



## **HERITAGE ARTS ADVISORY COMMITTEE**

Gus Velasco Neighborhood Center

Meeting Room No. 1

Meeting of Tuesday, August 28, 2018

9:00 a.m.

### **MINUTES**

#### **1. CALL TO ORDER**

Chairperson Laurie Rios called the meeting to order at 9:05 a.m.

#### **2. ROLL CALL**

*Members Present:* Debbie Baker, Francis Carbajal, Sally Gaitan, Albert J. Hayes, Gabriel Jimenez, Larry Oblea, Laurie Rios, and Charlotte Zevallos

*Excused:* Pauline Moore

*City Council Liaison:* Councilmember Richard Moore

*Staff:* Maricela Balderas, Director of Community Services  
Ed Ramirez, Family & Human Services Manager/  
Executive Secretary  
Maritza Sosa-Nieves, Management Assistant II  
Laurel Reimer, Planning Intern

#### **3. ORAL COMMUNICATIONS**

None.

#### **4. APPROVAL OF MINUTES**

A motion was made by Sally Gaitan and seconded Debbie Baker by to approve the Minutes of July 31, 2018 as amended. The motion was carried unanimously.

Item 4 APPROVAL OF MINUTES, Paragraph 1, Sentence 1, amend to read:

"A motion was made by Pauline Moore and seconded by Larry Oblea to approve the Minutes of June 26, 2018."

#### **5. COUNCIL LIAISON REPORT**

Councilmember Moore reported that the City Council approved the Art Education Grants FY 2018/19 awards. In addition, the City Council approved the City Library's Art Education Grant Application for the Universe of Stories Bookmark Contest in the amount of \$320.00. Beginning 2019, the Library Division's Bookmark Contest will be funded by the Heritage Arts in Public Places Program (HAPP) in SFS Art Fest budget activity and

staff will assist in coordinating the program with the Library. Councilmember Moore commended the members on their efficiency during the award process as well as commended Maritza Sosa-Nieves on an excellent job in coordinating the program.

The City street paving and sidewalk reconstruction project is currently under way.

The Chamber of Commerce held its annual workshop in the City of Temecula with local businesses owners where they were able to meet other business leaders and build relationships.

A committee advocacy group was formed to educate the public on the proposed 1% tax increase, known as Measure Y, and its future benefits to the City.

6. PUBLIC WORKS DEPARTMENT REPORT

None.

7. PLANNING DEPARTMENT DIRECTOR REPORT

Laurel Reimer reported on the following:

A report was given on the total developer contributions to the HAPP fund for the period of August 2018 in the amount of \$66,000.

Ms. Reimer gave an overview of new developments in the city including, building development at Rosecrans Avenue as well as future Planning Commission discussion of a development on the northwest corner of Telegraph Road and Santa Fe Springs Road, which is the Breitburn Oil Fields and the site is proposed to be developed into four individual buildings with the rear portion being retained for oil extraction operations. Ms. Reimer presented members image of the easement plan, where the *Dancing Gabrieleño* art piece is located, and indicated that it will be reduced to accommodate a right turn lane. Ms. Reimer also stated that there will be future opportunities to install art at the southeast corner of Telegraph Road and Santa Fe Springs Road and possibly consider moving the *Dancing Gabrieleño artpiece* to make all four corners art works consistent. Discussion ensued and members shared their ideas. This issue will go before the Planning Commission in the month of September. Members will be kept apprised and this item will be discussed at a future HAAC meeting.

Laurel Reimer was excused at 9:25 a.m.

Chairperson Laurie Rios called the meeting to recess at 9:26 a.m.

Chairperson Laurie Rios called the meeting to reconvene at 9:32 a.m.

8. EXECUTIVE SECRETARY REPORT

- a. ***Review and Approval of Financial Report*** - Mr. Ramirez provided an overview of the FY 2018/2019 Financial Report for the period ending July 2018, and a copy was distributed to members for their review. Balance: \$1.5 million.

A motion was made by Albert Hayes and seconded by Francis Carbajal to approve the FY 2018/2019 Financial Report for the period ending July 2018. The motion was carried unanimously.

9. OLD BUSINESS

- a. **2018 Art Fest Financial Report** – Mr. Ramirez is working with the Finance Department to finalize the 2018 SFS Art Fest Financial Report. In addition, he will be meeting with Sandra Hahn, SFS Art Fest Consultant, to review the proposed 2019 Art Fest contract which will be brought to the City Council for approval at a future meeting.

Discussion ensued regarding educating the public by including information in all marketing materials explaining the Heritage Art in Public Places Program (HAPP), including the Art Fest event and how funding is attained. Discussion ensued and members shared their ideas. Members recommended that information be included that clarifies that all HAPP related programming is funded through developer fees and not the City's general fund.

10. NEW BUSINESS

Ed Ramirez reported on the following:

- d. **HAPP Website** – A website is currently being developed to feature the HAPP along with images of the art work pieces, Art Walk, SFS Art Fest as well as an educational component.

Community Services Director Maricela Balderas informed members that she is participating in the City's Candidates Forum and as part of her presentation she will be including the Heritage Arts in Public Places Program and how it is administered and funded.

A HAPP Website subcommittee was formed to provide input on the website to staff. The following members will be part of the subcommittee: Francis Carbajal, Albert Hayes, and Debbie Baker. Mr. Ramirez will notify members when the first meeting will be held.

