



PARKS & RECREATION ADVISORY COMMITTEE
City Hall Council Chambers
Wednesday, March 6, 2013

MINUTES

Chairperson Jimmy Mendoza called the meeting to order at 7:06 p.m.

PLEDGE OF ALLEGIANCE - Jimmy Mendoza

1. ROLL CALL

Attendance: Jennie Carlos, Sally Gaitan, Bernie Landin, Frank Leader, Richard Legaretta, Andrea Lopez, Jessie Mendoza, Jimmy Mendoza, Angie Miranda, Arcelia Miranda, Raul Miranda, Brandy Ordway-Roach, Janet Rock, John Salgado, Mark Scoggins, Linda Short, and Luigi Trujillo

Absent: Shiela Archuleta, Ken Arnold, Jose Avila, Fred Earl, Miguel Estevez, David Gonzales, and Vaib Narang

Staff: William Rounds, Council Liaison (Excused)
Carole Joseph, Executive Secretary
Patricia Lozano, Program Coordinator (Youth/Adult Sport Programs)
Teresa Clift, Administrative Clerk II

Guests: Britney Reyes

2. APPROVAL OF MINUTES

A motion was made by John Salgado and seconded by Luigi Trujillo to approve the Minutes of February 6, 2013. The motion was carried unanimously.

3. COUNCIL LIAISON REPORT

None

4. EXECUTIVE SECRETARY REPORT

Introduction of Yolanda Garcia - Carole introduced Yolanda Garcia who is the art consultant to the Heritage Arts Advisory Committee's upcoming art exhibition. She is the owner of Casita Del Pueblo Art Gallery in Uptown Whittier. Ms. Garcia also is a Santa Fe Springs resident. The Committee is organizing Art Fest 2013 featuring local artists including high school and college students, adults and older adults. A reception will be held at the Clarke Estate on May 30, 2013, and consists of an art showcase, a silent auction, artist vendor area to sell prints, and meet and greet. Mailers have been sent to all residents and business residents announcing the event. Interest Form Applications are available on the City's website and at all City facilities. All mediums will be accepted including, photography, sculpture, three-dimensional, and cultural art. Artists may turn in an Interest Form at all City facilities and at Casita Del Pueblo by Friday, March 15, 2013. This is a free event for artists who wish to participate and free for the public to attend.

John Salgado inquired what the Committee's goal is in having such an event and how will the funds raised by this event be used. Yolanda explained that the Heritage Arts Advisory Committee currently promotes the arts at the K-8 school level and high school students through its annual Art Education Grant Program and scholarships. The City wishes to be recognized by supporting the arts to the community in general whereby local artists can have a venue to showcase their talents. The Arts Advisory Committee is not looking at profiting from this event, rather to promote the arts. The 20% asked of artists to donate as part of their sales is the customary amount. The Committee will determine where the funding raised by the Art Fest will be directed such as further programming or scholarships.

Introduction of Patricia Lozano, Program Coordinator – Patricia gave a presentation on the City's youth sports programs. The City promotes its sports programs by disseminating informational flyers to the schools, areas, offices, and in the City's quarterly activity brochure. The City just began its basketball programs for different age ranges. *Hoopstars* teaches children attending kindergarten through 2nd grade the basic fundamentals of the game. There were a total of forty boys and girls enrolled. The *Youth Basketball League* is currently on-going through April with a total of 120 children participating from 3rd – 4th grades, and 5th – 6th grades. Children practice twice a week at Center Court and play once a week at the Activity Center. Other activities offered at the Activity Center include the *Volleyball Clinic*. In addition, we are currently promoting *Youth Street Hockey* for boys and girls grades 3rd to 6th, starting April 13 through May 18, 2013.

The *Youth Soccer League* takes place in the summer from the end of June through August. Last year, the City had over 300 participants. The City has volunteer coaches to assist with the program. The program cost includes a picture packet, full uniform, and other equipment. A trophy of participation is also awarded at the end of the season.

The *Youth Football* program is offered early fall and emphasizes the fundamentals of football. Nerf Football is for kindergarten through 2nd grades and finishes with a scrimmage game. The *Flag Football League* for children from 3rd – 6th grades had approximately 60 children participate.

The *Junior High Program* takes place at Lake Center Middle School. Currently we are in the season of girls basketball and boys soccer programs. The teams compete with local schools and transportation is provided.

John Salgado inquired about the ratio of resident registrations versus non-resident registrations. Patricia stated that 95% of registrants are from Santa Fe Springs. The program is structured for residents to register first, which makes the program very successful among the community. Should openings be available, non-residents may also enroll.

John also asked how long Patricia has been involved in these programs and what are the trends over the past ten years. Patricia has been employed with the City of Santa Fe Springs Parks and Recreation Division for thirty-two years. Enrollment is increasing and programs have been full. Parents take advantage of the programs the City offers and the close proximity to their homes. Bernie Landin commented that his children are enrolled in some of the programs and commended staff that does a great job with the children. Patricia indicated that the majority of coaches are Recreation Leaders. They emphasize the fundamentals of all the sports and encourage team work. She invites members to come out and support the children in the youth programs.

Clarke Estate Project – Carole reported the artificial turf has been installed in the backyard area and is ready for opening season on April 1. Carole invites members to

visit the Clarke Estate and take a look at it. Self-tours are available every Tuesday and Friday or on the first Sunday of the month between the hours of 11:00 – 2:00 p.m.

5. PROGRAM/PROJECT UPDATE

The Committee reviewed and discussed the programs and projects.

Jimmy stated that he attended the Penny Carnival. There was a great turn out. He thanked Carole and staff.

