

Cultural Arts Commission Meeting Agenda Announcement

On September 16, 2021, Governor Newsom signed into law Assembly Bill 361, which allows Brown Act bodies to attend meetings telephonically. Please be advised that some, Whittier Cultural Arts Commissioners may attend this meeting telephonically.

Speakers must limit their comments to three minutes. Please note, by order of the presiding officer, public comments minutes may be reduced if at their discretion a surplus of public speakers is present at the meeting.

To submit Public Comments/Questions:

- Email: tmarrufo@cityofwhittier.org
- Voicemail: (562) 567-9400
- Live Audio via Zoom: Only those members of the public who have 'raised their hand' on Zoom will be in the queue for speaking.
- In person at City Hall, 13230 Penn Street, Whittier, CA 90602, City Council Chambers

To view live meetings remotely:

- Video and audio: <https://us06web.zoom.us/j/89899453642>
Use 'Raise Hand' feature
- Audio only: Dial (720) 707-2699 (Meeting ID: 898 9945 3642)
Press *9 to 'Raise Hand' and then *6 to unmute yourself when prompted
- In person at City Hall 13230 Penn St., Whittier, CA 90602, City Council Chamber

Please submit email comments by 5:00 p.m. on the date of the meeting to ensure Cultural Arts Commissioners receive and have time to review them. All emails received by 5:00 p.m. are forwarded to the Commission. Emails received after 5:00 p.m. but before the conclusion of public comments will be entered into the record.

Americans with Disabilities Act

Disability-related services are available to enable persons with a disability to participate in this meeting, consistent with the Federal Americans with Disabilities Act of 1990. Spanish interpreters are also available. For information or to request services, please contact the Parks, Recreation and Community Services Department at least 24 hours in advance of the meeting at (562) 567-9400.

**AGENDA
CITY OF WHITTIER
CULTURAL ARTS COMMISSION
COUNCIL CHAMBERS, 13230 PENN STREET
JANUARY 27, 2025, 6:00 PM**

1. CALL TO ORDER

2. ROLL CALL

Julian Cepeda, Commissioner
Pamela Korporaal, Commissioner
Christopher Rubalcaba, Commissioner
Susan Eiden, Vice Chair
Beth Robinson, Chair

3. PLEDGE OF ALLEGIANCE

4. PUBLIC COMMENTS

The public is invited to address the Cultural Arts Commission regarding any item of business or any matter within the bodies subject matter jurisdiction. Consistent with Executive Order No. N-29-20 public comments can be made via:

- Email: tmarrufo@cityofwhittier.org
- Voicemail: (562) 567-9400

Please submit email and voicemail public comments by 5:00 p.m. on the date of the meeting to ensure Commissioners receive and have time to review them. All emails and voicemails received by 5:00 p.m. are forwarded to the Commission. Emails and voicemails received after 5:00 p.m. but before the conclusion of public comments will be entered into the record.

Pursuant to State law, Cultural Arts Commissioners cannot take action or express a consensus of approval or disapproval on any communications which do not appear on the printed agenda.

5. STAFF REPORTS

5.A. Approval of Minutes

Recommendation: Approve the Minutes of the Regular Meeting of October 28, 2024.

5.B. 22nd Annual Community Street Banner Program

Recommendation: Review and approve a new logo for the Community Street Banner Program

6. SECRETARY COMMENTS

7. COMMISSION MEMBER COMMENTS/CONFERENCE REPORTS

8. ADJOURNMENT

Disability-related services are available to enable persons with a disability to participate in this meeting, consistent with the Federal Americans with Disabilities Act of 1990. Spanish interpreters are also available. For information or to request services, please contact the Parks, Recreation and Community Services (PRCS) Department at least 24 hours in advance of the meeting at (562) 567-9400.

