



Memorandum
COMMUNITY SERVICES DEPARTMENT

TO: Heritage Arts Advisory Committee Members
FROM: Edmund Ramirez, Executive Secretary to the Heritage Arts Advisory Committee
DATE: July 17, 2023
SUBJECT: Meeting of Tuesday, July 25, 2023

The next meeting of the Heritage Arts Advisory Committee will be held on **Tuesday, July 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 July 25, 2023 meeting, the Minutes of the June 27, 2023 meeting, the staff reports, and the May 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

July 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 – CHAIRPERSON, GABRIEL JIMENEZ
2. ROLL CALL – EXECUTIVE SECRETARY
3. ORAL COMMUNICATIONS – CHAIRPERSON
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 – CHAIRPERSON, GABRIEL JIMENEZ
 - a. *Minutes approval for June 27, 2023
5. COUNCIL LIAISON REPORT – BILL ROUNDS, COUNCILMEMBER
6. PUBLIC WORKS DEPARTMENT REPORT- No Report
7. PLANNING DEPARTMENT REPORT – No Report
8. PRESENTATION – ED RAMIREZ
 - a. None
9. ART FEST SUBCOMMITTEE REPORT – CHAIRPERSON, GABRIEL JIMENEZ
 - a. 2024 SFS Art Fest Update
10. EXECUTIVE SECRETARY REPORT – ED RAMIREZ
 - a. *Approval of Heritage Arts Fund (240 & 245) Financial Report –May 2023 (June report tabled until August 29, 2023 meeting)
11. OLD BUSINESS – CHAIRPERSON, GABRIEL JIMENEZ
 - a. None
12. NEW BUSINESS – CHAIRPERSON, GABRIEL JIMENEZ
 - a. Review and Approval of FY 2023-2024 Art Education Grant Applications – Ruby Picon
13. DEPARTMENT OF COMMUNITY SERVICES REPORT – DIRECTOR OF COMMUNITY SERVICES, MARICELA BALDERAS
 - a. No Report
14. FUTURE AGENDA ITEMS – CHAIRPERSON
 - a. Snake Basket Fountain
 - b. Santa Fe Springs Oranges Mural Update
 - c. Public Artwork Restoration Update
15. MEMBER COMMENTS/ANNOUNCEMENTS – CHAIRPERSON, GABRIEL JIMENEZ
16. ADJOURNMENT – CHAIRPERSON
NEXT MEETING: August 29, 2023; 9:00 a.m.
Gus Velasco Neighborhood Center, Meeting Rm#1

***Denotes Advisory Committee Action Needed**



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 Caldoná
Administrative Assistant II



Approved by: Ed Ramirez,
Executive Secretary



EXECUTIVE SECRETARY REPORT

RECOMMENDATION

Staff recommends that the Heritage Arts Advisory Committee:

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

Approval of Heritage Arts Fund (240 and 245) Financial Reports –May 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

Attachments:

May 2023 Financial Report

Heritage Artwork in Public Places
May 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 APRIL 2023	ACTIVITY REPORTED MAY 2023	YTD ACTIVITY REPORTED THRU MAY 2023	REPORTED FUND BAL THRU MAY 2023
Endowment -- Perpetual	\$244,676.00	\$0.00	\$0.00	\$0.00	\$244,676.00
Interest Income	\$200,384.00	\$22,983.00	\$0.00	\$22,983.00	\$223,367.00
BALANCE (FUND 245)	\$445,060.00	\$22,983.00	\$0.00	\$22,983.00	\$468,043.00

