



HERITAGE ARTS ADVISORY COMMITTEE

Gus Velasco Neighborhood Center

Meeting Room No. 1

Meeting of Tuesday, January 29, 2019

9:00 a.m.

MINUTES

1. CALL TO ORDER

Chairperson Laurie Rios called the meeting to order at 9:07 a.m.

2. ROLL CALL

Members Present: Debbie Baker, Francis Carbajal, Sally Gaitan, Albert J. Hayes, Gabriel Jimenez, Richard Moore, Larry Oblea, Laurie Rios

Absent: Jacqueline Martinez

City Council Liaison: Mayor Pro Tem William K. Rounds

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

Guest: Councilmember John Mora
Sandra Hahn, Art Fest Consultant
Ellie Lee
Matt Connelly

3. ORAL COMMUNICATIONS

Guests Ellie Lee and Matt Connelly introduced themselves as co-founders of Equitable Vitrines, a public art non-profit. They are here to observe the cross between public art and local government.

4. APPROVAL OF MINUTES

A motion was made by Debbie Baker and seconded by Larry Oblea to approve the Minutes of November 27, 2018. The motion was carried unanimously.

5. CITY LIAISON REPORT

Mayor Pro Tem Rounds thanked Councilmember John Mora for joining the Heritage Arts Advisory Committee meeting.

It was reported that City Council approved the artwork for the new Art Box in front of the fire station.

A report was also given on the construction on the 5 Freeway. The bridge on Florence Avenue is scheduled to be completed by the end of 2019.

Mr. Rounds also reported on his trip to the Councilmen Forum in Sacramento. At the forum, one topic of discussion involved a new bill that would be applied to all California Cities. This bill would prohibit any extra fees on future art projects to make them as affordable as possible. This would impact the current 1% fee structure the City of Santa Fe Springs currently has in place for public art. City Manager Ray Cruz, and City Council Members plan to look into this concern and will lobby against it.

This is a negotiation year with the Employee Association.

In addition, Mr. Rounds estimated that we may not break ground for the new hotel on the corner of Telegraph and Norwalk Boulevard for at least two years.

6. PUBLIC WORKS DEPARTMENT REPORT

Nothing to report.

7. PLANNING DEPARTMENT DIRECTOR REPORT

Planning Director Wayne Morrell reported on the following:

Negotiations for the Post Office's lease is still underway. Mr. Morell informed members that the City currently collects around \$600 a year from the Post Office. Individual appraisals were conducted by the City and by the Post Office, and are currently under review. The Post Office has shown interest in staying in Santa Fe Springs. A new lease is expected to be agreed upon in the next few weeks.

An overview was given on new developments in the city, which include an extension of the Gold Line on Washington Boulevard that may offer new retail or home developments; Sonic Burger has made their deposit and is still planning its exterior design; Plans for the new hotel are moving along well and the property is in escrow. The soil was tested and results should be available in the next few weeks. It was also reported that the hotel property was appraised and its value has increased. Ms. Carbajal thanked Mr. Morrell and former Councilmember Richard Moore for all the hard work they've done in regards to the hotel. On the North East corner of Norwalk and Pioneer Boulevard there are five industrial buildings set to be demolished and reconstructed, which will be revenue for the art fund. Planning is also looking to develop on a site south of St. Paul High School.

An update was given on the proposed digital billboards. One billboard has been approved and the second is still under review. The Planning Commission did not approve the third billboard. Mr. Morrell also notified members that the City will be earning \$100,000 a year, in addition to a 3% increase every other year from approved digital billboards.

8. EXECUTIVE SECRETARY REPORT

Ed Ramirez reported on the following:

- a. **HAAC Membership – Nomination and Election of Vice-Chairperson*** – Members conducted nominations and election of Committee officers for the position of Vice-Chairperson for Fiscal Year 2018/2019 by ballot vote with the following result:

Vice-Chairperson – Richard Moore, declined. Debbie Baker, accepted. Francis Carbajal, accepted; Albert J. Hayes accepted; The Committee elected Albert J. Hayes as Vice-Chairperson for Fiscal Year 2018/2019 by a majority ballot vote of 4.

- b. **Financial Report - November/December 2018** – Mr. Ramirez provided an overview of the FY 2018/2019 Financial Report for the periods ending November & December 2018, and a copy was distributed to members for their review. It was noted that interest has not yet be factored into this report. Balance: \$1.5 million.

A motion was made by Larry Oblea and seconded by Francis Carbajal to approve the FY 2018/2019 Financial Report for the periods ending November & December 2018. The motion was carried unanimously.

9. OLD BUSINESS

Ed Ramirez reported on the following:

- a. **Council Approval for Traffic Signal Box Fire Rescue Department 60th Anniversary Theme** – As previously stated, the artwork has been approved by City Council. Rain has delayed the project, but Mr. Ramirez has spoken with the artist and plans to have the installation complete by February 5th. Mr. Ramirez will report back with artwork and pictures at next meeting.

- b. **Box Artwork** – Discussed in Item A.

- c. **Draft Art Showcase Guidelines** – Mr. Ramirez distributed a draft of the Lobby Exhibit Guidelines for committee members to review and approve. Once the guidelines have been reviewed and approved by the committee, Mr. Ramirez will submit the guidelines to City Council for review. It was also suggested that the committee consider re-branding the name “Lobby Exhibit”.