The agenda packet is available three days before the meeting in the PRCS Department at City Hall (13230 Penn Street), Whittier Central Library (7344 Washington Avenue) and East Whittier Branch Library (10537 Santa Gertrudes Avenue). Additionally, the agenda packet can be viewed on the City's website. Materials distributed to the Cultural Arts Commission within 72 hours of the Cultural Arts Commission meeting are available for public inspection in the PRCS Department's Office.

Los servicios relacionados con la discapacidad están disponibles para permitir que las personas con discapacidad participen en esta reunión, de conformidad con la Ley Federal de Estadounidenses con Discapacidades de 1990. También hay intérpretes en español disponibles. Para obtener información o para solicitar servicios, comuníquese con el Departamento de Recreación y Parques al Servicio a la Comunidad al menos de 24 de horas antes de la reunión al (562) 567-9400.

El paquete de la agenda está disponible tres días antes de la reunión con El Departamento de Recreación y Parques al Servicio a la Comunidad en el Ayuntamiento (13230 Penn Street), Biblioteca Central de Whittier (7344 Washington Avenue) y Biblioteca sucursal del este de Whittier (10537 Santa Gertrudes Avenue). Además, el paquete de la agenda se puede ver en el sitio web de la Ciudad. Los materiales distribuidos al Comisión de artes culturales dentro de las 72 horas de la reunión del Concejo Municipal están disponibles para inspección pública en la con el Departamento en el Recreación y Parques al Servicio a la Comunidad.

I hereby certify under penalty of perjury, under the laws of the State of California that the foregoing agenda was posted in accordance with the applicable legal requirements. Regular and Adjourned Regular meeting agendas may be amended up to 72 hours in advance of the meeting. Dated this 23rd day of January 2025.

/s/ Teresa Marrufo.

Teresa Marrufo, Administrative Secretary



Agenda Report

Cultural Arts Commission

Date: January 27, 2025

To: Cultural Arts Commission

From: Virginia Santana, Director of Parks, Recreation and Community Services

Subject: Approval of Minutes

RECOMMENDATION

Approve the Minutes of the Regular Meeting of October 28, 2024.

BACKGROUND

None.

DISCUSSION

Staff prepared draft minutes and hereby submits the Minutes for Commission approval.

FISCAL IMPACT

None.

STRATEGIC PLANNING GOAL

Goal 4: Transparent & Open Government.

ATTACHMENTS

A. Minutes of the Regular Meeting of October 28, 2024

**MINUTES
CITY OF WHITTIER
CULTURAL ARTS COMMISSION
REGULAR MEETING
CITY COUNCIL CHAMBER, 13230 PENN STREET
OCTOBER 28, 2024 – 6:00 P.M.**

1. CALL TO ORDER:

The regular meeting of the Cultural Arts Commission was called to order at 6:00 p.m., in the Council Chamber of Whittier City Hall, 13230 Penn Street, Whittier, California.

2. ROLL CALL

PRESENT: Julian Cepeda, Commissioner (6:02)
Pamela Korporaal, Commissioner
Susan Eiden, Vice Chair
Beth Robinson, Chair

ABSENT: Christopher Rubalcaba, Commissioner

STAFF PRESENT:

Virginia Santana, Parks, Recreation and Community Services Director
Erin Hamilton, Community Services Manager
Stacey Arismendez, Management Analyst II
Teresa Marrufo, Administrative Secretary
Roxanne Gonzalez, Administrative Secretary
Victoria Andrade, Senior Recreation Specialist

3. PLEDGE OF ALLEGIANCE

Commissioner Robinson led the Pledge of Allegiance.

4. PUBLIC COMMENTS

Rita Murray, a Whittier resident since 1985, shared the following information with Staff and the Commission:

Every time she moves to a new place she will join a choir. She found a church choir immediately. In December she went to the concert of the Chorale Bel Canto. In January, she auditioned and got in and has been singing with them ever since. She stated that art is more than visual art, it covers so many things. She listed a variety of cultural arts. She added that she is involved with mental health advocacy and attended many conferences where it has been discussed using art for healing. She Presented a flyer for the Chorale Bel Canto. She stated that she appreciates the City of Whittier and cultural arts programming.

