



**Memorandum**  
**COMMUNITY SERVICES DEPARTMENT**

**TO:** Heritage Arts Advisory Committee Members  
**FROM:** Edmund Ramirez, Executive Secretary to the Heritage Arts Advisory Committee  
**DATE:** April 19, 2023  
**SUBJECT:** Meeting of Tuesday, April 25, 2023

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The next meeting of the Heritage Arts Advisory Committee will be held on **Tuesday, April 25 at 9:00 a.m.** at the Gus Velasco Neighborhood Center, Meeting Room 1, located at 9255 Pioneer Blvd.

Enclosed are the Agenda of the April 25, 2023 meeting, the Minutes of the March 28, 2023 meeting, the staff reports, and the March Financial Report for your review.

Should you have any items you would like to discuss, please contact me at (562) 692-0261, extension 3211.

Sincerely,

A handwritten signature in black ink, appearing to read "Edmund Ramirez", with a stylized flourish at the end.

Edmund Ramirez, Executive Secretary  
Heritage Arts Advisory Committee

ER/ic

cc: Council Member Bill Rounds, Council Liaison  
Interim City Manager, Tom Hatch  
Maricela Balderas, Director of Community Services Wayne Morrell,  
Director of Planning  
Cuong Nguyen, Assistant Director of Planning  
Janet Martinez, City Clerk  
Maribel Garcia, Municipal Affairs Manager  
Priscilla Moreno, Executive Assistant to City Manager/City Council  
Fernando Muñoz, Deputy City Clerk



HERITAGE ARTS ADVISORY COMMITTEE

April 25, 2023; 9:00 a.m.

AGENDA

**Debbie Baker** – Advisory Member  
**Gloria Maghame** – Advisory Member  
**Laurie Rios** - Advisory Member  
**Hilda Zamora** - Advisory Member

**Elena Lopez** - Advisory Member  
**Peggy Radoumis** - Advisory Member  
**Maria Salazar** - Advisory Member

**Chairperson** – Gabriel Jimenez  
**Vice-Chairperson** – Francis Carbajal

1. CALL TO ORDER – EXECUTIVE SECRETARY
2. ROLL CALL – EXECUTIVE SECRETARY
3. ORAL COMMUNICATIONS – EXECUTIVE SECRETARY  
*This is the time members of the public may address City Advisory Committee members and related authorities and agencies. The public may speak on items that are on the agenda and non-agenda items that are under the subject matter jurisdiction of the Advisory Committee and/or its related authorities and agencies.*
4. CONSENT AGENDA – EXECUTIVE SECRETARY, ED RAMIREZ
  - a. \*Minutes approval for March 28, 2023
5. COUNCIL LIAISON REPORT – BILL ROUNDS, COUNCILMEMBER
6. PUBLIC WORKS DEPARTMENT REPORT- No Report
7. PLANNING DEPARTMENT REPORT – No Report
8. PRESENTATION
  - a. 2023 Art Fest Final Update– Sandra Hahn, Art Consultant
  - b. HAAC Member Artwork Judging
9. 2023 ART FEST SUBCOMMITTEE REPORT – EXECUTIVE SECRETARY, ED RAMIREZ
  - a. SFS Art Fest Final Overview Update
  - b. Social Media Efforts and Update
  - c. Ticket Preparations
  - d. Sponsorship Update
  - e. SFS Art Fest Official Welcome Review
10. EXECUTIVE SECRETARY REPORT – ED RAMIREZ
  - a. \*Approval of Heritage Arts Fund (240 & 245) Financial Report – March 2023
11. OLD BUSINESS – EXECUTIVE SECRETARY, ED RAMIREZ
  - a. Art Piece Restoration Project Update
  - b. Santa Fe Springs Oranges Mural Update
12. NEW BUSINESS – EXECUTIVE SECRETARY, ED RAMIREZ
  - a. None
13. DEPARTMENT OF COMMUNITY SERVICES REPORT – DIRECTOR OF COMMUNITY SERVICES, MARICELA BALDERAS
  - a. Upcoming Community Services Programs & Events
14. FUTURE AGENDA ITEMS – ED RAMIREZ
  - a. Snake Basket Fountain
15. MEMBER COMMENTS/ANNOUNCEMENTS – CHAIRPERSON
16. ADJOURNMENT – CHAIRPERSON  
**NEXT MEETING: May 30, 2023; 9:00 a.m.**  
**Gus Velasco Neighborhood Center, Meeting Rm#1**

**\*Denotes Advisory Committee Action Needed**



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 Caldon  
Administrative Assistant II

Approved by: Ed Ramirez,  
Executive Secretary



# *City of Santa Fe Springs*

HERITAGE ARTS ADVISORY COMMITTEE

April 25, 2023

## **PRESENTATION**

2023 Art Fest

### **RECOMMENDATION**

Staff recommends that the Heritage Arts Advisory Committee (HAAC):

- Receive and File the update.

