



HERITAGE ARTS ADVISORY COMMITTEE
Virtual Meeting
Meeting of Tuesday, March 29, 2022
9:00 a.m.

MINUTES

1. CALL TO ORDER

Chairperson Debbie Baker called the meeting to order at 9:00 a.m.

2. ROLL CALL

Members Present: Debbie Baker, Francis Carbajal, Miriam Herrera,
Gabriel Jimenez, A.J. Hayes, William K. Rounds,
Laurie Rios, Maria Salazar, Hilda Zamora

Absent:

N/A,

City Council Liaison:

Annette Rodriguez, Mayor

Staff:

Ed Ramirez, Family and Human Services Division Manager/ Executive
Secretary

Ruby Picon, Management Analyst II

Immanuel Caldona, Administrative Assistant II

Sandra Hahn, Art Consultant

3. ORAL COMMUNICATIONS

NONE

4. APPROVAL OF MINUTES

A motion was made by Laurie Rios and seconded by Gabriel Jimenez to approve the minutes of February 22, 2022. The motion was carried unanimously.

A motion was made by William K. Rounds and seconded by Hilda Zamora to approve the special meeting minutes of March 15, 2022. The motion was carried unanimously.

5. COUNCIL LIAISON REPORT

Mayor Annette Rodriguez informed committee members that they should participate in the National Take a Walk in a Park Day. She encouraged the committee members to participate in the Chalk it out event and the Summer Concerts and Movies Series hosted by Community Services. The Mayor also participated in The National Drug and Alcohol facts week. Lastly, the Mayor notified the members that Dr. Ethan Allen, founder of LA CADA, had passed away.

6. PUBLIC WORKS DEPARTMENT REPORT

NONE

7. PLANNING DEPARTMENT DIRECTOR REPORT

NONE

8. EXECUTIVE SECRETARY REPORT

Executive Secretary, Edmund Ramirez reported on the following:

- **Financial Report**

February 2022– Mr. Ramirez provided an overview of the Fiscal Year 2021/2022 financial report for the period of February 2022. Copies were distributed to members for their review. Balance: \$1.8 million for both fund 240 and fund 245.

A motion was made by Francis Carbajal and seconded by William K. Rounds to approve the FY 2021/2022 financial report for the period ending on February 2022. The motion was carried unanimously.

9. OLD BUSINESS

a) 2022 Art Fest Update

Executive Secretary Ed Ramirez and Art Consultant Sandra Hahn provided a PowerPoint presentation updating members on the planning for the 2022 SFS Art Fest event. The update and presentation included information regarding the various components of the event. They discussed the Artists, Preview and Showcase night, Marketing, Sponsorship, Entertainment timeline, Food / Beverage, and Artisan Vendors.

The staff will work with the Public Information Officer in the City Manager's Office to address the committee's marketing concerns regarding social media.

Mr. Hayes is in the process of securing a sponsorship from Planet Fitness. He will update the committee once he has received the information. Ms. Carbajal will be donating to the SFS Art Fest. Additionally, Ms. Baker's company Simpson Advertising donated to the event.

For future support and to build anticipation for the 2023 SFS Art Fest, City staff will be bringing back the SFS Art Walk hosted by the Library Services Division; additionally, the Parks and Recreation Services Division has created a new event called Chalk It Out.

Ms. Hahn currently has five pop-up vendors registered for the event out of approximately 40 spots available.

Due to the increase in costs post COVID-19, staff will be recommending increasing the budget for Art Fest. Mr. Ramirez will discuss participant fees in the planning meeting for the 2023 Art Fest.

10. NEW BUSINESS

a) Train Depot Exhibit Improvements and Santa Fe Springs Oranges Mural

Mr. Ramirez provided a photo slide show of the painted train engine and caboose car. Mr. Ramirez also provided an update on the research conducted in identifying potential artists to repaint the Santa Fe Spring Orange Mural once the boxcar refurbishment is complete. Mr. Ramirez informed the members he found the original artist and that the artist is interested in reproducing the Orange Mural. Mr. Ramirez will work with the Public Works Department to provide more information to the original artist. As a backup, Mr. Ramirez will obtain a quote from Candice Galvan.

11. DEPARTMENT OF COMMUNITY SERVICES PROGRAMS REPORT

Mr. Ramirez provided a brief recap of the Community Services Programs referenced in the HAAC meeting packet. The events he shared are: the VITA Program, National Take a Walk in the Park Day, Chalk it Out, and the Easter Egg-stravaganza. He also informed the members that wireless mobile printing is now available at the City Library. Members were encouraged to refer back to the report for more information.

12. FUTURE AGENDA ITEMS

- Privately Owned Art Piece Maintenance letters
- Silverlake Conservation condition assessment – Soaring Dreams & Omni
- Dancing Gabrielenos
- Rexford Industrial Project
- Galaxy and Glide Update

13. MEMBER COMMENTS/ANNOUNCEMENTS

- Mr. Rounds recommended staff send out a personal letter to Ms. Laurie Rios and Mr. Richard Moore formally inviting them to attend the 2022 SFS Art Fest since they are 2 of the original founding members of the Art Fest

event.

- Ms. Zamora inquired about more information regarding the SFS Art Fest emails sent to the schools.

14. ADJOURNMENT

Chairperson Debbie Baker adjourned the meeting at 10:37 a.m.

Next Meeting: Tuesday, April 26, 2022, at 9 a.m. at the Gus Velasco Neighborhood Center, Meeting Room #1.



Prepared by: Immanuel Caldonga
Administrative Assistant II



Approved by: Ed Ramirez,
Executive Secretary