



HERITAGE ARTS ADVISORY COMMITTEE

Gus Velasco Neighborhood Center – Meeting Room No. 1
Tuesday, October 29, 2013

MINUTES

1. CALL TO ORDER – Chairperson Albert Hayes called the meeting to order at 9:06 a.m.

2. ROLL CALL

Attendance: Gloria Duran, Albert Hayes, Paula Minnehan, Amparo Oblea, Larry Oblea, Tom Summerfield, Marlene Vernava, and Manuel Zevallos

Absent: May Sharp

City Staff: Richard Moore, City Council Liaison
Laurie Rios, City Council Liaison Alternate
Maricela Balderas, Director of the Community Services Department
Jeff Mahlstede, Community Services Supervisor
Wayne Morrell, Director of Planning & Development
Maritza Sosa-Nieves, Management Assistant
Teresa Clift, Administrative Clerk II

3. APPROVAL OF MINUTES

A motion was made by Gloria Duran and seconded by Manuel Zevallos to approve the Minutes of the September 24, 2013 meeting. The motion carried unanimously.

4. COUNCIL LIAISON REPORT

Councilmember Rios reported on Measure S. Breitburn Energy Company sent a mailer to residents indicating that it is in agreement with the measure. If passed, the barrel tax rate will increase from 20 cents per barrel to a rate of 42 cents to 51 cents per barrel. In addition, there are three City Council incumbents on the November 5 ballot.

A public meeting regarding the I-5 South Corridor expansion project will be held on November 18 at 6:00 p.m. Discussion will focus on the construction of the Florence Avenue segment and the impact to the community.

Councilmember Rios also reported on the following events and programs:

- The Farmers Market will be held year around, every Thursday of the month from 12:00 p.m. – 5:00 p.m., and on the third Thursday of the month from 12:00 p.m. – 7:00 p.m.
- Haunted House at the Activity Center from October 28 – October 31, along with the annual Halloween Carnival on October 31.

- Native American Pow Wow will be held at Heritage Park on October 2 and 3 beginning at 10:00 a.m.
- Women’s Club Boutique on November 15 at the Town Center Hall from 9:00 a.m. – 3:00 p.m. Lunch will be sold from 11:00 a.m. – 2:00 p.m.
- 48th Annual Citizenship Awards Reception will be held on December 21 from 2:00 p.m. – 3:30. Contact the Chamber of Commerce to make reservations.
- An exhibit of children’s vintage books donated by Councilmember Bill Rounds is now in display at the City Main Library.
- Whittier Police Officers and Public Safety Officers managed a total of 1,331 calls for service for the month of September. The Police Services Department has hired eight new Public Safety Officers and they have undergone training.
- Relay for Life raised a total of \$108,520. There were 23 sponsors, 32 teams, 286 participants, and 114 survivors who were recognized during the opening ceremony. Over 1,000 people were in attendance.

5. DIRECTOR OF THE DEPARTMENT OF COMMUNITY SERVICES REPORT

Maricela Balderas reported on the following:

Introduction of New Management Assistant - Maricela Balderas introduced Maritza Sosa-Nieves. She will be assisting with a number of Community Services projects, including an art walk map project and brochure featuring the Heritage Arts in Public Places art pieces.

SFS ART FEST 2013 DVD – Presentation was made to committee members.

Halloween Carnival and Haunted House – Opening was held last night and will be open through Halloween, October 31 from 6:00 p.m. – 10:00 p.m. The three divisions of Family and Human Services, Library and Cultural Services, and Parks and Recreation collaborated by each division being responsible to create a theme and decorated a variety of rooms. Chair Hayes reported that 100 people attended last night and the feedback was positive. Also, the Women’s Club donated funds towards this event. Dollar off coupons are available at all parks.

Scare Dare for Active Adults. This activity was held at the Gus Velasco Neighborhood Center (GVNC) on October 31. In addition, this show was presented by staff at a California Parks & Recreation Society (CPRS) symposium in the City of Diamond Bar and it was the highlight of the event. Members from other cities who were in attendance expressed their interest in replicating this program in their cities.

Farmers Market – As mentioned by Councilmember Rios, the market will be extending its hours on the third Thursday of the month and there will be live entertainment.

Thanksgiving Food Basket Program – Distribution of baskets will be held on November 26 from 1:00 – 5:00 p.m. at the Gus Velasco Neighborhood Center. An estimated 250 baskets will be distributed to community residents.

Gus Velasco Neighborhood Center Food Pantry/Community Closet – Naming of the pantry and community closet to Gus’s Kitchen has been proposed. Maricela is in the process of reviewing the policy. She will keep members apprised.

Activity Center Fitness Room Renovation – The center will be undergoing renovations including, new flooring and equipment, and the painting of walls.

Food for Library Fines Program – Library patrons may donate undamaged cans and unperishable foods for the exchange of \$1 deducted from overdue fines.