The public comment from the Whittier Community Theatre was read into the record by Vice Chair Susan Eiden:

The Whittier Community Theatre (WCT) is worried that the calendar being used at the recreation center is complicated and the rooms are often double booked, or reservations do not make it to the schedule. It is possible to show up with a contract to find that someone has already booked the room or there is no scheduled reservation. WCT has been told that there are so many entries it is hard to see everything. There must be better calendaring systems. In addition, the billing system is unwieldy and difficult to correct, which has resulted in the WCT's struggle for over 12 months to resolve billing issues for shows from late 2022. WCT paid what they owed but an overbill could not be removed. So WCT has been working to get the record straight and felt that the user system error should be addressed. Furthermore, the theatre is scheduled by people who are not familiar with how it should be used. Some people know the process, rehearsals, tech week, and performances but are not always consulted or even advised when events are scheduled. A one-off booking seems simple enough, but if there is already another group using the stage for a couple of weekends, the stage is set with scenery and props, light and sound cues have been pre-set, and using a "hot set" for some other activity disrupts all that preparation. Sometimes it is possible to move furniture off the stage but if the set is substantial, sharing the stage is a hassle and a safety concern. Nothing should be booked into the theatre without the theatre Supervisors' involvement.

5. STAFF REPORTS

5.A. Approval of Minutes

It was moved by Vice Chair Eiden, seconded by Commissioner Cepeda, and carried 4-0 to approve the Minutes of the Regular Meeting of July 22, 2024 (Commissioner Rubalcaba absent).

5.B. Chalktastic

Management Analyst Arismendez stated we followed last year's schedule and layout. The subcommittee considered having a family category however once discussed with staff it was determined it would be difficult to determine how much a child participated. She added that we will have extra squares and the secondary chalk artists will not be in front. We have not confirmed Bob Baker's marionettes but are anticipating hearing back by tomorrow. She continued that we have alternative plans for performers who cannot attend the event.

Chair Robinson asked if we allow families to participate could we have the judges not judge their art. Management Analyst Arismendez responded that is what extra squares are for.

Vice Chair Eiden asked for the date of Chalktastic to be read into the minutes. Management Analyst Arismendez stated November 16. Vice chair Eiden stated that she was on the subcommittee which was well organized by staff and is looking forward to the event.

Commissioner Cepeda asked if the event will be held outside of City Hall. Management Analyst Arismendez responded yes.

It was motioned by Commissioner Korporeal, seconded by Commissioner Cepeda, and carried 4-0 to receive and file the Chalktastic subcommittee update (Commissioner Rubalcaba absent).

5.C. Visual Art Program

Commissioner Korporeal stated there was a nice variety of submissions such as photography, graphite, and pencil drawings. The subcommittee selected which artists they wanted in the City Hall Lobby and Parnell Senior Activity Center Lobby. She added that the well-known artists will showcase their art at City Hall and the newer artists will showcase their art at Parnell Park.

Artists selected for City Hall:

- Laura Salas
- Lark Hickey
- Leon Shades Ndemo
- Christine Cisneros with Amador “Mike” Ramirez
- Noah Garcia

Artists selected for Parnell Park:

- Maryam Zorba
- Felicia Ramirez
- Jeromy Futguiele
- Jesus Castillo
- Rudy Juarez Pienedo
- Alisha Oseguera

It was motioned by Vice Chair Eiden, seconded by Commissioner Cepeda, and carried 4-0 to approve the subcommittee's recommendation for the 2025 Visual Arts list of artists. (Commissioner Rubalcaba absent).