9. OLD BUSINESS

Ed Ramirez reported on the following:

- b. **Traffic Signal Cabinet Artwork Update** – Mr. Ramirez continues to work with the Fire Department and Library Services Department in order to finalize renderings and make a recommendation for approval by the City Council in October. Final renderings from the Fire Department will be brought before the Committee at the September 25, 2018 meeting for their review and approval.

A presentation was given regarding a Utility Box Art Program by the City of Costa Mesa. Discussion ensued introducing a sponsor component to the City's Traffic

Signal Cabinet Artwork Program and members shared their ideas. Discussion also ensued related to art wraps and members shared their ideas. Mr. Ramirez will keep members apprised.

- b. **Approval of FY 2018/2019 Art Education Grant Applications Update** - Maritza Sosa-Nieves reported that notification letters were mailed to all the schools and agencies informing them of whether or not their applications were approved. Several schools responded and expressed their gratitude to the HAAC. A concern was shared with members from a teacher at St. Paul High School who requested if she could appeal to the Committee; however, no further response was received.

Ms. Sosa-Nieves also suggested that the HAAC revisit the Art Education Grant Application Guidelines and make any revisions necessary for next year's program.

#### 10. NEW BUSINESS

Ed Ramirez reported on the following:

- a. **Contractual Services by Margaret Hammon** – Clarification was requested from the Committee regarding the services provided by Margaret Hammon. Members shared their views.

A motion was made by Albert Hayes and seconded by Gabriel Jimenez that the HAAC pay Margaret Hammon for services rendered and enter into a contractual services agreement detailing hourly rate and specific project rate. Discussion ensued and the motion was carried unanimously.

- b. **Future SFS Art Fest Featured Artists** – A presentation was given by Albert Hayes on proposed featured artist Ivan Haro. Members were invited to attend his next exhibit on November 10, 2018 at the Framery Gallery in Whittier, CA. Mr. Hayes also suggested that the City showcase selected featured artist's artwork at City Hall one month prior to scheduled SFS Art Fest event. Francis Carbajal also recommended artist Michael Gardner. Mr. Ramirez will work with Art Consultant to add these individuals to the Featured Artist list when the Committee makes its final selection.
- c. **Clarke Estate Pool Art Pieces and Plaque** – Mr. Ramirez reported to members that staff have faced challenges with maintaining the art pieces, due to the water exposure, and shared images of their condition including dirt build-up, water stains, and rust. Discussion ensued regarding cleaning options and members shared their ideas. Mr. Ramirez will continue to work with staff and keep members apprised. Also, information on a dedication plaque will be presented to members at the September 25, 2018 meeting.
- e. **Art Walk Event Recap** – Maritza Sosa-Nieves presented members with images of the day's event. Up to 250 people came to the Art Walk event launch. Tours were given and various activities were enjoyed by participants. Promotional materials were also distributed. Members shared their feedback.

11. COMMUNITY SERVICES DEPARTMENT DIRECTOR REPORT

Maricela Balderas reported on the following:

a. ***Upcoming Community Services Events –***

1) Family Excursions:

- a) Los Angeles Galaxy vs. Seattle Sounders – Saturday, September 23, 2018
- b) Tanaka Farms – Saturday, October 6, 2018
- c) Riley's Apple Farm, Yucaipa – Saturday, November 10, 2018

2) Dive In Movie sponsored by Maggie's Pub – Friday, September 21, 2018

3) Fiestas Patrias Event – Friday, September 14, 2018, Town Center Plaza, featuring Baja California with Mariachi Divas, food trucks, vendors, children's zone, beer garden, and non-profit organizations.

Ms. Balderas also stated that a recruitment flyer announcing current vacancies in the various City Committees is available. Interested individuals may apply at the City Clerk's office.

12. FUTURE AGENDA ITEMS

Art Showcase Display at City Hall

Orange Harvest

Train Box Car

LACMA Grant

13. MEMBER COMMENTS/ANNOUNCEMENTS

Library Staff member Cherie Blake and Children Services Administrator Judi Manalisay are retiring this month. Both will be recognized by the City Council on September 13, 2018.

Debbie Baker was excused from the meeting at 10:51 a.m.

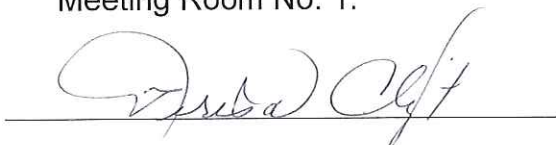
Gabriel Jimenez announced his candidacy for Little Lake City School District Board.

Francis Carbajal suggested visiting a Pop Art Photo Show at the Barker Hanger in Santa Monica, Los Angeles, on September 27, 2018.

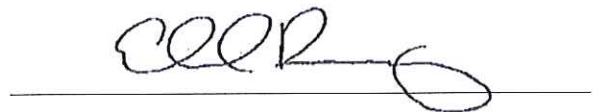
14. ADJOURNMENT

Chair Rios adjourned the meeting at 11:22 a.m.

Next Meeting: Tuesday, September 25, 2018 at the Gus Velasco Neighborhood Center, Meeting Room No. 1.



Prepared by: Teresa Clift,  
Administrative Clerk, II



Ed Ramirez,  
Executive Secretary