



BEAUTIFICATION ADVISORY COMMITTEE
Town Center Hall – Meeting Room 1
Wednesday, March 28, 2018
9:30 a.m.

MINUTES

1. CALL TO ORDER – Chairperson Joseph Saiza called the meeting to order at 9:34 a.m.

2. ROLL CALL – ADAM MATSUMOTO, EXECUTIVE SECRETARY

Members Present: Rita Argott, Margaret Bustos, Sadie Calderon, Vada Conrad, Mary Jo Haller, A.J. Hayes, Lupe Placencia, Juliet Ray, Mary Reed, Joseph Saiza, Doris Yarwood, Charlotte Zevallos

Members Excused: Mary Arias

Members Absent: Irene Pasillas, May Sharp, Marlene Vernava

Council Liaison: Councilmember Richard J. Moore

Staff: Adam Matsumoto, Executive Secretary/Community Services Manager
Leanne Iezza, Community Services Specialist

Guests: Ray Cruz, City Manager

3. RAY CRUZ, CITY MANAGER

Chairperson directed to take this item out of order

- Ray took a moment to introduce himself to the Committee. He has been with the City for one month and has enjoyed it very much. He has 31 years of experience in Municipal Government. Ray worked in the City Manager's office in Glendale for 14 years and then moved over to the City of Carson for 12 years where he managed the Parks & Recreation Department, Public Safety, and Community Services. He was the City Manager of Rolling Hills for several years. Ray informed the Committee that he would be supporting and educating the residents on the 1% sales tax that will be on the November ballot.

4. ORAL COMMUNICATIONS – Nothing new to report.

5. APPROVAL OF MINUTES JANUARY 24, 2018 – JOSEPH SAIZA

A motion was made by Charlotte Zevallos, and seconded by Mary Jo Haller, to approve the Minutes of February 28, 2018 as amended. The motion was carried unanimously.

SECTION 12, ANNOUNCEMENTS, amended to read “Mary Jo Haller”

6. COUNCIL LIAISON REPORT – Councilmember Richard Moore reported on the following items:

- The City will be asking the residents to approve a 1% sales tax hike on the November ballot. The City is asking for help in supporting this measure and in educating the residents as to its importance and purpose. Neighboring cities such as Downey, Pico Rivera, and Norwalk have already approved the tax increase.
- Councilmember Moore welcomed and voiced his support for City Manager Cruz.
- The proposed container park project has been canceled. The manufacturing company believes that with a similar park in the city of Bellflower, the two will be too close together. This is the only manufacture of container parks on the West coast.
- Council has approved new guidelines for volunteers working the Thanksgiving and Christmas Basket programs. No volunteer may take anything unless they have applied and been approved by the program.
- The City is looking into ways to increase revenue and save money by contracting out the child care program, bringing a new hotel into the City, and putting up electronic billboards on the freeway.

7. EXECUTIVE SECRETARY REPORT – ADAM MATSUMOTO

- EGG-stravaganza** – The Annual Egg Hunt will be this Saturday, March 31 at Los Nietos Park, 11143 Charlesworth Rd. The Sister City Young Ambassadors will be hosting their annual Pancake Breakfast beginning at 8 a.m., presale tickets are \$4 and \$4.50 day of event. Horseshoe Tournament registration will begin at 8 a.m. while the tournament begins promptly at 9 a.m. The egg hunts will begin at 10 a.m. and are divided into age categories. Free to attend.
- Volunteer Recognition Dinner** – The Volunteer Recognition Dinner will be held on Friday, April 13, in the Town Center Social Hall from 6-8 p.m. Invitations will be out shortly.
- SFS Day of Service** – The Santa Fe Springs Day of Service will be held on Saturday, April 14th from 8 a.m. to 10 a.m. This will be a clean-up project in the area behind the Gus Velasco Neighborhood Center. Comfortable clothes and closed toed shoes are recommended. A light snack will be provided. Please call the Gus Velasco Neighborhood Center at (562) 692-0261 for more information.

- d. 5K Family Fun Run/Walk** – The Santa Fe Springs 5K Fun Run and Walk will be held on Saturday, April 21 from 7 to 11 a.m. The race will begin and end in the Town Center Plaza. Registration is still being taken at the Gus Velasco Neighborhood Center, Town Center Hall, or on-line at www.sfsfunrun.org.
8. OLD BUSINESS – ADAM MATSUMOTO
Nothing new to report
9. NEW BUSINESS – ADAM MATSUMOTO
Nothing new to report
10. COMMITTEE PROJECTS FOR 2018 – ADAM MATSUMOTO
- a. May 2018 Home Tour Dates** – Wednesday, May 16, 2018 at 9 a.m.
- b. May 2018 Business Tour Dates** – Thursday, May 17, 2018 at 9 a.m.
- Committee will review process for choosing and selecting winners at the April meeting.
 - Awards will be presented at the June Council Meeting.
11. HERITAGE ARTS ADVISORY COMMITTEE REPORT – CHARLOTTE ZEVALLOS
- Art Fest is May 4, 2018 from 3 p.m. – 11 p.m. at the Clarke Estate.
 - Fire Monument Dedication at Fire Station Headquarters on April 28, 2018 at 10:30 a.m.
12. FUTURE AGENDA ITEMS – ADAM MATSUMOTO
- a. City Wide Community Yard Sale on June 23, 2018. Residents will not need to pull a yard sale permit. Garbage collectors and non-profit organizations will pick up left overs the following day.
13. ANNOUNCEMENTS – JOSEPH SAIZA
- Mary Jo Haller would like to thank all who contributed pennies to the Cresson Elementary School Penny War.
14. ADJOURNMENT
Chairperson Joseph Saiza, adjourned the meeting at 10:25 a.m.

The next meeting of the Beautification Committee will be held on Wednesday, April 25, 2018, at 9:30 a.m. at Town Center Hall, 11740 E. Telegraph Rd., Santa Fe Springs, CA 90670.



Prepared By: Amanda Lascano,
CSPL III



Adam Matsumoto, Executive Secretary