6. SECRETARY’S COMMENTS

Secretary Santana provided the following updates:

- 11/11 Veterans Day will be held in front of City Hall. Attendees will be invited to the Whittier Theatre after the ceremony to watch a documentary on Jose Ramos.
- 11/20 Board and Commissions Banquet
- 12/2 Tree Lighting will begin at 5:00 p.m. in front of City Hall
- 12/7 Cookies with Santa will be held in front of City Hall
- 12/14 Uptown Holiday Parade. We will assist with street closures and guide participants.

7. COMMISSIONERS’ COMMENTS

Vice Chair Eiden addressed the public comment received from the Whittier Community Theatre. She followed up via email and discussed certain details verbally. One of the

things that put them into chaos about Veteran's Day is that they were asked to clear their entire set on stage. Secretary Santana responded that she would give Roxy Lee a call and added she is always welcome to contact our offices with concerns regarding the Whittier Theatre. Vice Chair Eiden relayed that Ms. Lee shared that at one of the performances, there were so many activities scheduled that there was no parking for any theatre patrons on performance night. There was no parking available at the Whittier Senior Center, Library, etc. due to rehearsals, ball games, and the performance. Vice Chair Eiden stated that the Whittier Theatre likely found it frustrating that the activity that was in the main building ended at 8:00 p.m. If the activity could have ended at 7:30 p.m. then parking would have been cleared out and available. Vice Chair Eiden continued that on the upside the Whittier Community Theatre is about to have their first performance of Sylvia this week. She thanked Rita Murray for bringing Chorale Bel Canto flyer to their attention. She continued that she has attended their performances in the past. Vice Chair Eiden thanked the subcommittee for looking at all the wonderful art and making good decisions.

Commissioner Cepeda thanked Ms. Murray for bringing Chorale Bel Canto show to their attention. He asked when community groups have events can he request the city to highlight the event. Secretary Santana responded that although we may not be able to post the event on social media, we may be able to share the event flyers at our counters or advertise the event on Channel 3.

Chair Robinson thanked Management Analyst Arismendez for making the subcommittee meeting process easy and the staff for their hard work.

8. ADJOURNMENT

The meeting was adjourned at 6:28 p.m.

Approved and adopted by the Cultural Arts Commission on _____.

Virginia Santana, Secretary



Agenda Report

Cultural Arts Commission

Date: January 27, 2025

To: Cultural Arts Commission

From: Virginia Santana, Director of Parks, Recreation and Community Services
Erin Hamilton, Community Services Manager
Darren Schmidt, Community Services Supervisor

Subject: 22nd Annual Community Street Banner Program

RECOMMENDATION

Review and approve a new logo for the Community Street Banner Program.

BACKGROUND

Each year staff receives hundreds of submissions for this popular art program. From the hundreds of submissions, 120 artists are selected to recreate their submitted designs onto a seven or nine-foot banner that hangs for three months on Whittier Boulevard and in front of City Hall on Penn Street.

DISCUSSION

The Street Banner Program subcommittee consisting of Commissioners Pam Korporaal and Julian Cepeda met on January 22, to discuss and review 20 possible theme options and logos for the 2025 banner program. Commissioners Korporaal and Cepeda provided feedback and narrowed down the selection. We present you with seven theme options, each accompanied by a corresponding logo concept. These themes aim to inspire creativity and engage participants in a meaningful way.

Tentative timeline:

- February 3 – Promotion of program begins
- March 14 – Submissions due
- March 24 – Subcommittee selection
- March 31 – Selected artists notified
- May 9 – Completed banners due
- June 10 – Banner Reception

FISCAL IMPACT

There is no fiscal impact associated with the report.