- Parks & Recreation Advisory Committee Meeting on March 6, 2013
- Metropolitan/Pioneer Little League Opening Day – March 9, 2013
- Family Camp at Camp Commerce the weekend of March 8- 10, 2013
- Resident walk-in registration begins on March 12th, 2013
- Non-resident walk-in registration begins on March 19th, 2013
- Egg Dyeing Day – Wednesday, March 27th @ 3:30 p.m. – All Parks
- Easter Egg Hunt at Los Nietos Park on March 30, 2013- @ 10 a.m.
- Spring Day Camp is offered April 1 – 5, 2013 at Little Lake Park
- Recreation and Leisure classes begin the week of April 8, 2013

6. PROGRAM REVIEW

The Committee reviewed and discussed the programs.

- Lincoln's Birthday Holiday – Monday February 11th, 2013– All parks were open 12 – 5 p.m.
- President's Day Holiday – Monday, February 18th, 2013– All parks were open 12 – 5p.m.
- President's Day Carnival – Monday, February 18th at Lakeview Park – 2 – 4:00 p.m.

7. SUBCOMMITTEE REPORT

Luigi Trujillo stated that members will be meeting soon to review area stops. Also, a reminder that the volunteer reception will be held tomorrow, March 7 at Geezer's Restaurant at 6:00 p.m.

8. UNFINISHED BUSINESS

None.

9. NEW BUSINESS

Farmers Market – Carole announced that she is currently working on organizing a farmer's market to be held at the Aquatic Center parking lot on a Thursday, from 12:00 p.m.– 5:00 p.m. Carole hopes to be ready by May/June. Signage will be placed at the corner of Telegraph Road and Pioneer Boulevard. The date and more information will be given by the next meeting. Any ideas may be referred to Carole. Janet recommended contacting college agricultural programs that can help make presentations or expand the program.

Super Committee Report - Chair Mendoza reported on the following issues discussed at his January meeting with City Manager Thaddeus McCormack and the respective chairpersons from the various City advisory committees.

Beautification Committee – Recommended to the City Council to establish a Dog Park at Santa Fe Springs Park. This item is now on the Capital Improvements Project List (CIP), which will be reviewed annually.

Family and Human Services Committee – 150 turkeys were donated to families through their Thanksgiving Basket Program, 350 families were served at their Christmas Basket Program. VANS Distribution Center donated pallets of clothing, toys and food. Also, The Pantry is in need of toiletries, baby items diapers, and wipes.

Heritage Arts Committee – *Journey* art piece is being relocated to Lakeview School.

Historical Committee – Members are in the process of archiving pictures.

Senior Citizen Advisory Committee – Gus Velasco Neighborhood Center renovation is complete and staff and programs have moved to new center. Also, discussed establishing an Emergency Preparedness Plan for homebound seniors and committee recommends getting to know seniors among your neighborhoods and for residents to be prepared for any emergency for at least three days.

Janet stated that at the elementary schools, each student has individual emergency packages. Also parents and visitors on campus become a part of the emergency and are not released until the emergency plan is over. Each classroom is self-contained.

Sister City Committee – Announced a pancake breakfast during the Easter Egg Hunt from 8:00 a.m. -11:00 a.m. at Los Nietos Park.

Jimmy also announced that representatives from our Sister City Navajoa, Mexico visited and toured the city. This year, the City celebrates 50 years of partnership. Also, Jimmy and Andrea have visited schools to recruit high school students to serve as youth ambassadors to our Sister City Committee and participate in the student exchange program to Germany. The next meeting will be held on March 19 at 6:00 p.m. at Town Center Hall.

Community Outreach – John Salgado proposed to form an ad hoc committee to determine what services residents are seeking, evaluate and compare services, and then make recommendations for changes. Brandy recommended an informal assessment with resident neighbors. Carole explained that she is currently working with a strategic planning committee and their objective is to make recommendations to the City Council on how to enhance and deliver community services. This item will be discussed further at the next meeting.

10. ANNOUNCEMENTS

Sally Gaitan wished everyone a Happy Easter.

Jesse Mendoza announced that he is seeking employment. Please contact him with any leads.

Jimmy Mendoza reminded everyone that he has pancake breakfast tickets available for sale at \$4.00 per person; at the Easter Egg Hunt event the cost will be \$4.50 per person.

John announced that SPIRITT Family Services is hosting the *CHOICES* Youth Conference on March 15th at Rio Hondo College. Attendance is at 300 from El Rancho, El Monte, Montebello, and Santa Fe High Schools. Anyone interested in attending or volunteering may contact John.

Mark Scoggins announced that the Santa Fe Springs Playhouse is conducting auditions this Saturday for *Romeo and Juliet* at 2:00 p.m. in the Carriage Barn. Performances will be on April 20 and 21 at Heritage Park at 2:00 p.m. Cost is \$5 per person.

Lynda Short reminded everyone daylight savings is on Sunday the 11th and move clocks forward. St Patrick's Day is on 17th. Also, Good Friday is March 29 and spring break continues for schools thru April 5. Lastly, there are 270 days until Christmas float opening.

Lynda inquired about what is going in the new shopping center. Carole indicated that she has a list which includes an Auto Zone, 99 Cents store, and Starbucks. The dry cleaner's has relocated to the previous florist shop and the dairy will be closing. Carole will share further information with members at the next meeting.

Andrea Lopez announced that the Miss Santa Fe Springs pageant is starting up. Junior and Senior High School students may apply for scholarship awards. On a side note, Andrea expressed how impressed she was with the homeless count.

12. NEXT MEETING

Wednesday, April 3, 2013.

13. ADJOURNMENT

A motion was made by Richard Legaretta and seconded by Brandy Ordway-Roach to adjourn the meeting. The motion was carried unanimously and the meeting adjourned at 8:41 p.m.

Respectfully submitted,

Carole Joseph
Executive Secretary

CJ/tc