



HERITAGE ARTS ADVISORY COMMITTEE
Gus Velasco Neighborhood Center, Conference Room #1
Meeting of Tuesday, June 27, 2023
9:00 a.m.

MINUTES

1. CALL TO ORDER

Chairperson, Gabriel Jiménez, called the meeting to order at 9:03 a.m.

2. ROLL CALL

Members Present:

Debbie Baker, Francis Carbajal, Elena Lopez, Gabriel Jiménez, Gloria Maghame, Peggy Radoumis, Laurie Rios, Hilda Zamora

Absent:

Maria Salazar

3. ORAL COMMUNICATIONS

None

4. APPROVAL OF MINUTES

A motion was made by Peggy Radoumis and seconded by Debbie Baker to approve the minutes of May 30, 2023. The motion was carried unanimously.

5. COUNCIL LIAISON REPORT

Council Member William K. Rounds provided a brief overview of the following:

- Updates on stop signs and street improvements.
- Ribbon Cutting for new Playground at Lakeview Park.
- July is Parks and Recreation Month.
- Approved healthy budget for FY 2023-2024.
- New City Manager Agreement for René Bobadilla to be signed and approved by City Council on July 18, 2023. Mr. Bobadilla starting on July 19.
- Tom Hatch, the current Interim City Manager, will provide input during transition.
- Los Nietos parking lot project completed.
- Playground at Santa Fe Springs Park to be updated.

6. PUBLIC WORKS DEPARTMENT REPORT

NONE

7. PLANNING DEPARTMENT DIRECTOR REPORT

Assistant Planner, Claudia Jimenez provided a brief overview of the recent business developments. From January to May, the Planning and Building Departments successfully collected a total of \$154,008.78 in art fees. An additional \$34,819 was received in June, bringing the overall amount to \$189,698.50. La Michoacana will soon

be opening its doors at the Santa Fe Springs Promenade.

8. PRESENTATION

Executive Secretary Ramirez presented the newly updated Heritage Arts in Public Places (HAPP) Program website and a new online photo storage and sharing platform called SmugMug. The HAAC members were able to provide feedback on the HAPP website and view the SmugMug platform online, which contained photos of the 2023 SFS Art Fest event.

9. 2023 ART FEST SUBCOMMITTEE REPORT – ED RAMIREZ

a) **Review of 2023 Art Fest Preliminary Financial Report**

Edmund Ramirez presented an overview of the 2023 Art Fest Preliminary Financial Report. The breakdown of the financial figures is as follows:

- Entertainment expenses: Totaling a little over \$20,000, which is consistent with the previous year.
- Ticket sales: Grossing \$15,460, with \$2,426 deducted for processing fees, resulting in net admission fee revenue of \$13,034.
- Art sales: Generating net revenue of \$9,000 from the sale of 25 pieces, representing a gross amount of \$1,800.
- Silent auction sales: Involving 34 pieces, brought in net revenue of \$2,063.
- Beverage sales: Including beer, wine, and sangria, amounting to \$7,752, which featured a reduced cost ratio due to a favorable arrangement with the brewery.

Overall, the event generated a total revenue of approximately \$40,000, reflecting an increase compared to the previous year's revenue of \$29,700. The labor costs for the event was approximately \$32,000, and adjustments in labor are planned for future events to reduce labor costs.

b) **2024 SFS Art Fest Update**

Mr. Ramirez reported that the city council approved Sandra Hahn's (Crepes & Grapes Café, LLC) professional service agreement for \$55,000. The city council approval for the 2024 Art Fest event fees regarding the HAAC's recommendations was postponed and will be discussed at a future council meeting. The members engaged in a discussion regarding admission fees and different options for discounts. A subcommittee was established to further explore the proposed discount options. The subcommittee was going to meet with Mr. Ramirez to provide him feedback regarding proposed fees. Their proposed recommendations will be presented at the first council meeting in August.

10. EXECUTIVE SECRETARY REPORT

Executive Secretary, Edmund Ramirez reported on the following:

a) **Approval of Heritage Arts Fund (240 & 245) Financial Report – April & May 2023**

April 2023– Mr. Ramirez provided an overview of the Fiscal Year 2022/2023 financial report for the period of April 2023. Copies were distributed to members

for their review. Balance: \$2 million.

A motion was made by Hilda Zamora and seconded by Francis Carbajal to approve the FY 2022/2023 financial report for the period ending in April 2023. The motion was carried unanimously.

May 2023 - Mr. Ramirez provided an overview of the Fiscal Year 2022/2023 financial report for the period of May 2023. Copies were distributed to members for their review. Balance: \$2.1 million. Due to some discrepancies found in the Financial Report, the approval of this report was tabled to the next meeting. Mr. Ramirez will present an updated May 2023 report during the upcoming July HAAC meeting.

11. OLD BUSINESS

a) Art Piece Restoration Project Update

Mr. Ramirez provided an update regarding the restoration of various art pieces. He reported that the maintenance work on the Dancing Gabrielinos had begun on the same day. Once the maintenance of the Dancing Gabrielinos is completed, the rest of the approved art pieces will be restored. The expectation is that the restoration process will only take a few days.

b) Santa Fe Springs Oranges Mural Update

Mr. Ramirez informed the attendees that the original artist, Mary Mcmenamin, has agreed to complete the project for a cost of \$47,000. Currently, the agreement is being drafted and will be brought to the City Council for approval. He will update the members at the next HAAC Meeting.

12. NEW BUSINESS

a) FY 2022-2023 Art Education Grant Program Financial Reports

As of June 15, 2023, the HAAC has received 29 grant applications for the FY 2023-2024 Art Education Grant Program, totaling \$72,969.44. The grant applications have been compiled into binders and will be distributed to committee members for their review. The committee members will have until July 25, 2023, to review the applications.

During the next Heritage Arts Advisory Committee meeting on July 25, 2023, the members will discuss and approve the art grant applications. After careful review by the HAAC, they will make recommendations for approval to the City Council.

Ruby Picon, Management Analyst II will be hosting an orientation session for all new HAAC members to provide them with a general overview of the approval process for the 2023 Art Grant Program.

13. DEPARTMENT OF COMMUNITY SERVICES PROGRAMS REPORT

Maricela Balderas, Director of the Community Services Department, provided a brief recap of upcoming Community Services programs. Members were encouraged to refer back to the report for additional information.

14. FUTURE AGENDA ITEMS

- a. **FY 2023-2024 Art Education Art Grant Binder Distribution**
- b. **Snake Basket Fountain**

15. MEMBER COMMENTS/ANNOUNCEMENTS

NONE

16. ADJOURNMENT

Chairperson Gabriel Jiménez adjourned the meeting at 12:01 p.m.

Next Meeting: Tuesday, July 25, 2023, at 9 a.m. at the Gus Velasco Neighborhood Center.

Prepared by: Immanuel Caldon
Administrative Assistant II

Approved by: Ed Ramirez,
Executive Secretary