Defibrillators at Community Services Facilities – The Department of Community Services will be purchasing a total of four defibrillators, which will be located at Activity Center, Gus Velasco Neighborhood Center, the Library and Town Center Hall. The Fire Department will assist in training staff.

Performance Night – Teens Engaged & Empowered in Neighborhood Service (T.E.E.N.S.) program is hosting an evening to showcase student talent on November 6 from 6:30 – 8:00 p.m. at the Gus Velasco Neighborhood Center.

6. EXECUTIVE SECRETARY REPORT

Jeff Mahlstede reported on the following:

HAAC Art in Public Places Program FY 2013-14 Project Status Report – Jeff distributed copies to members.

Financial Report – Jeff provided an overview of Fiscal Year 2013/2014 period ending September 2013 Financial Report and Detail and Summary Report. Copies were distributed to the Committee members for their review.

Total Fund Balance: \$1,108,155
Total Developers’ Fees Balance: \$240,750
Current Art Projects Balance: \$22,300

A motion was made by Larry Oblea and seconded by Gloria Duran to accept the Financial Report for the period ending September 2013 as submitted. The motion carried unanimously.

ART FEST 2014 Update – Jeff updated members on the following items:

- Electronic Press Kit: Members reviewed the electronic press kit video. Ten vendors have been secured, and one sponsor, ACS Group, is seeking in having a booth at the Easter event. Press kit will include forms and information and will be made available in the CD. A sample packet will be presented to members at the November meeting.

- Social Media Promotion: Creating city-wide social media policy and working closely with technology. It is in the review process and it is estimated to be presented to the City Council for their consideration the second meeting of November in order to move forward with an established policy by the beginning of 2014 and bring together all components of advertising programs, including the ART FEST 2014. The Community Services Department will begin with its T.E.E.N.S. programming to expand it by utilizing twitter, Instagram, Facebook, etc.
- Sponsorship Package: Contact list has been established and mailings to potential sponsors will be sent.
- Christmas Card: As a good-will measure and recognition of past participants, it was recommended to send a card on behalf of the Heritage Arts Committee. Cherie Blake will assist with the design and do a mass mailing. A cost analysis will be presented to the committee.
- Entertainment: The band and harpist have been secured.
- Santa Fe Springs Chamber of Commerce: The chamber members will be invited. Tom Summerfield will assist.

At the request of the committee, a report regarding contractual services by Yolanda Garcia, Art Consultant, will be provided at next month's meeting.

LeFiell "Journey" Art Piece – The agenda report will be presented to the City Council for their consideration and approval at their meeting of November 13.

Developers Guide and Ordinances: Art Donation Section – Members were requested to review the policy and make any recommendations. Members may send their comments and/or recommendations to the attention of Teresa Clift who will compile the information. It was also recommended to include the date it was last amended.

7. OLD BUSINESS

El Greco – The dedication plaque is ready. Jeff will follow-up with the company and keep members apprised on the status of the project.

Traffic Signal Cabinet Pilot Program - Members discussed themes for the pilot program traffic signal cabinet located at the northeast corner of Orr and Day and Telegraph Road.

A motion was made by Larry Oblea and seconded by Marlene Vernava to feature a 1957 youth classic all "American City" theme. The motion carried unanimously.

The Archer – The city will be taking possession of the art piece after the first of the year.

The Journey – City Council has requested a cost analysis report and will be reviewing at the beginning of next year to determine direction as to physical location. Members were encouraged to attend future school board meetings when this issue is addressed.

Splash Pad – Staff is waiting on cost analysis of the ADA compliance requirement from Public Works department. Jeff will keep the committee apprised.

Heritage Artwork in Public Places Art Grant Program Guidelines – Discussion ensued regarding the guidelines for the 2014 program. A copy of the Guidelines was distributed to members. Members were asked to review the guidelines and forward any recommendations to the attention of Teresa Clift who will compile the information and present at the next meeting.

In a majority vote, members agreed in favor of including the option of paying royalties as part of the grant process.

In addition, Maricela Balderas and Jeff Mahlstedde will bring back to the committee specific criteria on what constitutes royalties and licensing. Clarification was requested of items #9, #11, and #13. Once guidelines are revised, a copy will be provided to each member with the amended date.

8. NEW BUSINESS

Code of Conduct Policy – The members of the Super Committee are in the process of establishing a code of conduct policy for all city advisory committees. It currently is in the draft process. Also, a video resource from the Robert's Rules of Order was recommended for chairpersons to view on how to conduct committee meetings. Members will be kept apprised by Chair Hayes.

9. ANNOUNCEMENTS

Announcements were made by committee members.

10. ADJOURNMENT

There being no further business, Chairperson Hayes called the meeting adjourned at 10:58: a.m.

11. NEXT MEETING

Tuesday, November 26, 2013 in the Gus Velasco Neighborhood Center – Meeting Room No. 1 at 9:00 a.m.

Prepared By: Teresa Clift,
Administrative Clerk, II



Jeff Mahlstedde,
Executive Secretary