



HERITAGE ARTS ADVISORY COMMITTEE
Gus Velasco Neighborhood Center – Meeting Room No. 1
Tuesday, November 26, 2013

MINUTES

1. CALL TO ORDER – Chairperson Albert Hayes called the meeting to order at 9:04 a.m.

2. ROLL CALL

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

Absent: Amparo Oblea (Excused)

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

3. APPROVAL OF MINUTES

A motion was made by Larry Oblea and seconded by Marlene Vernava to approve the Minutes of the October 29, 2013 meeting. The motion was carried unanimously.

4. COUNCIL LIAISON REPORT

Mayor Moore announced that at tonight's City Council meeting, the council will review and consider the possibility of the city acquiring once again the management of the Aquatic Center program. In addition, the City Council reorganization will be held on December 12.

Councilmember Rios reported on the Caltrans I-5 South Corridor public information meeting. She provided members with a flyer denoting street closure information and telephone hotline information. In addition, she informed members of the municipal election results. Lastly, city facilities will be closed on Thursday, November 28 and Friday, November 29 in observance of the Thanksgiving holiday.

Councilmember Rios also reported on the following events and programs:

- The Farmers Market will be closed on Thanksgiving Day, November 28; however will be available year-around.
- First Friday at the Library featuring *Sakai Flamenco* on December 6 at 7:00 p.m.
- Santa's Post Office at the Library from December 2 – 16
- Tree Lighting and Santa Float on Saturday, December 7 from 5:00 p.m. – 8:00 p.m.

- Home Decorating judging on December 9 beginning at 5:30 p.m.
- On December 21, the 48th annual Citizenship awards were presented to Dennis Turner of PDQ Rentals and resident Mary Reed.
- Congratulations to Cherie Blake, Community Services Program Coordinator, in winning the California Library Association's Public Relations Excellence Award for Best Brochure and Event Poster.
- Paramedic Subscription program information/registration flyers were distributed to members.

5. SUPER COMMITTEE REPORT

Chair Hayes advised that members of the Super Committee will be meeting today to review and discuss the city-wide advisory committee code of conduct, which is estimated to be established by the beginning of the year. A copy of the Super Committee meeting minutes were distributed to members.

6. DIRECTOR OF THE DEPARTMENT OF COMMUNITY SERVICES REPORT

Maricela Balderas informed members of the various services available at the Gus Velasco Neighborhood Center (GVNC) and upcoming Community Services events and programs.

- The Family and Human Services Division attained four college interns who will be placed at the GVNC for a year and assist in providing case management services.
- Under the Thankful Neighbor Basket program, staff and volunteers will be assisting in the distribution of approximately 150 baskets to families today between the hours of 1:00 p.m. – 5:00 p.m.
- Neighborly Elf Christmas program will be held on December 14 at the GVNC from 9:00 a.m. – 1:00 p.m.
- Jamie Velasco will be offering free notary service to the community every second Monday of the month at the GVNC beginning on December 9 at 6:30 p.m.
- Therapists from The Whole Child are now available at the GVNC to serve children and families with mental health services.
- Breakfast for Boys will be held on December 3 at the Town Center Hall from 7:00 a.m. – 10:00 a.m. Bring unwrapped toys, blankets, etc.
- Activity Center will be undergoing renovations including, replacing the flooring and painting.
- Christmas Float will be visiting designated residential sites beginning December 9 – 19 from 6:00 p.m. – 10:00 p.m.
- Las Posadas will be held at Heritage Park on December 13 at 6:30 p.m.
- Art Walk Map Project – Maritza provided an update and overview of plans to incorporate a health and wellness concept by creating an art walk map of the Art In Public Places art pieces located throughout the city. A draft will be brought to the January meeting for the committee's review and further discussion.

7. EXECUTIVE SECRETARY REPORT

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

Total Fund Balance: \$1,148,243

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

Art Fest 2014 Contractual Services Report – Members reviewed the report for the period ending October 2013. Total expenses were \$7,762.50

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

- Christmas Card: Presented members a copy of the Christmas Card designed by Cherie Blake on behalf of the Committee. The plan is to mail out the Christmas card on behalf of the HAAC to all of the artists who participated in Art Fest 2013.
- Social Media Promotion: – Staff is updating social media to enhance marketing efforts for the Art Fest as well as other city programs and events. Maricela is working with the City Manager's office to finalize the City's social media policy and having it reviewed by the Joint Powers Insurance Agency (JPIA). The plan is to take this item to the City Council for approval at the December 19th meeting.
- Interest Form – Staff is working with technology staff in creating a form that can be completed and submitted on-line directly.
- New Art Fest email - sfsartfest@santafesprings.org is a direct link email to the Art Fest program and will be managed by Teresa Clift. Teresa will redirect any inquiries to the appropriate individual(s).
- Promotional Video – Concerns by Yolanda Garcia regarding the committee's preference of the promotional CD were shared with the members. Specifically, the music used for the sponsorship component of marketing. Yolanda will be bringing a music CD by the Amanda Castro Group for staff to review and make a selection.
- Sponsorship Package – Jeff and Maricela will be reviewing and finalizing the draft by the first week of December in order for Yolanda to move forward in having Cherie prepare the packets, and Yolanda to begin securing sponsorships for Art Fest 2014.

8. OLD BUSINESS

HAAC Art in Public Places Program FY 2013-14 Project Status Report – Jeff distributed copies of updated report to members for their review.

El Greco, "Whispering Shadows" Art Piece – Jeff noted that there is no progress to report at this time. He will keep members apprised.

LeFiell "Journey" Art Piece – The project was approved by the City Council. Installation is estimated in December 2014 with a dedication estimated in January 2015.

Traffic Signal Cabinet Pilot Program – Consultant Al Fuentes has contacted artist Candace Galvan, contract artist of the City of Bellflower, who will be providing art renderings to the committee for their review and further discussion in January 2014.

The Archer – The city will be taking possession of the art piece after the first of the year. A location has yet to be selected. A formal recognition will be organized at a future council meeting.

Splash Pad – Public Works staff is working on acquiring a cost analysis of the ADA compliance requirement. Once it is reviewed and approved by City Council, the art concept will be discussed by the Heritage Arts Committee.

Heritage Artwork in Public Places Art Grant Program Guidelines – Members reviewed and discussed the program guidelines. A recommendation was made to incorporate a statement that reflects that all recommendations to the City Council regarding the awarding of grants are subject to the discretion of the committee. Members were requested to e-mail Teresa Clift with their recommendations.

Developers Guide and Ordinance Update – Members were requested to review and send their recommendations to the attention of Teresa Clift who will compile the information and bring to a future meeting for the committee's review.

9. NEW BUSINESS

Members agreed to hold meeting of January 28 at Geezer's Restaurant.

10. ANNOUNCEMENTS

Announcements were made by committee members.

11. ADJOURNMENT

There being no further business, Chairperson Hayes called the meeting adjourned at 10:13 a.m.

12. NEXT MEETING

Tuesday, January 28, 2013 at Geezer's Restaurant, located at 12120 Telegraph Road, Santa Fe Springs.



Prepared By: Teresa Clift,
Administrative Clerk, II



Jeff Mahlstedt,
Executive Secretary