### **BACKGROUND**

Sandra Hahn, Art Consultant will provide a final update to the HAAC members regarding the 2023 Art Fest event and discuss the judging process conducted by City Council and HAAC members.

Ed Ramirez  
Executive Secretary



# *City of Santa Fe Springs*

HERITAGE ARTS ADVISORY COMMITTEE

April 25, 2023

## **2023 SFS Art Fest Subcommittee Report**

### **RECOMMENDATION**

Staff recommends that the Heritage Arts Advisory Committee:

- Receive, Approve and File.

### **BACKGROUND**

Executive Secretary, Ramirez will provide the Heritage Arts Advisory Committee (HAAC) an overview of the 2023 Art Fest event regarding the following items: 1) social media efforts and update; 2) ticket sale preparations; 3) sponsorships and review of the SFS Art Fest official welcome by City Council and Committee members.

Ed Ramirez  
Executive Secretary



## **EXECUTIVE SECRETARY REPORT**

### **RECOMMENDATION**

Staff recommends that the Heritage Arts Advisory Committee:

- Review and Approve the monthly financial report for March 2023
- Receive and File

### **Approval of Heritage Arts Fund (240 and 245) Financial Reports – March 2023**

The Heritage Arts Advisory Committee (HAAC) is provided a monthly financial report which serves as a routine information document of revenues and expenses associated with the Heritage Arts Fund 240 and 245. This report provides an overall summary for interest accruals, applied developer fees, donations, and monthly expenses.

Ed Ramirez  
Executive Secretary

### **Attachment:**

March 2023 Financial Report



Heritage Artwork in Public Places  
March 2023

ART EDUCATION ENDOWMENT (FUND 245)		ACTIVITY FISCAL YEAR 2022/2023			FUND BALANCE TO DATE
	BEGINNING BALANCE (this fiscal yr) 7/1/2022	YTD REPORTED THRU JULY 2022	ACTIVITY REPORTED MARCH 2023	YTD ACTIVITY REPORTED THRU MARCH 2023	REPORTED FUND BAL THRU MARCH 2023
Endowment -- Perpetual	\$244,676.00	\$0.00	\$0.00	\$0.00	\$244,676.00
Interest Income	\$200,384.00	\$18,161.00	\$3,118.00	\$3,118.00	\$223,367.00
BALANCE (FUND 245)	\$445,060.00	\$14,351.00	\$1,058.00	\$16,442.00	\$468,043.00

ART IN PUBLIC PLACES FUND (FUND 240)		ACTIVITY FISCAL YEAR 2022/2023			FUND BALANCE TO DATE	Budget 2022/2023		
FUND 240 Budget 2022/2023						\$657,900.00		
FUND 240 Balance on 3/31/23					\$1,409,503.00			
Revenue (FUND 240)	YTD THRU FEBRUARY 2022	ACTIVITY IN MARCH 2023	YTD THRU MARCH 2023		PRELIMINARY APPROVED BUDGET	BUDGET YTD VARIANCE		
Developers' Fees - CF00	\$425,398.00	\$37,903.00	\$463,301.00		\$385,400.00	\$463,301.00		
Interest Earnings	\$5,350.00	\$10,446.00	\$15,796.00		\$0.00	\$15,796.00		
Participant Fees(20% Art Fest sales and Booth Fees)	\$225.00	\$650.00	\$875.00		\$0.00	\$875.00		
Contributions for Art Fest	\$2,010.00	\$2,100.00	\$4,110.00		\$0.00	\$4,110.00		
Total Revenue (Fund 240)	\$432,983.00	\$51,099.00	\$484,082.00		\$385,400.00			
Expenditure Appropriations (FUND 240)								
110-6350 Art in Public Places	\$177,045.00	\$18,238.00	\$195,283.00			-\$238,500.00	-\$43,217.00	
110-6128 Heritage Springs Park Maintenance	\$66,733.00	\$8,342.00	\$75,075.00			-\$100,050.00	-\$24,975.00	
Total Expenditures (Fund 240)	\$243,778.00	\$26,580.00	\$270,358.00					
Net Activity (Fund 240) Revenue less Expenditures					\$213,724.00			
BALANCE (FUND 240)					\$1,623,227.00			

GRAND TOTAL ( FUND 245 AND FUND 240)	\$2,091,270.00
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# *City of Santa Fe Springs*

HERITAGE ARTS ADVISORY COMMITTEE

April 25, 2023

## **OLD BUSINESS**

### **RECOMMENDATION**

Staff recommends that the Heritage Arts Advisory Committee:

- Receive and file

## **BACKGROUND**

### **Art Piece Restoration Price Quote Update**

Executive Secretary Ramirez will provide an update on the decision made by City Council at the April 18, 2023 City council meeting regarding the restoration of Soaring Dreams, the Dancing Gabrielinos, and the Omni Piece.