STRATEGIC PLANNING GOAL

Goal 4: Transparent & Open Government

ATTACHMENTS

A. Theme and Logo Options



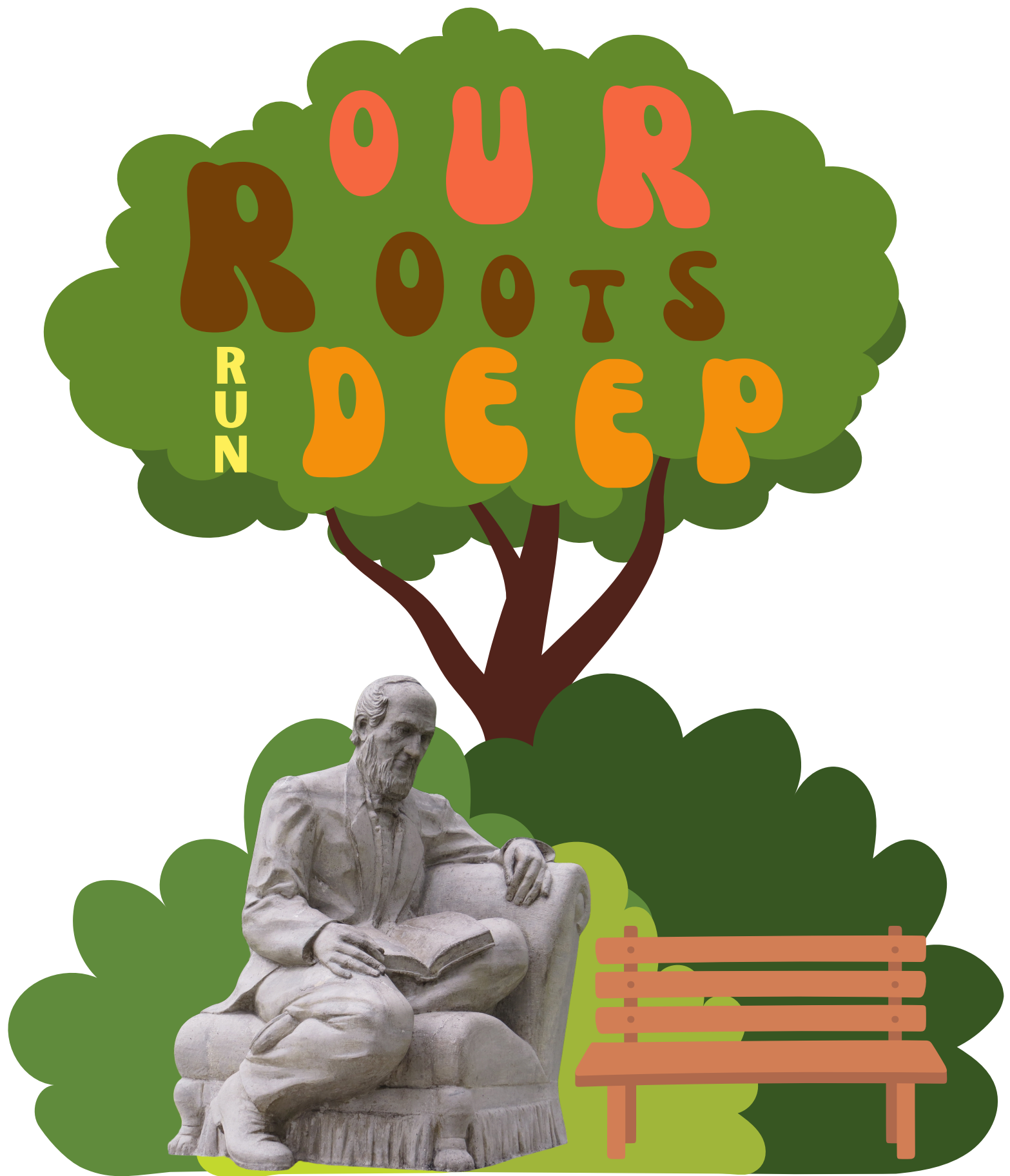
**IT'S ALL
ABOUT YOU**





— BE A —
VOICE
NOT AN
ECHO







WHITTIER
BLOOMING
WITH
CULTURE

