

**MINUTES OF THE
WEDNESDAY, SEPTEMBER 6, 2023
REGULAR MEETING OF THE
MONTCLAIR COMMUNITY ACTIVITIES COMMISSION**

**MONTCLAIR CITY COUNCIL CHAMBERS
5111 BENITO STREET, MONTCLAIR, CALIFORNIA
7:00 P.M.**

CALL TO ORDER

Chairperson Wells called the meeting to order at 7:00 p.m.

SALUTE TO THE FLAG

Vice-Chairperson Escalante led those present in the salute to the flag.

ROLL CALL

Present: Chairperson Diane Wells, Vice-Chairperson Richard Escalante, Commissioners Darlene Ferraro, Alex Hernandez, Laurie Milhiser, Arturo Padilla, Rosa Rangel, and City Council Liaison Corysa Martinez

Excused: City Council Liaison Bill Ruh

Also Present: Assistant City Manager/Director of Human Services Marcia Richter
Community Services Supervisor Jordi Ubaldo
Community Recreation Coordinator Angela Franco
Administrative Specialist Krystal Rabino

PUBLIC COMMENT

There was no public comment.

APPROVAL OF MINUTES

Commissioner Rangel made the motion to approve the minutes from the Community Activities Commission Special meeting on June 7, 2023. Commissioner Escalante seconded the motion and it was carried unanimously to approve the minutes.

ORAL AND WRITTEN COMMUNICATIONS

Ms. Richter informed the Commission that Community Benefits Funding recipients, Anthesis and OPARC sent their annual reports, and they were distributed for the Commission to review.

Photos of the Commission and Human Services staff from the 2021 Holly Jolly Holiday event were distributed to the Commissioners.

Ms. Richter introduced Community Services Supervisor, Jordi Ubaldo to the Commission as he will now be attending all CAC Meetings, and will be coordinating City special events along with other responsibilities.

The updated 2023-2024 CAC contact list was distributed to the Commissioners. Ms. Richter requested that each Commissioner review their contact information and note any changes to their mailing address, email address, and/or phone number. Updated versions of the contact list will be distributed at October's meeting.

OLD BUSINESS

A. 2023 Home Beautification Program

The winners of the 2023 Home Beautification Program were announced at the City Council Meeting on Monday, July 17, 2023 and were presented with a framed certificate and a gift card to a Montclair business or restaurant of their choice. The winners of the program included:

Home of the Year – Traditional
10215 Vernon Avenue

Home of the Year – Drought Tolerant
11185 Shetland Avenue

Ms. Richter informed the Commission that the Home Beautification signs are complete and letters have been sent to the winners to contact the Public Works Department for the installation of their sign. The signs are expected to be installed by the end of the month. Sign removal letters were also sent to last year's winners, and signs will likely also be removed by the end of the month.

Chairperson Wells mentioned that the Home of the Year – Drought Tolerant award recipients have attended lunch at the Senior Center, and shared with her and others at lunch they were very pleased to have received this award.

Vice-Chairperson Escalante and Commissioner Ferraro inquired if the Home Beautification Program winners homes can be displayed on the new marquee at City Hall next year, and Ms. Richter explained that they definitely can be if the homeowners agree to having their address publicized. Chairperson Wells mentioned that the winners may not want residents driving by their house, and Commissioner Ferraro suggested that the address should not be posted on the marquee.

B. Human Services Staff Luncheon

The Human Services Staff luncheon was held on Thursday, June 22, 2023 at 1:00 p.m. in the Senior Center in appreciation of Human Services staff's hard work throughout the year. Food was prepared by Los Portales and was provided by the Community Activities Commission.

Commissioner Milhiser apologized for not attending the luncheon, as she was recovering from surgery. Chairperson Wells explained that she, along with Commissioners Ferraro, Padilla and Rangel attended and put the event together. The attending Commissioners recalled that the

event was enjoyable, and Chairperson Wells mentioned that it was pleasant to visit with Human Services staff, although most could not stay due to work schedules. Commissioner Padilla stated that all staff dropped in to pick up their food, and he was delighted to meet new staff. He also mentioned he is looking forward to next year's luncheon. Vice-Chairperson Escalante thanked staff for presenting a slideshow during the luncheon on his behalf, and confirmed he will plan to organize that task next year.

Commissioner Padilla also recommended discussing changing the menu to staff's requests for next year's luncheon at a future meeting. Commissioner Milhiser asked if any feedback was received from staff regarding the food, and Ms. Richter explained that staff enjoyed the Los Portales and dessert. Commissioner Ferraro mentioned the desserts that Commissioner Rangel provided for the luncheon were delicious. Mr. Ubaldo and Ms. Rabino thanked the Commission for their generous luncheon. Commissioner Padilla added that he was thanked by staff the day of the event as well.

NEW BUSINESS

A. *2023-2024 Tentative Calendar of Events*

Ms. Richter reviewed the Tentative Calendar of Events to discuss events listed that will involve the Commission's participation.

Chairperson Wells ensured that the Commission read the Calendar of Events, and mentioned that it is the standard calendar. Ms. Richter explained that some of the calendar's events were also discussed at the June meeting, and there are no significant changes this year.

Ms. Richter mentioned that this year's Holly Jolly Holiday event will be in November. Commissioner Milhiser mentioned that she will be able to attend this year's event without a scheduling conflict. Chairperson Wells asked if there is an election for the City Council this year, and Ms. Richter informed her that there is not; however, there will be an election next year. Vice-Chairperson Escalante and Commissioner Milhiser mentioned that they will be unable to attend the October meeting.

B. *Halloween Spooktacular*

This year's Halloween Spooktacular will be held at Montclair Place on Saturday, October 28, 2023 from 6:00 p.m. to 9:00 p.m. Ms. Richter applauded staff for the event plan that they have created, and invited Mr. Ubaldo to present an overview of the event to the Commission.

Mr. Ubaldo explained that the event will be held inside Montclair Place on both the upper and lower levels of the mall. He explained that the event will be Carnival-style and fun filled, including an inflatable Halloween maze located in the old Nordstrom's facility, which will contain lights, audio, animatronics and inflatables. He also mentioned that Montclair Place will be filled with various activities for toddlers, youth and teens. This year's Halloween activities include costume contests, game booths, DJ, selfie picture areas, and crafts projects, as well as trick or treating at participating tenants, face painting, balloon art, 8 jumpers, and 20 carnival-style games. The food court will be also be open during the event.

Mr. Ubaldo explained that the costume contest will be held on the center stage, and a magician will be performing at the beginning of the event. Vice-Chairperson Escalante asked when the costume contest will be held, and Mr. Ubaldo responded that it will be held at 7:30 p.m. Commissioner Ferraro recalled last year's costume contest, explaining that most guests left before it began due to timing. Ms. Richter explained that 7:30 p.m. is in the middle of the event, and should be a perfect time to host the contest. Chairperson Wells asked where the center will be located and Mr. Ubaldo explained that it will be located in the center of the mall. Ms. Richter explained that the stage was located in this area before, but this year staff will use the larger stage used at last year's outdoor event. Commissioner Milhiser recommended that the stage be more accessible than it was in previous years. Mr. Ubaldo confirmed that the stage will have an entrance and exit.

Chairperson Wells mentioned that the sound volume was not sufficient at previous years' Halloween Spooktacular events and guests were unable to hear the Commissions announcements. Ms. Richter explained that the sound volume is challenging inside Montclair Place, and explained that Mr. Ubaldo and his team are working on obtaining video boards to advertise the schedule of events to guests. Ms. Richter mentioned that the flyer will show the schedule of events as well. Commissioner Padilla mentioned that guests can usually find the schedule of events on the City website, and Mr. Ubaldo confirmed that it will be posted on the City website and other social media sites. Commissioner Padilla mentioned that he is relieved that guests will not have to cross the street as they did last year, ensuring all guests safety.

Ms. Richter mentioned that this year's event will include a City information table, and asked the Commission if they would be willing to work at this table to pass out craft sheets, donated crayons and handouts during the event. Chairperson Wells asked if the Commission is expected to stay the entire event, and Ms. Richter explained that it would be appreciated. Commissioner Padilla asked when the Commission is expected to arrive, and Mr. Ubaldo suggested that they arrive by 5:15 p.m. Vice-Chairperson Escalante will not be available to attend this year.

Ms. Richter mentioned that a map including a staff break area location and meeting area will be provided at the October meeting. She also explained that there may be a staff only parking area as there has been in previous years. Mr. Ubaldo explained that he is in the process of establishing a point of staff entry for the event as well.

C. Military Banner Programs

Mr. Ubaldo explained that the Military Banner Programs will begin in mid-October. Staff will be reaching out to previous banner participants via phone calls, emails and letters. The deadline to submit an application for new and returning applicants will be Wednesday, November 8, 2023 at 6:00 p.m. The City website will also be updated with this information, along with the Human Services Brochure expected to be mailed out to all residents this month.

Commissioner Milhiser asked what is being done to recruit new applicants, and Ms. Richter explained that the brochure will be advertising this program, along with social media sites, and a post on the City's video board, as well as the banners themselves.

Commissioner Padilla mentioned that the Commission had a difficult time reaching applicants last year due to incorrect contact information, and Ms. Richter confirmed that all applicants were eventually contacted. Chairperson Wells asked if the Commission is needed to make phone calls to previous applicants, and Ms. Richter explained that the Commission's help is not needed at the moment, but she will update them as it gets closer, and will request their help if needed. Commissioner Padilla mentioned that the Commission is ready to help with this program.

Ms. Richter informed the Commission that Mr. Ubaldo, in his previous position, ran the Military Banner Program within the City of Rancho Cucamonga, and knows of a great resource to finding those still active in the military. Commissioner Padilla explained that this resource will be a great help, as there have been issues finding this information in previous years.

Chairperson Wells and Commissioner Padilla inquired on fees for Veterans banners. Ms. Richter explained that the family or veteran can purchase a banner for \$200, and pay a fee of \$65 every additional year the banner is displayed only if the banner must be removed for holiday decorations, as well as a fee of \$150 every 3 years to replace the weathered banner. Ms. Richter explained that only by special request, banners will be placed where holiday decorations are hung. Veterans can choose from available spots. The current 2 Veteran's banners are located near the Montclair Post Office and Police Department. Ms. Richter explained that only the Veteran's banners are paid for by the applicants, and that the banners for those enlisted in active military are free. Commissioner Milhiser commended the City for paying for the active military banners, and described it as unique.


Commissioner Milhiser asked if applicants can choose their banner location, and Ms. Richter explained that staff tries to find the nearest location to their residence to display the banner, to accommodate to applicants requests. Ms. Richter added that letters are always sent out to applicants, indicating their banner location.

ITEMS OF SPECIAL INTEREST

Ms. Richter asked Commissioners to review the contact list that was distributed, and to either email their revisions, or bring them to the October meeting.

ADJOURNMENT

Chairperson Wells adjourned the meeting at 7:30 p.m.

Respectfully submitted,

Krystal Rabino
Administrative Specialist