### **Santa Fe Springs Oranges Mural Update**

Executive Secretary will provide an update on the negotiations of the Santa Fe Springs Oranges Mural with artist Mary Mcmenamin.

Ed Ramirez  
Executive Secretary



**COMMUNITY SERVICES DEPARTMENT & PROGRAM UPDATES**

**RECOMMENDATION**

Staff recommends that the Advisory Committee:

- Receive and file.

**a. Children's Spring Boutique**

On Wednesday, May 3 • 2:00 p.m. - 4:00 p.m. individuals will have an opportunity to Come shop "for free" at our Children's Boutique Event at the Gus Velasco Neighborhood Center! Gently used children's clothing, and prom gowns, will be on display and available to take home.

**b. Community Services Staff Onboarding**

On Monday, April 10, 2023, the Community Services Department on-boarded 44 new part-time Program Leader I's (65% SFS residents). These new hires will undergo a series of trainings in April and May, and will help deliver all of the Community Services' Department's program and events in the summer.





**c. Newly Appointed Community Services Program Coordinator – Ramon Escobedo**

The Family and Human Services Division has appointed Ramon Escobedo as the new Program Coordinator within the division. Mr. Escobedo comes to us from the City of Bell Gardens where he held the same position for 6 years. He holds a Bachelors degree in Sociology and is bilingual in English and Spanish.

Most of Mr. Escobedo's experience has been primarily in Senior Services where he supervised two senior centers coordinating events, classes, tournaments, programs, wellness screenings, presentations and other services. He has coordinated and implemented special events such as Fourth of July, Summer Luau's, Mexican Independence Day, Halloween, Día de los Muertos, Veterans Day, Thanksgiving, Christmas and many others all comparable to what Santa Fe Springs offers. Mr. Escobedo is also very knowledge planning and coordinating Family Services through partnerships with external community organizations.

Mr. Escobedo will work out of the Gus Velasco Neighborhood Center. He will be involved with the planning and coordination of Older Adult services, Family Services, and special events.

**d. Summer Camp**

Seize the summer and keep your kids active and involved. The City's Parks & Recreation Services Division offers summer day camp for children who have completed kindergarten through 7th grade. Under the supervision of trained and energetic staff, your child will enjoy new experiences through crafts, games, special activities, and make new friends! There are four, two-week sessions to choose from. Camp will be held at the Betty Wilson Center, Little Lake Park, and Town Center Hall. Registration for camp begins on May 1, 2023.

**e. Excursions**

The excursions program is designed to explore new places in Southern California. On March 19, 2023, an excursion was held Medieval Times. The excursion was sold out and there were 25 participants on this excursion.

The next excursions are as follows:

- LA Zoo and Botanical Gardens (Saturday, June 24, 2023)
  - Registration Opens May 1, 2023
- Getty Center (Saturday, July 22, 2023)
  - Registration Opens May 1, 2023
- LA Dodgers vs. Colorado Rockies (Saturday, August 12, 2023)
  - Registration Opens May 1, 2023



**f. Community Garden**

On Saturday, April 1, 2023, the garden hosted a Community Garden Cleanup day to assist in beautifying the garden. Volunteers' enjoyed a day of cultivating lending a helpful hand to enrich community gardener's parcels. The day consisted of turning soil, weeding, adding mulch and much more. Coffee, donuts and lunch were provided to volunteers.

**g. Summer Concert and Movie Series**

With the concert lineup and movie series finalized for the 2023 Summer Series, staff is mapping out the remaining elements of food vendors, crafts, and partnering with the Abigail Barraza Foundation to bring Fashion Fridays to concert nights. In addition, as previously reported, three movies have been scheduled at different parks different from our traditional rotation of Concert and movie at Heritage Park. This new approach has been implemented based on feedback received from surveys and movie participants. It is intended to draw more families who live closer to the parks within the neighborhoods.

The schedule is as follows:

**Summer Concert Lineup (Heritage Park)**

- 6.23 Adelaide Band
- 7.7 4 Alarm Band
- 7.14 Soto Band
- 7.21 Red Hot Tribute
- 7.28 Joyas Prestadas
- 8.4 Mariachi Lindas Mexicanas

**Summer Movies Lineup**

- 6.24 The Secret Life of Pets (Jersey Athletic Field)
- 7.15 Minions: Rise of Gru (Los Nietos Park)
- 8.12 Zootopia (Lakeview Park)

Ed Ramirez  
Executive Secretary



# Children's BOUTIQUE



PICK UP GENTLY USED  
CLOTHING FOR YOUR  
CHILDREN FROM  
TODDLERS TO TEENS.

.....

**FREE!**

**Wednesday, May 3, 2023**  
**2:00 Pm - 4:00 Pm**

## LOCATION

**Gus Velasco Neighborhood Center**  
**9255 Pioneer Boulevard**  
**Santa Fe Springs, CA 90670**

FOR MORE INFORMATION, PLEASE CALL THE  
GUS VELASCO NEIGHBORHOOD CENTER AT (562) 692-0261.

## Your City Council

Juanita Martin  
Mayor

Jay Sarno  
Mayor Pro Tem

Annette Rodriguez  
Councilmember

William K. Rounds  
Councilmember

Joe Angel Zamora  
Councilmember



**Weekly  
Field Trips!!**

**2023**

# **SUMMER DAY CAMP**

## **FEES**

**RESIDENT: \$125**

**NON-RESIDENT: \$151**

**EXTENDED CARE AM: \$15**

**EXTENDED CARE PM: \$20**

## **FEES PER SESSION**

### **EXPLORERS**

**HAVE COMPLETED  
K-2ND GRADE**

### **ADVENTURERS**

**HAVE COMPLETED  
3RD-4TH GRADE**

### **TRAILBLAZERS**

**HAVE COMPLETED  
5TH-7TH GRADE**

## **SESSIONS**

**SESSION 1: JUNE 12-JUNE 23**

**SESSION 2: JUNE 26-JULY 7**

**NO CAMP JULY 4**

**SESSION 3: JUNE 10-JULY 21**

**SESSION 4: JULY 24-AUGUST 4**

## **CAMP HOURS**

**MONDAY-FRIDAY: 9AM-3PM**

**EXTENDED CARE AM: 7AM-9AM**

**EXTENDED CARE PM: 3PM-6PM**



**FOR INFORMATION:**

**(562) 863-4896 | RECREATION@SANTAFESPRINGS.ORG | WWW.SFSREC.ORG**

Your City Council

Juanita Martin  
Mayor

Jay Sarno  
Mayor Pro Tem

Annette Rodriguez  
Councilmember

William K. Rounds  
Councilmember

Joe Angel Zamora  
Councilmember



# SUMMER CONCERT SERIES @ HERITAGE PARK



**FRIDAY, JUNE 23**

ADELAIDE BAND  
SELENA TRIBUTE

**FRIDAY, JULY 7**

4 ALARM BAND  
TOP 40 COVER HITS

**FRIDAY, JULY 14**

SOTO BAND  
LATIN RHYTHMS

**FRIDAY, JULY 21**

RED HOT TRIBUTE  
RED HOT CHILI PEPPERS  
TRIBUTE

**FRIDAY, JULY 28**

JOYAS PRESTADAS  
JENNI RIVERA TRIBUTE

**FRIDAY, AUGUST 4**

MARIACHI LINDAS  
MEXICANAS

**FREE**

**HERITAGE PARK**  
**12100 MORA DRIVE**  
**7:00-9:00 P.M.**

**FREE**

FOR MORE INFORMATION, CALL  
(562) 946-6476

Juanita Martin  
Mayor

Jay Sarno  
Mayor Pro Tem

Your City Council  
Annette Rodriguez  
Councilmember

William K. Rounds  
Councilmember

Joe Angel Zamora  
Councilmember



**FREE**

**SUMMER  
SERIES.**

**MOVIES**

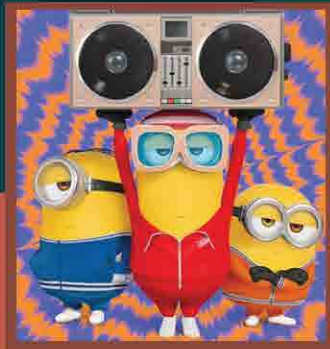
**Saturday, June 24th**  
**Santa Fe Springs**  
**Athletic Fields**  
**8:15 p.m.**

**The Secret Life of Pets**



**Saturday, July 15th**  
**Los Nietos Park**  
**8:15 p.m.**

**Minions: The Rise of Gru**



**Saturday, August 12th**  
**Lakeview Park**  
**8:15 p.m.**

**Zootopia**



**Bring your lawn chairs and come out to  
enjoy movies at the parks throughout  
Santa Fe Springs with family and friends.**

**For more information, contact Heritage Park  
at (562) 946-6476**

**Your City Council**

**Juanita Martin**  
Mayor

**Jay Sarno**  
Mayor Pro Tem

**Annette Rodriguez**  
Councilmember

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Councilmember

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Councilmember