

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
MARCH 24, 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 January 27, 2025.

5.B. Summer Concert's Subcommittee Update

Recommendation: Receive and file the Summer Concert Series Subcommittee update.

5.C. 22nd Annual Community Street Banner Program

Recommendation: Receive and file the Street Banner Program updates.

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 20th day of March 2025.

/s/ Teresa Marrufo.

Teresa Marrufo, Administrative Secretary



Agenda Report

Cultural Arts Commission

Date: March 24, 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 January 27, 2025.

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 January 27, 2025

**MINUTES
CITY OF WHITTIER
CULTURAL ARTS COMMISSION
REGULAR MEETING
CITY COUNCIL CHAMBER, 13230 PENN STREET
JANUARY 27, 2025, 6:00 P.M.**

1. CALL TO ORDER:

The regular meeting of the Cultural Arts Commission was called to order at 6:02 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
Christopher Rubalcaba, Commissioner
Susan Eiden, Vice Chair
Beth Robinson, Chair

STAFF PRESENT:

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

3. PLEDGE OF ALLEGIANCE

Commissioner Korporaal led the Pledge of Allegiance.

4. PUBLIC COMMENTS

No public comments

5. STAFF REPORTS

5.A. Approval of Minutes

It was moved by Commissioner Cepeda, seconded by Vice Chair Eiden, and carried 5-0 to approve the Minutes of the Regular Meeting of October 28, 2024.

5.B. 22nd Annual Community Street Banner Program

Community Services Supervisor Schmidt presented 7 logo options for Commission review. Discussion ensued regarding logos, fonts, colors and wording that would attract all ages. Commissioner Robinson asked to narrow it down to three logos. "My Community, Our Community" was selected on a 4-1 vote.

6. SECRETARY'S COMMENTS

Secretary Santana provided the following updates:

- RFP for art piece on Whittier Blvd./Philadelphia
- AIPP for Guirado Park wall behind basketball court
- Annexation: will bring new neighbors and more people to enjoy services
- Arbor Day at Central Park on 3/13/25 at 10:00am
- Parnell Park- Project was approved by City Council with 178 trees to be removed identified by a pink ribbon around tree
- Kennedy Park is newly renovated, dedication TBD
- Chalktastic video shown by Management Analyst II Arismendez

7. COMMISSIONERS' COMMENTS

Vice Chair Eiden made a plea for a "Family" category at Chalkstastic to eliminate negative competition. Commissioner Rubalcaba agreed and suggested that a gift card to a local restaurant would be great.

8. ADJOURNMENT

The meeting was adjourned at 6:55 p.m.

Approved and adopted by the Cultural Arts Commission on _____.

Virginia Santana, Secretary



Agenda Report

Cultural Arts Commission

Date: March 24, 2025

To: Cultural Arts Commission

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

Subject: Summer Concerts Subcommittee Update

RECOMMENDATION

Receive and file the Summer Concert Series Subcommittee update.

BACKGROUND

The City of Whittier Parks, Recreation, and Community Services Department hosts an annual summer concert series featuring live bands at Central Park and Parnell Park. Due to the potential for renovations at Parnell Park, staff recommends York Field as an alternative location to ensure the event continuity.

To facilitate the selection of bands, a Concert Selection Subcommittee was formed, consisting of two members from the PRCS Commission and two members from the Cultural Arts Commission. This joint effort ensures a diverse and engaging lineup that appeals to the community.

DISCUSSION

The subcommittee convened to review and select 2025 Summer Concert Series bands. During the meeting, members viewed video performances representing multiple genres, from the 50s to current pop favorites, and discussed their suitability for the series. After thorough deliberation, the subcommittee narrowed the selection to 12 preferred bands, with several additional bands designated as alternates. The subcommittee also recommended specific band assignments for each park, ensuring a balanced and engaging experience for attendees. The staff has secured contracts with the selected bands; all 12 bands have been confirmed.

The concert schedule is as follows:

Mondays at Central Park:

July 7	Electric Vinyl
July 14	Dreamboats
July 21	4 Lads from Liverpool
July 28	Upstream

August 4 Journey Through Time
August 11 City Beat Band and The Main Street Horns

Thursdays at Parnell Park:

July 10 Jukebox
July 17 Bruno Tribute
July 24 Y2K2K
July 31 Taylor Swift Experience
August 7 Radio Royalty
August 14 Mariachi Jalisco

FISCAL IMPACT

There is no fiscal impact associated with the report.

STRATEGIC PLANNING GOAL

Goal 4: Transparent & Open Government

ATTACHMENTS

None.



Agenda Report

Cultural Arts Commission

Date: March 24, 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

Receive and file the Street Banner Program updates.

BACKGROUND

The Community Street Banner Program, now in its 22nd year, attracts hundreds of submissions annually. From this impressive pool of artists, 120 are selected to recreate their designs on seven or nine-foot banners to be displayed for three months along Whittier Boulevard and on Penn Street in front of City Hall. These vibrant works of art celebrate local creativity and foster community engagement.

At its January 27, 2025, meeting, the Commission selected the theme "My Community, Our Community." Community Services Supervisor Darren Schmidt, then, presented Commissioners with the following program timeline:

- February 3 Program promotion begins
- March 14 Submissions due
- March 24 Subcommittee selection
- March 31 Selected artists notified
- May 9 Completed banners due
- June 10 Banner Reception

DISCUSSION

As indicated, submissions were due March 14, 2025. However, the deadline was extended to March 21, 2025, to encourage additional submissions. A total of 322 banner designs were received this year from elementary school students, teens, and adults. The Street Banner subcommittee met on Monday, March 24, 2025, and selected 120 participants for the Street Banner Program.

FISCAL IMPACT

There is no fiscal impact associated with the report.

STRATEGIC PLANNING GOAL

Goal 4: Transparent & Open Government

ATTACHMENTS

None.