



HERITAGE ARTS ADVISORY COMMITTEE
Clarke Estate Dining Room
Meeting of Tuesday, March 28, 2023
9:00 a.m.

MINUTES

1. CALL TO ORDER

Chairperson, Gabriel Jiménez, called the meeting to order at 9:02 a.m.

2. ROLL CALL

Members Present:

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

3. ORAL COMMUNICATIONS

None

4. APPROVAL OF MINUTES

A motion was made by Debbie Baker and seconded by Francis Carbajal to approve the minutes of February 28, 2023. The motion was carried unanimously.

5. COUNCIL LIAISON REPORT

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

- Purchase of a New Hybrid Passenger Van
- Art Fest Traffic Control Plan
- Approved Mid-Year Budget
- Proclamation: National Vietnam War Veterans Day
- City Manager Recruitment
- \$2.2 million check from Congresswoman Linda Sanchez
- Chalk It Out Event
- Aquatics Center Update

6. PUBLIC WORKS DEPARTMENT REPORT

NONE

7. PLANNING DEPARTMENT DIRECTOR REPORT

None

8. PRESENTATION

Sandra Hahn, the Art Consultant, provided updated information on the total number of student art works (150 pieces), judges, non-profit galleries, craft vendors, food vendors, workshops, entertainment, the chalk it out event, the

website, paperwork for artists, and sponsors. She also provided information on two new components to Art Fest which are the lowrider car exhibit and tattoo artists.

9. 2023 ART FEST SUBCOMMITTEE REPORT – ED RAMIREZ

a) *Musical Entertainment

Mr. Ramirez provided the committee with an update on the confirmed live bands for the upcoming art festival.

b) Sponsorships Update

Mr. Ramirez provided the committee with an update on the sponsorships received.

c) Brewery Sponsorship

Mr. Ramirez updated the committee that he received a sponsorship from La Jara Brewery.

d) Art Fest Layout Clarke Estate Walk Through

Mr. Ramirez led the committee on a walk-through of Clarke Estate, providing an overview of the preparations for the Art Fest.

e) Additional updates

Executive Secretary, Ed Ramirez, shared updated information with the committee regarding various aspects of the event, including fees, ticketing, equipment for ticket purchases, traffic control plan, admission for individuals assisting the artists, meeting with the city's social media marketing team, the art fest banner, the 1-5 traffic billboard, press release, food vendors, room set-ups, lighting, onsite Police Officers, and recognition of volunteers and sponsors.

10. EXECUTIVE SECRETARY REPORT

Executive Secretary, Edmund Ramirez reported on the following:

a) Approval of Heritage Arts Fund (240 & 245) Financial Report – February 2023

February 2023– Mr. Ramirez provided an overview of the Fiscal Year 2022/2023 financial report for the period of February 2023. Copies were distributed to members for their review. Balance: \$2 million.

A motion was made by Debbie Baker and seconded by Francis Carbajal to approve the FY 2022/2023 financial report for the period ending on February 2023. The motion was carried unanimously.

11. OLD BUSINESS

a) Art Piece Restoration Price Quote Update

Executive Secretary Ramirez provided an update to the committee on the additional quotes required for the restoration of Soaring Dreams, the Dancing Gabrielinos, and the Omni Piece, as per the City's Purchasing Policy. Considering the high cost of the other quotes received, Mr. Ramirez

recommended to the committee that they proceed with the Silverlake Conservation, LLC.

b) Revisions to Heritage Arts Public Places Brochure Review

Executive Secretary showed final version of the HAPP brochure for print to the committee members. A minor revision was recommended by the HAAC committee members.

c) Santa Fe Springs Oranges Mural Update

Executive Secretary Ramirez provided an update on the re-creation and negotiations of the Santa Fe Springs Oranges Mural. A motion was made by Debbie Baker and seconded by Francis Carbajal to approve the restoration cost of the Orange Mural, not to exceed \$50,000. The motion was carried unanimously.

12. NEW BUSINESS

- a. Educational Art Grant Financial Report Letters
- b. Heritage Arts Advisory Group Photo

13. DEPARTMENT OF COMMUNITY SERVICES PROGRAMS REPORT

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

14. FUTURE AGENDA ITEMS

- a) Snake Basket Fountain

15. MEMBER COMMENTS/ANNOUNCEMENTS

NONE

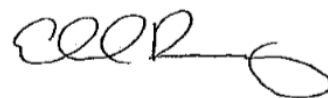
16. ADJOURNMENT

Chairperson Gabriel Jiménez adjourned the meeting at 11:08 a.m.

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



Prepared by: Immanuel Caldoná
Administrative Assistant II



Approved by: Ed Ramirez,
Executive Secretary