

**ALL-AMERICA CITY COMMITTEE  
MEETING MINUTES**  
City Hall Conference Room  
**110 E. Cook Street, Santa Maria**  
**Monday, February 25, 2008**  
**5:30pm-7:15pm**

**1. Meeting called to order at 5:35pm**

- a. Introductions/Welcome – Jose Huitron of Volt Services Group and Jaime Flores of Farmers Insurance were in attendance as prospective All-America City Committee Members.

**2. Roll/Minutes:**

**Committee Members Present:** Laura Mohajer, Donna Dart, and Rick Lara. Tahir Masood and David Coelho arrived at 5:40pm. Bob Orach and Bailey Hudson were not present.

**City Staff Members Present:** Rosie Narez

**Minutes Review & Approval:**

A motion was made to approve the minutes of January 28, 2008.

**Motion S/C:** Lara/Dart

**Ayes:** Three (3)      **Noes:** Zero (0)      **Abstain:** Zero (0)

**3. Public Comment:**

- a. None.

**4. New Business:**

- a. **AACC 2008 Membership Update:** Rosie Narez updated the Committee Members on the nomination status for the All-America City Committee. Friday, February 29, 2008 is the deadline to submit an application to be considered into the Committee. Tahir Masood announced he made contact with Bob Hatch of the Santa Maria Chamber of Commerce and informed the Committee that a Chamber Representative should be present by the next Committee Meeting on Monday, March 17, 2008.
- b. **Caltrans Application Status Report:** Brian Halvorson, Planner II for the City of Santa Maria, was in attendance. He briefed the Committee on the Caltrans Gateway Monument Program which

would enable the city to put a decorative entry sign at the entrance of both the north and south ends of town. Brian advises that Caltrans looked at the design and the locations proposed and it is asking for alternative locations because the currently proposed areas are not easily accessible. Brian Halvorson suggested the Committee decided on alternative locations, and the Caltrans Application can be resubmitted by the end of spring.

**Brian Halvorson, as well as Committee Members Tahir Masood and Rick Lara, plan on meeting with the landowners of the proposed alternative locations (Northside - Filipino Community Center/Southside – Private Landowner) and will come back at the next meeting on Monday, March 17, 2008 to update the Committee on the results of the meeting. In addition, Brian Halvorson also handed out CDs of the Downtown Specific Plan which will be looked at individually by each Committee Member and discussed at the April Committee Meeting.**

- c. Election of Officers 2008:** Laura Mohajer was re-elected as Chairperson. Tahir Masood was re-elected as Vice-Chair. In a secret ballot for Chair, three (3) votes went to Laura Mohajer, one (1) to Tahir Masood, and one (1) to Donna Dart. In a secret ballot for Vice-Chair, four (4) votes went to Tahir Masood, and one (1) vote went to Donna Dart.
- d. Proposed AACC Jr. Program:** Laura Mohajer presented the conceptual idea to have grade school-aged kids serve as representatives of the All-America City Committee. They would represent the City, so that they can talk to other kids about the city and what it has to offer.

A motion was made to further the AACC Jr. Program.

**Motion S/C:** Donna/Coelho

**Ayes:** Five (5)                      **Noes:** Zero (0)                      **Abstain:** Zero (0)

**Rosie Narez will work on a proposal to further explore the All-America City Committee Junior Program.**

**5. Old Business:**

- a. Sub-Committees Task Assignments:**
  - i. Public Workshop Topics & Schedule 2008 – David Coelho advised that he and Bob Orach continue to work on workshop

concepts and logistics, however, at this time, there is not enough done to have a workshop in March as originally planned.

**David Coelho will have more information for the Committee regarding the workshops at the next meeting, Monday, March 17, 2008.**

ii. Marketing, “Live, Work, & Play” – Tahir Masood handed out a rough draft of the marketing brochure and is looking for feedback from Committee Members.

**Committee Members are being asked to send Tahir Masood feedback on the marketing brochure before the next scheduled meeting on Monday, March 17, 2008.**

- b. **AACC Hometown Celebration:** Rosie Narez presented information to the Committee in regards to having the Hometown Celebration as part of the “Autumn Arts, Grapes, and Grains” Event in October. Upon further review the Committee does not believe it is the appropriate event to have the celebration. An alternative event was proposed: Concerts in the Park which would kick off Sunday, June 22, 2008.

A motion was made to begin proposal to have the Hometown Celebration help kick off the Concerts in the Park on Sunday, June 22, 2008.

**Motion S/C:** Coelho/Masood

**Ayes:** Five (5)                      **Noes:** Zero (0)                      **Abstain:** Zero (0)

**Rosie Narez will start working on a proposal and will work with the Recreation and Parks Staff to start organizing event.**

- c. **AACC Recognitions:** Nothing new to report on the following -
  - i. “Scholarship for Youth” Award Criteria
  - ii. “Citizen of the Year” Award Criteria
  - iii. “Civic Empowerment” Award Criteria

**6. Staff Report:**

- a. **Report to City Council/AACC Form and Function Document:** Rosie Narez advises the Form and Function Document is hoped to go before the City Council sometime in March as an off-agenda item.
- b. **Update Marketing Plan Process:** Committee Members agree the 1998 Marketing Plan still meets the mission of the All-America City

Committee, and members plan on looking at making revisions on it next year.

- c. **Budget:** Committee was advised of current budget and of last year's rollover into this year's account.
- d. **Polo T-Shirts:** Polo shirts will be ordered for Committee Members only once all eleven (11) members are in place.

The meeting was adjourned at 7:15pm to the next scheduled meeting on **Monday, March 17, 2008** at the **City Hall Conference Room** located at **110 E. Cook St.** from **5:30p.m. to 7:00p.m..**