ART IN PUBLIC PLACES FUND (FUND 240)		ACTIVITY FISCAL YEAR 2022/2023			FUND BALANCE TO DATE	Budget 2022/2023	
		YTD THRU APRIL 2022	ACTIVITY IN MAY 2023	YTD THRU MAY 2023		PRELIMINARY APPROVED BUDGET	BUDGET YTD VARIANCE
FUND 240 Budget 2022/2023						\$657,900.00	
FUND 240 Balance on 5/31/23					\$1,409,503.00		
Revenue (FUND 240)							
Developers' Fees - CF00		\$476,119.00	\$174,277.00	\$650,396.00		\$385,400.00	\$650,396.00
Interest Earnings		\$15,796.00	\$11,900.00	\$27,696.00		\$0.00	\$27,696.00
Participant Fees(20% Art Fest sales and Booth Fees)		\$4,100.00	\$10,191.00	\$14,291.00		\$0.00	\$14,291.00
Contributions for Art Fest		\$9,610.00	\$1,690.00	\$11,300.00		\$0.00	\$11,300.00
<i>Total Revenue (Fund 240)</i>		<i>\$505,625.00</i>	<i>\$198,058.00</i>	<i>\$703,683.00</i>		<i>\$385,400.00</i>	
Expenditure Appropriations (FUND 240)							
110-6350 Art in Public Places		\$273,963.00	\$112,753.00	\$386,716.00		-\$238,500.00	\$148,216.00
110-6128 Heritage Springs Park Maintenance		\$83,417.00	\$8,341.00	\$91,758.00		-\$100,050.00	-\$8,292.00
<i>Total Expenditures (Fund 240)</i>		<i>\$357,380.00</i>	<i>\$121,094.00</i>	<i>\$478,474.00</i>			
<i>Net Activity (Fund 240) Revenue less Expenditures</i>		<i>\$148,245.00</i>	<i>\$76,964.00</i>	<i>\$225,209.00</i>	\$225,209.00		
BALANCE (FUND 240)					\$1,634,712.00		

GRAND TOTAL (FUND 245 AND FUND 240)	\$2,102,755.00
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NEW BUSINESS

Review and Approval of FY 2023-2024 Art Education Grant Applications

RECOMMENDATION

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

- Review, discuss, and approve Art Education Grant applications for Fiscal Year 2023-24.

BACKGROUND

The Art Education Grant Program is facilitated by the HAAC in an advisory capacity. Funded by the Heritage Arts in Public Places program, the Heritage Arts Education Endowment Fund was established to support youth oriented arts programs and events with art education grants. Schools in Santa Fe Springs have the opportunity to submit applications annually requesting funds to help support their art education programs.

The HAAC received a total of 29 Art Education Grant applications for FY 2023-24 for review and approval. Each HAAC member received a binder with copies of these applications following the meeting in June 2023. The HAAC had one month to review these applications. All Art Education Grant program applications will be discussed and approved at the HAAC meeting on July 25, 2023. The HAAC, with staff assistance, will then submit the approved qualified applications to the Santa Fe Springs City Council for funding approval at a future council meeting.

Ed Ramirez
Executive Secretary

Attachment:

1. List of Art Education Grant Applications for FY 2023-24

**HERITAGE ARTWORK IN PUBLIC PLACES PROGRAM
ART EDUCATION GRANT APPLICATIONS FY 2023/2024**

Date Received	School / Institution Name	Applicant Name	Title of Grant (Purpose)	Grades/ No. of Children	Amount Requested	Grant Amount Approved	Denied	Comments
6/16/2023	<i>Cresson Elementary School</i>	Erin Dunroe	Developing Emotionally Through Art	3-5th / 80	\$4,990.00			
			Totals:		\$4,990.00			
6/15/2023	<i>Jersey Avenue Elementary School</i>	Denisse Frenes-Gomez	The Pink Canvas - Art Enrichment Program	pk-5th / 345	\$4,999.05			
			Totals:		\$4,999.05			
6/14/2023	<i>Lake Center Middle School</i>	Sabrina Ireland	Meet the Masters	6th / 132	\$3,300.00			
			Totals:		\$3,300.00			
6/16/2023	<i>Lakeland Elementary School</i>	Georgette Baltierrez	Los Angeles Opera	4-5th / 75	\$2,552.00			
			Totals:		\$2,552.00			
6/13/2023	<i>Lakeview Elementary School</i>	Kelly Love	Meet the Masters	Tk-5th / 480	\$3,189.76			
6/13/2023	<i>Lakeview Elementary School</i>	Nicole Braski	Inspiring Creativity with Art	K-2nd / 36	\$1,729.53			
6/15/2023	<i>Lakeview Elementary School</i>	Kristina Freesmier	Art in Action	2nd / 81	\$3,476.60			
5/1/2023	<i>Lakeview Elementary School</i>	Nicole Levassur	A Great Start with Art	TK / 36	\$1,312.30			
			Totals:		\$9,708.19			
6/16/2023	<i>Santa Fe High School</i>	Jessica Guirossian	"Space Ace" Art and Fashion Show	9-12th / 200	\$4,894.05			
6/16/2023	<i>Santa Fe High School</i>	David Kwon	Forum Music Festivals	9-12th / 45	\$5,000.00			
6/14/2023	<i>Santa Fe High School</i>	Jenny Sedo	"Space Ace" Art and Fashion Show	9-12th / 160	\$3,814.02			
6/16/2023	<i>Santa Fe High School</i>	Giao Nguyen	"Space Ace" Art and Fashion Show	9-12th / 200	\$2,812.47			
6/15/2023	<i>Santa Fe High School</i>	Briana White	Newsies: Seize the Day	9-12th / 30	\$1,047.00			
			Totals:		\$17,567.54			
6/1/2023	<i>Santa Fe Springs Christian School</i>	Andrea Neely	Kindergarten Art Project	k / 24	\$199.47			
6/1/2023	<i>Santa Fe Springs Christian School</i>	Samantha Barajas	1st Grade Art Grant	1st / 20	\$110.97			
6/1/2023	<i>Santa Fe Springs Christian School</i>	Shinar Lumahan	Dinosaurs and Masks	2nd / 20	\$273.98			
6/1/2023	<i>Santa Fe Springs Christian School</i>	Lori Chronister	Projects for Social Studies, Christmas, Mother's and Father's Day	3rd / 24	\$296.94			
6/1/2023	<i>Santa Fe Springs Christian School</i>	Danae Handley	4th Grade Art Projects	4th / 20	\$233.87			
6/1/2023	<i>Santa Fe Springs Christian School</i>	Nathan Flores	Revolutionary War Project/ Year-round Sketching	5th / 18	\$337.43			
6/1/2023	<i>Santa Fe Springs Christian School</i>	Jennifer Senglaub	Theater Arts	6-8th / 20	\$534.75			
6/1/2023	<i>Santa Fe Springs Christian School</i>	Adriana Quezada	Pieces in our World	6-8th / 66	\$266.77			
6/1/2023	<i>Santa Fe Springs Christian School</i>	Ramona Riddles	Walk Through the Ancient World	6-7th / 48	\$510.00			
6/1/2023	<i>Santa Fe Springs Christian School</i>	Cindy Jarvis	Art Masters Legacy	k-8th / 150	\$3,568.00			
			Totals:		\$6,332.18			
6/6/2023	<i>St. Paul High School</i>	Brandon Carson	Expanding our Musical Catalog	9-12th / 15	\$4,796.86			
6/6/2023	<i>St. Paul High School</i>	Enrique Guizar	Heritage Art Educational Grant	9-12th / 130	\$4,911.45			
6/6/2023	<i>St. Paul High School</i>	Caleb Miller	St. Paul Theatre Arts Company	8-12th / 80	\$2,479.73			
6/6/2023	<i>St. Paul High School</i>	Ashley Perales	Rhythm in Motion	9/12th / 18	\$2,626.00			
6/6/2023	<i>St. Paul High School</i>	Keith Durflinger	Heritage Art Educational Grant	9-12th / 60	\$4,235.13			
			Totals:		\$19,049.17			

**HERITAGE ARTWORK IN PUBLIC PLACES PROGRAM
ART EDUCATION GRANT APPLICATIONS FY 2023/2024**

Date Received	School / Institution Name	Applicant Name	Title of Grant (Purpose)	Grades/ No. of Children	Amount Requested	Grant Amount Approved	Denied	Comments
6/15/2023	<i>St. Pius X Parish School</i>	Cynthia Herrera	Meet the Masters Education Program	k-8th / 140	\$4,471.31			
<i>Totals:</i>					\$4,471.31			
Total Number Applications Received: 29		TOTAL GRANT FUNDS REQUESTED:			\$72,969.44			
Total Number Applications funded:		Total Grant Funds Approved:				\$0.00		