Mr. Ramirez suggested to have the program installed by May for this year’s Art Fest.

- d. **HAPP Sub-Site/Webpage Update** – Mr. Ramirez distributed a sample of the Heritage Arts in Public Places Program webpage to the committee. Ms. Sosa-Nieves gave members an overview of some of the updates and components of the webpage, based on the subcommittee’s recommendations. The webpage URL is: Sfsheritagearts.org.

Ms. Sosa-Nieves will update the committee on when the webpage goes live.

- e. **Professional Service Agreement for Margaret Hammon, Consultant-Update** – Nothing new to report; Mr. Ramirez will give an updated report at the next meeting in February.
- f. **HAAC Art Tour** – Mr. Ramirez presented the committee with different Art Tour trips which included the Broad, the Museum of Contemporary Art, the Huntington Library, and the Bowers Museum. The committee discussed potential dates and decided to move their regular meeting to Thursday, February 28, 2019, and visit the Huntington Library following their meeting. Mr. Ramirez will reach out to the Huntington Library to check their tour availability and keep the committee updated.

10. NEW BUSINESS

Ed Ramirez reported on the following:

- a. **2019 SFS Art Fest Guests and Featured Artists** – Ms. Hahn distributed a packet of 10 artist portfolios for the committee to review and select this year's 2019 Art Fest Guests and Featured Artists. Discussion ensued by the committee with the following result:

The next Featured Artist will be Yolanda González, and the two guests will be Trinity Gomez and Anthony Fuentes. Rosemary Tuthill Vasquez will be designated as a back-up artist.

Entertainment has not yet been booked, but a list is being compiled of potential performers. Mr. Hayes suggested Jimmy Reyes to host as MC. Member Larry Oblea also suggested a street art exhibit. The committee discussed having a low-rider car exhibit as well. Mr. Ramirez will work with Ms. Hahn to determine if committee member suggestions can be incorporated.

There will be a short film showcased followed by a panel discussion.

Mr. Ramirez also reported that Triangle Distribution will no longer be able to contribute funds to Art Fest due to unforeseen business circumstances. Mr. Ramirez plans to reach out to other business contacts for support.

Ms. Hahn gave a brief overview of Art Fest's theme "Absorption and Artifact".

On May 2, 2019, Ms. Hahn will also be hosting a Collectors Night in the evening.

- b. **Art Walk - March 16, 10-Noon** – Ms. Joyce Ryan, Director of Library and Cultural Services Division will continue to head this event at Heritage Park. Members are encouraged to partake in the event.
- c. **Proposed Commemorative HAPP Calendar** – Ms. Balderas proposed creating a calendar that can be used to promote Santa Fe Springs public art and be sponsored by local businesses. This calendar would be sold at the 2020 Art Fest. The committee will discuss this at the next meeting.

11. COMMUNITY SERVICES DEPARTMENT DIRECTOR REPORT

Maricela Balderas reported on the following:

a. *Upcoming Community Services Events* –

- 1) First Friday at the Library: Got Rhythm! – Friday, February 2, 2019 at 7 p.m.
- 2) President's Day Penny Carnival – Monday, February 18, 2019, from 1 p.m. - 4 p.m. at Lakeview Park.
- 3) Movie Trivia Night at the Library – Friday, February 22, 2019, at 6 p.m. for adults 18 year and over. This event is free for the public to attend.
- 4) So Totally 80's Fun Run/Walk – Saturday, April 6, 2018 at 7 a.m.

12. FUTURE AGENDA ITEMS

- a) Pool Art Pieces Update
- b) Proposed Commemorative HAPP Calendar
- c) Heritage Arts Promotional Brochure

13. MEMBER COMMENTS/ANNOUNCEMENTS

Mayor Pro Tem William K. Rounds attended a Lakeview School Performance which was supported by the Heritage Art in Public Places fund.

Mr. Moore thanked Mr. Ramirez and Ms. Hahn for their work planning this year's Art Fest.

Councilmember Mora shared his interest and support for public art and the committee's great work.

Committee members congratulated Ms. Gaitan on celebrating her 42nd wedding anniversary with her husband.

Mr. Hayes thanked Councilmember Mora for visiting the HAAC meeting.

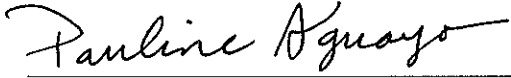
Ms. Baker shared news on her son's successful career as a TV writer.

Ms. Sosa Nieves plans to keep members updated on future school performances and art exhibits through email.

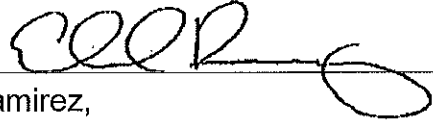
14. ADJOURNMENT

Chair Rios adjourned the meeting at 11:20 a.m.

Next Meeting: Thursday, February 28, 2019 at the Gus Velasco Neighborhood Center,
Meeting Room No. 1.



Prepared by: Pauline Aguayo,
Administrative Clerk, II



Ed Ramirez,
Executive Secretary