

MINUTES OF THE JOINT MEETING OF THE  
LA PALMA CITY COUNCIL AND  
COMMUNITY ACTIVITIES AND BEAUTIFICATION COMMITTEE

April 23, 2013

CALL TO ORDER: Mayor Hwangbo called the Joint Meeting of the City Council and the Community Activities and Beautification Committee (CAB) to order at 7:42 p.m. on Tuesday, April 23, 2013, in the Royal Palm Room of the La Palma Community Center, 7821 Walker Street, La Palma, California.

ROLL CALL:

Council Members present: Council Member Charoen, Council Member Goedhart, Mayor Hwangbo, Council Member Kim, and Mayor Pro Tem Shanahan

Council Members absent: None

City Officials present: Ellen Volmert, City Manager  
Laurie Murray, Administrative Services Manager/City Clerk  
Mike Belknap, Recreation and Community Services Director  
jaNell Adams, Recreation Coordinator

Committee Members present: Vice Chair Alvis, Committee Member Fortunato, Committee Member Nakamura, and Committee Chair Patel

Committee Members absent: Committee Member Craig

ORAL COMMUNICATIONS

None.

REGULAR ITEMS

1. Review of 2012-13 CAB Committee Programs

Committee Chairperson Patel thanked the City Council for their continued support of CAB activities and presented a report on the Fiscal Year 2012-13 programs as follows:

- a) The Arbor Day program was held at Denni Street Park on Saturday, April 28, 2012. CAB received many positive comments for the community about the event.
- b) Memorial Day Ceremony, with keynote Speaker Major General Scott W. Johnson from the 40th Infantry Division, headquarter at Los Alamitos Joint Forces Base, was successful. CAB collected donations that were sent to the 578th Engineer Battalion stationed in Afghanistan. This program was brought to the Committee's attention by La Palma employee Jimme Hambleton, whose son is in the Battalion.
- c) Concerts in the Park – In 2012, CAB added an eighth concert and, as a trial, brought in a few food trucks at three of the concerts. The food trucks were well received. CAB collected \$3,322.50 in advertising and Buy A Note Sponsors, which was over the goal of \$3,000.
- d) Fine Arts program- This program was suspended as part of the mid-year budget adjustments approved by City Council. CAB is not recommending continuance of this program next year given the same financial concerns.
- e) Holiday Tree Lighting Ceremony- The community enjoyed a successful event and CAB arranged for Santa Claus to stay throughout the Ceremony, in order for more patrons to visit with him. City staff received multiple complaints about not calling it a Christmas Tree Lighting. As this has become more common in the past few years, the Committee will be exploring different names for the event as not to offend anyone in the community.

Mayor Pro Tem Shanahan extended his gratitude to the CAB Committee, thanking them for all their hard work throughout the year.

Mayor Hwangbo asked about the proposed Beer and Wine Garden at the Concerts this summer.

Chairperson Patel explained that the Committee plans to move forward with the Beer and Wine Garden, working through liability concerns and the potential of extra expenses.

Discussion ensued regarding the proposed Beer and Wine Garden being an attraction to draw more people from the community to the summer concerts; that surveys collected during the 2012 concerts indicated that the community would

support a Beer and Wine Garden at the Concerts in the Park; and that the City of Cypress does not offer a Beer and Wine Garden at their concerts.

## 2. Recommendations for 2013-14 CAB Programs

Chairperson Patel shared that CAB's annual goal is to encourage additional attendance and participation in all of the programs. Given the City's financial situation, CAB is also trying to bring in additional revenue to offset expenditures.

- a) Arbor Day was held on Saturday, April 20, 2013, with the community planting three trees on the Edison Right of Way. Although the attendance decreased from the previous year, the Committee is confident the event will continue to grow. Various activities were planned for children, including arts and crafts and relay races. CAB presented the coloring contest awards along with Assemblywoman Quirk- Silva who presented awards to the Girl Scout Troop and the coloring contest winners. The La Palma Kiwanis Club provided refreshments.

Discussion ensued regarding adding educational elements to the event; possibly holding the event during school hours; that the City now has an approved tree plan on file with Southern California Edison so that additional trees can be planted in future years; and that the City will apply for the Tree City USA designation for 2013.

- b) CAB is finalizing their plans for the Memorial Day Ceremony scheduled for Monday, 27, 2013. The Keynote Speaker is scheduled to be retired Captain Bob Meyers, who flew gliders over Normandy. CAB will be collecting donations for California National Guardsman serving in Kabul, Afghanistan. The Junior and High school essay/ poem and art contest will be continued, although CAB is eliminating this from the budget. Committee Chairperson Patel's non-profit organization will be donating the cash awards for the winners.
- c) Summer Concerts in the Park will continue with tribute bands as in the past few years. CAB has chosen *Sounds Like Summer* as this year's theme.

CAB plans to continue to incorporate additional activities in conjunction with the concerts, such as National Night Out and the Civic Expo. The City Council agreed to be a part of the City Council Thank You concert.

CAB is planning on moving forward with the Beer and Wine Garden along with Food Trucks at every event, with the exception of the final City Council Thank You Concert. The Committee is hoping to bring in an additional \$5,000 in revenue for a total of \$8,000 in revenue to offset costs.

Discussion ensued regarding concerns about the Kiwanis Organization losing fundraising opportunities.

- d) CAB will be exploring renaming the Holiday Tree Lighting event. The preparations will start in September.
- e) In the past few years, CAB has experienced difficulty receiving nominations for the quarterly Home Spotlight award. This year CAB is hoping to work with Volunteers in Policing to submit nominations from their drives through the City.

Chairperson Patel informed the City Council that CAB has established a goal to encourage others to join the committee. Administrative Services Manager Murray indicated that staff has received one application and will be scheduling an interview shortly for possible appointment.

The FY 2013-14 CAB Budget was presented with an overall reduced budget.

Council Member H. Charoen thanked the committee for their hard work and dedication.

#### ADJOURNMENT

Mayor Hwangbo adjourned the Joint Meeting of the City Council and the Community Activities and Beautification Committee meeting at 8:25 p.m.

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Steve Hwangbo, Mayor

Attest:

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Laurie A. Murray, CMC  
City Clerk

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Nitesh Patel, Committee Chairperson

Attest:

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Lori Whalen, Minutes Clerk