

CITY COUNCIL MEETING

July 7, 2020



PEGGY LEMONS
Mayor



BRENDA OLMOS
Vice Mayor



ISABEL AGUAYO
Councilmember



LAURIE GUILLEN
Councilmember



VILMA CUELLAR STALLINGS
Councilmember

VIA REMOTE LIVE WEBCAST



CITY COUNCIL MEETING

July 7, 2020



Pledge of Allegiance



CITY COUNCIL MEETING

July 7, 2020



PEGGY LEMONS
Mayor



BRENDA OLMOS
Vice Mayor



ISABEL AGUAYO
Councilmember



LAURIE GUILLEN
Councilmember



VILMA CUELLAR STALLINGS
Councilmember

Invocation

VIA REMOTE LIVE WEBCAST



CITY COUNCIL MEETING

July 7, 2020



PEGGY LEMONS
Mayor



BRENDA OLMOS
Vice Mayor



ISABEL AGUAYO
Councilmember



LAURIE GUILLEN
Councilmember



VILMA CUELLAR STALLINGS
Councilmember

Roll Call of Councilmembers

VIA REMOTE LIVE WEBCAST



CITY COUNCIL MEETING

July 7, 2020



PEGGY LEMONS
Mayor



BRENDA OLMOS
Vice Mayor



ISABEL AGUAYO
Councilmember



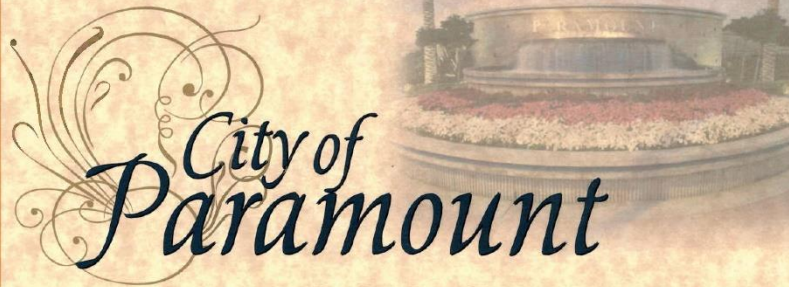
LAURIE GUILLEN
Councilmember



VILMA CUELLAR STALLINGS
Councilmember

**Welcoming City of Paramount to the
SELACO Workforce Development Board**

VIA REMOTE LIVE WEBCAST



Proclamation

National Park and Recreation Month July, 2020

WHEREAS, Americans have celebrated Park and Recreation Month since 1985 to promote the importance of parks and recreation in health and well-being, conservation, and social equity, and to recognize the professionals who maintain the country's state, local, and community parks; and

WHEREAS, every day these individuals provide essential services and make their communities better places to live, work, and play by protecting open space and natural resources, helping to fight obesity, and providing a wide range of activities and programs; and

WHEREAS, so it is in Paramount, where we have a tradition of robust recreational services available for all ages that are administered by a talented and committed staff.

NOW, THEREFORE, I, Peggy Lemons, Mayor of the City of Paramount, along with my colleagues, Vice Mayor Brenda Olmos, Councilmember Isabel Aguayo, Councilmember Laurie Guillen, and Councilmember Vilma Cuellar Stallings, do hereby proclaim July as National Park and Recreation Month in the City of Paramount and thank our Community Services and Recreation Department for its great dedication and excellent work.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the City of Paramount to be affixed this 7th day of July 2020.

Peggy Lemons
Peggy Lemons, Mayor



CITY COUNCIL MEETING

July 7, 2020



PEGGY LEMONS
Mayor



BRENDA OLMOS
Vice Mayor



ISABEL AGUAYO
Councilmember



LAURIE GUILLEN
Councilmember



VILMA CUELLAR STALLINGS
Councilmember

City Council Public Comment Updates

VIA REMOTE LIVE WEBCAST



CITY COUNCIL MEETING

July 7, 2020



PEGGY LEMONS
Mayor



BRENDA OLMOS
Vice Mayor



ISABEL AGUAYO
Councilmember



LAURIE GUILLEN
Councilmember



VILMA CUELLAR STALLINGS
Councilmember

Public Comments

VIA REMOTE LIVE WEBCAST



CITY COUNCIL MEETING

July 7, 2020



PEGGY LEMONS
Mayor



BRENDA OLMOS
Vice Mayor



ISABEL AGUAYO
Councilmember



LAURIE GUILLEN
Councilmember



VILMA CUELLAR STALLINGS
Councilmember

Consent Calendar

VIA REMOTE LIVE WEBCAST

City of Paramount Review of Homeless Efforts

July 7, 2020

City Council Meeting



Staff Trainings

- The following trainings have been attended:
- ❖ Los Angeles County Homeless Protocol Training
 - ❖ Mental Health First Aid Training
 - ❖ LCA 3 City Homeless Liaison Coalition
 - ❖ Homelessness Technical Advisory Committee
 - ❖ Los Angeles Homelessness Summit

Community Engagement



Community Involvement:

- ❖ Helping Hands of Paramount
- ❖ Neighborhood Watch Meetings
- ❖ Annual Homeless Count
- ❖ H.O.P.I.C.S. has been present at city special events and Community Center during senior programming.



Partnerships

- Non-profit organizations :
 - ❖ H.O.P.I.C.S.
 - ❖ Kingdom Causes of Bellflower
 - ❖ L.A.H.S.A.
 - ❖ Los Angeles County - Department of Mental Health



Cleanups

- Government Agencies/Utilities:
 - ❖ Caltrans
 - ❖ Los Angeles County – Department of Public Works
 - ❖ Union Pacific Railroad
 - ❖ Southern California Edison
 - ❖ Metro
 - ❖ L.A.D.W.P



Measure H Grant

- The City was awarded \$154,000:
 - ❖ Three separate programs were approved
 - Shelter Bed Funding – Bell Shelter
 - Storage Unit
 - Rental Assistance Program

Rental Assistance Program

- The City of awarded \$154,000:
 - ❖ 48 Paramount Household applications have been assessed
 - ❖ 30 Paramount Households have received funding

Shelter Placement

- Shelters provide a warm, safe place for homelessness individuals:
 - ❖ 15 placements; 3 over the last six weeks
 - ❖ Engaged and offered services to 88 unique individuals
 - ❖ 3 individuals were placed in motels via Project Room Key

Property Storage

- Provides safe storage of personal property for homeless neighbors in Paramount.
- ❖ To date, we have stored the property of 38 Paramount Homeless Neighbors.



Recommended Action

It is recommended that the City Council receive and file the Review of Homeless Efforts.

City of Paramount Review of Homeless Efforts

July 7, 2020

City Council Meeting





BUSINESS RECOVERY EFFORTS



BUSINESS RECOVERY COMMITTEE

City of Paramount

John Moreno, City Manager
Andrew Vialpando, Assistant City Manager
Dave Johnson, Community Services and Recreation
Director
John Carver, Planning Director
John King, Assistant Planning Director
Chris Callard, