



HERITAGE ARTS ADVISORY COMMITTEE  
Gus Velasco Neighborhood Center  
Meeting Room No. 1  
Meeting of Thursday, March 26, 2019  
9:00 a.m.

## **MINUTES**

### 1. CALL TO ORDER

Chairperson Laurie Rios called the meeting to order at 9:08 a.m.

### 2. ROLL CALL

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

*Absent: None*

*City Council Liaison:* Mayor Pro Tem William K. Rounds

*Staff:* Maricela Balderas, Director of Community Services  
Ed Ramirez, Family & Human Services Manager/Executive Secretary  
Maritza Sosa-Nieves, Management Assistant II  
Jimmy Wong, Planning Department Consultant

*Guest:* Ellie Lee, Equitable Vitrines  
Matt Connelly, Equitable Vitrines  
Sandra Hahn, Art Fest Consultant

### 3. ORAL COMMUNICATIONS –

- City of Monrovia is seeking artists to paint their electrical boxes

### 4. APPROVAL OF MINUTES\*

A motion was made by Albert J. Hayes and seconded by Francis Carbajal to approve the minutes of February 28, 2019. The motion was carried unanimously.

### 5. COUNCIL LIAISON REPORT

Mayor Pro Tem Rounds gave the committee an update on the I-5 construction. The Florence Avenue Bridge is expected to be completed by the end of 2019. In conjunction with these updates, the City plans to widen Florence Avenue between Orr & Day and Pioneer Rd to 3 lanes in each direction. A stop light will also be added on Jersey Avenue, by Lake Center Athletic Field in order to improve traffic conditions.

Many capital improvement projects are currently underway, some of which include residential & commercial street improvements, a renovation of City Hall's parking lot, and a directional monument on the corner of Alburdis & Telegraph that lets visitors know where City Hall and the Library are located.

The City is partnering with The Whole Child and Habitat for Humanity to build a homeless shelter for veterans and families on the corner of Laurel & Lakeland. City Council plans to work closely with agencies to make sure the shelter is funded and provides a variety of services.

City Council has heard concerns from the community regarding Octapharma and is working with the planning department to address the issue in a swift manner. Mr. Rounds will keep the committee updated with information as it becomes available.

The committee was also informed that Ian Calderon and Janice Hahn have provided funds for the City's parks. Senator Bob Archuleta plans to also assist in facilitating this project.

The City plans to discuss its contract with the Post Office at the next City Council meeting. Mr. Rounds will keep the committee updated on changes to their contract status.

On April 1<sup>st</sup>, the City's sales tax passed by Measure Y will be increased to 10.5%.

6. PUBLIC WORKS DEPARTMENT REPORT – Nothing to report.
7. PLANNING DEPARTMENT DIRECTOR REPORT – Planning Consultant Jimmy Wong reported that two new ice cream shops will be opening in the City. One will be located in Santa Fe Springs Plaza, and the other will be in the Gateway Plaza.
8. EXECUTIVE SECRETARY REPORT  
Ed Ramirez reported on the following:
  - a. **Financial Report – February 2019\*** – Tabled until April meeting.
  - b. **2019 Santa Fe Springs Art Fest Update** – Art Fest Consultant Sandra Hahn gave the committee a detailed report on her work so far, which included her efforts in marketing, attending art exhibits, networking, and planning the Collector's Night. Ms. Hahn reported that she is working with Whittier Daily News on developing a cover story on this year's event. Ms. Hahn also mentioned that she has brought on Janet Seo as this year's Art Curator. Ms. Seo comes from United School of Women for the Arts. She is the first curator that Ms. Hahn has brought on board. It was also reported that less art will be showcased to allow for more exclusivity. This year, the film competition received 287 entries in two days, and submission was closed early due to its increasing popularity. Specially selected films will be shown on Collector's Night and the Magnus Opus award will be given on the night of Art Fest. Tickets are also available to take part in the Paint and Wine component of the event. Tickets are available at the Gus Velasco Neighborhood Center or online for \$40 each, or two tickets for \$70. This will also be the first year that a Jury's Award trophy will be

presented to the best overall art piece.

Mr. Ramirez also notified committee members that a new Florence Avenue banner has been purchased and is scheduled to be hung up in the next few weeks. Velcro inserts have also been added to the banner so that a date can be attached every year. Mr. Ramirez looked into purchasing new vertical banners with Velcro inserts and received estimates totaling around \$2,000. If the committee wishes to proceed, Mr. Ramirez will begin the process of ordering new vertical banners. Mr. Rounds suggested selling old banners as memorabilia at the next Art Fest as another source of revenue.

Mr. Ramirez provided the committee an update on outreaching to current and new commercial sponsors. Several donations have already been received, and Mr. Ramirez hopes to reach \$13,500 in sponsorships this year. He also plans to work with Sandra in securing a new beer sponsor, since the previous vendor has decided no longer to partner with this event.

Ms. Rios and Mr. Hayes provided the committee a brief update on their participation in the SFS Chamber of Commerce's Business Card Exchange. They were able to drum up positive interest and promote Collector's Night with several enthusiastic business owners.

Committee members were encouraged to send Ms. Hahn new artist and vendor suggestions for the event. This year, commercial vendors including Hot Dog on a Stick and Auntie Anne's Pretzels will be joining the list of available food options for the public.

Mr. Ramirez also gave the committee an overview of the entertainment, music line-up, logistics, and the coordination of sales for Art Fest. Discussion ensued by the committee, and Ms. Rios suggested purchasing table cloths for the event in order to cut costs sustained each year in rental fees. An updated report on Art Fest will be presented to the committee at the April meeting.

## 9. OLD BUSINESS

Ed Ramirez reported on the following:

- a. **Professional Service Agreement for Margaret Hammon – Consultant Update** – Mr. Ramirez gave the committee a brief update on the Professional Services Agreement for Ms. Hammon. He informed Ms. Hammon that she would be working with Debbie Simpson in developing a final agreement. Due to conflicting schedules, Ms. Hammon has not been able to meet with Ms. Simpson, and there is still no agreement at this time. Ms. Simpson plans to meet with Ms. Hammon on March 27<sup>th</sup>, and give the committee an update on the professional service agreement at the next meeting.
- b. **Heritage Arts Promotional Brochure Update** – The brochure that Ms. Simpson created has been sent to print, and will be available to the public soon. Mr. Ramirez plans to distribute these brochures at City-wide events and the planned Art Showcase

in City Hall.

- c. **Proposed Commemorative HAPP Calendar** – Mr. Ramirez provided the committee with estimates for the proposed Commemorative HAPP Calendar. Prices for a quantity of five hundred ranged from \$2,000 to \$5,000. Mr. Ramirez opened the floor for committee members to discuss the direction of the calendar’s layout and theme. Discussion ensued, as members deliberated on the length of time it may take to work on the calendar and be successful in sales. The committee will discuss the matter further at a future meeting.

#### 10. NEW BUSINESS

Ed Ramirez reported on the following:

- d. **Art Walk Recap** – It was reported that the event was a huge success and had over 100 people in attendance. Due to its success, staff plans to propose that the event be extended to three hours as part of the budget process for FY 2019-2020.
- e. **Clarke Estate Pool Art Pieces** – As stated previously, the sculptures have been moved to the chicken coop at Heritage Park. The committee was informed that the art pieces are in poor condition, but Mr. Ramirez plans to find ways to salvage the work. This item will be discussed further at a future meeting.
- f. **Draft At Showcase Guideline** – A copy of the revised guidelines was distributed to committee members. Mr. Ramirez gave the committee a brief update on the changes that were made, and encouraged the committee to provide their feedback at a later meeting.
- g. **HAAC Art Tour Recap** – The committee discussed their excursion to the Huntington Library. Some members were dissatisfied with their docent and the lack of entry to the facility. Mr. Ramirez heard these concerns and apologized to those members who did not get the full experience of the tour. He has contacted the Huntington Library to voice their concerns.
- h. **HAPP Website** – Mr. Ramirez met with the subcommittee, and briefly reviewed their suggestions and changes to the website with committee members.

#### 11. DEPARTMENT OF COMMUNITY SERVICES REPORT – The department has several events coming up in the spring and summer. Maricela Balderas provided the committee a brief overview of the following events:

- Volunteer Recognition – Friday, April 12, 2019 at Town Center Hall
- Day of Service – Saturday, April 13, 2019, from 8 a.m.-10 a.m., at Santa Fe Springs Park
- Easter Eggstravagana – Saturday, April 20, 2019 at Los Nietos Park
- Community excursions to the Queen Mary, and Strawberry Festival
- So Totally 80’s Fun Run/Walk – April 6, 2019, 7 a.m. at Town Center Plaza

12. FUTURE AGENDA ITEMS

- a) Snake Basket Fountain Repair – May Meeting
- b) Request to Management Group of Kiewit to Remove/De-access Art Piece
- c) 2019 Art Fest Final Update Report

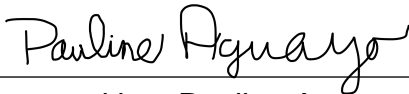
13. MEMBER COMMENTS/ANNOUNCEMENTS

- Heritage Park’s windmill has been taken down for repairs and will be returned once all updates are complete.

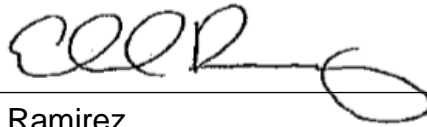
14. ADJOURNMENT

Chair Rios adjourned the meeting at 11:30 a.m.

*Next Meeting: Tuesday, April 30, 2019, at 9 a.m. at the Gus Velasco Neighborhood Center, Meeting Room No. 1.*



Prepared by: Pauline Aguayo,  
Administrative Clerk, II



Ed Ramirez,  
Executive Secretary