

**SAN FERNANDO CITY COUNCIL**

**MINUTES**

**MARCH 1, 2004 – 6:00 P.M.**

\*\*\*THE FOLLOWING MINUTES ARE A SUMMARY OF ACTIONS TAKEN BY THE CITY COUNCIL. AUDIO CASSETTE TAPES OF THE ACTUAL MEETING ARE AVAILABLE FOR LISTENING IN THE CITY CLERK'S OFFICE\*\*\*

**CALL TO ORDER/ROLL CALL**

Mayor José Hernández, Ph.D., called the meeting to order at 6:12 p.m.

The following persons were recorded as present:

**PRESENT:**

Council: Mayor José Hernández, Ph.D., Councilmembers Nury Martinez, Steven Veres, and Julie Ruelas

City Treasurer: Elvira Orozco

Staff: José E. Pulido, City Administrator; Michael Estrada, City Attorney; and, Elena G. Chávez, City Clerk

**ABSENT:** Mayor Pro Tem Maribel De La Torre

**PLEDGE OF ALLEGIANCE**

Councilmember Veres led the pledge.

**INVOCATION**

Mayor Hernández called for a moment of silent prayer.

**PRESENTATIONS**

- A) DENTAL ASSISTANTS WEEK – MARCH 7-13, 2004  
Councilmember Ruelas presented the certificate to childhood friend, Kristy Borquez (member of the San Fernando Valley Dental Assistants Society, California Dental Assistants Association and American Dental Assistants Association).

**APPROVAL OF AGENDA**

Motion by Councilmember Ruelas, seconded by Councilmember Martinez, to approve the agenda. The motion carried unanimously.

**PUBLIC STATEMENTS – WRITTEN/ORAL**

Joe Ruelas thanked those who assisted the San Fernando Democratic Club in distributing door hangers in support of the County Library Measure T. He said that the volunteers had to clarify to residents that this measure was a parcel tax and not a bond.

**CONSENT CALENDAR**

Motion by Councilmember Ruelas, seconded by Mayor Hernandez, to approve the Consent Calendar items. The motion carried unanimously.

- 1) APPROVAL OF MINUTES OF FEBRUARY 17, 2004
- 2) APPROVAL OF WARRANT REGISTER NO. 04-031
- 3) CESAR CHÁVEZ ANNUAL AWARD RATIFICATION
- 4) 11<sup>TH</sup> ANNUAL CESAR CHÁVEZ DAY CELEBRATION

**NEW BUSINESS**

- 5) BANNER POLICY UPDATE

Public Works Director Edwin Galvez presented the staff report and said that staff was seeking Council direction regarding a street banner policy.

Mayor Hernández stated that he does not have a problem with the current procedure (not requiring Council approval) but his concern is that the City gets equal exposure on the banners. He mentioned the Wells Fargo banner that was recently displayed and that the City of San Fernando was in very small print and difficult to see.

Councilmember Veres would like to see more uniformity in the appearance of all City banners.

Councilmember Martinez agreed that it was not necessary to bring to Council for approval, but suggested that we look into the types of events and the background of the organizations that the City is co-sponsoring.

Councilmember Ruelas believes that guidelines/criteria need to be established.

**SAN FERNANDO CITY COUNCIL**

**MINUTES – March 1, 2004**

**Page 3**

Atty. Estrada requested additional time to research and report back with recommendations and options (the item was rescheduled to April 5, 2004).

Councilmembers concurred.

**CITY COUNCIL ITEMS**

6) “CALIFORNIANS TO PROTECT LOCAL TAXPAYER AND PUBLIC SAFETY”  
BALLOT MEASURE

Councilmember Veres suggested, since Mayor Pro Tem De La Torre was absent (she has been out of town), to continue this item to the next meeting.

7) BUDGET AD HOC COMMITTEE

Councilmember Ruelas believes that more time is needed to brainstorm different revenue sources for the next year and she volunteered to serve on the committee.

Mayor Hernández removed himself from the Committee, appointed Councilmember Ruelas, and reappointed Mayor Pro Tem De La Torre.

Councilmember Martinez suggested that more budget study sessions be held as soon as possible and Councilmembers concurred.

8) CESAR CHÁVEZ MEMORIAL PROJECT UPDATE

Director of Recreation & Community Services Dan LaBrado gave an update. He reported that this project is a priority and that staff wants to ensure the highest quality.

Councilmember Ruelas said that she wants to make certain that the artist has time to do a good job. She reported that she went to a workshop regarding graffiti removal products and brought back information.

Public Works Director Edwin Galvez said that he appreciated any information that she could provide and reported that as far as construction is concerned, we are at cost.

In response to Councilmember Veres concern, he reported that once the project is complete, staff could make adjustments to increase the green space.

Councilmember Ruelas thanked staff for the report.

**GENERAL COUNCIL COMMENTS**

Councilmember Martinez: 1) thanked Councilmember Ruelas for her efforts in distributing door hangers in support of County Library Measure T; 2) reminded the audience that tomorrow is election day and that there two important Measures on the ballot (Measures T and R); and 3) asked for follow up regarding inattentive drivers and cell phone usage (Chief Alba will contact her).

In response to her concern regarding the City not having fund-raising limits and how to go about implementing such, Atty. Estrada said that he would report back to Council.

Councilmember Ruelas reported that applications for the Children, Youth and Families Advisory Committee would be in Councilmembers' mailboxes this week.

Councilmember Veres: 1) reminded everyone of the March 3, 2004, workshop regarding the Pacoima Wash/Greenway project; and 2) said that Councilmembers are supportive of the Cesar Chávez Memorial Project and although deadlines are difficult, there isn't anything wrong with expecting both expedient and quality work.

Mayor Hernández: 1) requested that the meeting adjourn in memory of Frank Del Olmo; and 2) said he received another call from the manager of IHOP regarding parking problems and asked if Mr. Pulido could follow up.

**STAFF COMMUNICATIONS**

Mr. Deibel reported that there are two upcoming community workshops: 1) Lopez Adobe Preservation Plan Workshop #2 on March 11, 2004; and 2) City-wide Historic Preservation Plan Community Workshop #1 on March 18, 2004.

Mr. LaBrado encouraged everyone to attend the first Teen Council meeting to be held on March 8, 2004, and reported that a representative from the National Endowment for the Arts will be conducting a site visit tomorrow to view our grant-funded Mariachi Master Apprentice Program.

**ADJOURNMENT (7:10 P.M.)**

Motion by Councilmember Ruelas, seconded by Mayor Hernandez, to adjourn the meeting in memory of Frank Del Olmo. The motion carried unanimously.