kay Gomez, Jeannie Hale, A.J. Hayes, Jacqueline Martinez, Juliet Ray, Eileen Ridge, & Doris Yarwood.

9. HERITAGE ARTS ADVISORY COMMITTEE REPORT –Jacqueline Martinez –  
Nothing new to report. Meeting will be held next week.

- Mr. Hayes announced that Juliet Ray is the new Chairperson of the Heritage Arts Committee while Francis Carbajal will serve as the Vice Chairperson.
- Francis Carbajal informed the Committee that the Art Fest will be held on May 3, 2019 at the Clarke Estate. The Heritage Arts Committee is looking at different artist to showcase at the event. Ivan Haros, a local artist, is a strong contender. Ms. Carbajal encouraged the Committee to turn in names and phone numbers of any interested artist that they are aware of.

10. FUTURE AGENDA ITEMS – A.J. HAYES

- a. Absences vs. Excused meetings
- b. Home Decorating Contest 2019 Discussion

11. ANNOUNCEMENTS – A.J. HAYES

- Laurie Rios thanked the Committee for all of their work for the City.
- Frances Carbajal announced that her mother just celebrated her 82 birthday. She wished the Committee and Happy Thanksgiving and a Merry Christmas.
- Juliet Ray asked who would take the place of Richard Moore as the Committee Liaison. Mr. Matsumoto informed the Committee that the Council would decide most likely during the January Council Meeting.
- Juliet Ray asked who the winners of the November 6 elections are. Mr. Matsumoto informed the Committee that the votes were not certified yet and would not be until closer to the end of November.
- Lupe Placencia stated that the Women’s Club Holiday Boutique went well.
- Doris Yarwood stated that there were some improvements made to the center divider and planters at the intersection of Florence and Norwalk. She pointed out that the cement from the planters is crumbling and in the street.

12. ADJOURNMENT

Chairperson A.J. Hayes adjourned the meeting at 10:12 am in Memory of May Sharp and Mary Reed.

The next meeting of the Beautification Committee will be held on Wednesday, January 23, 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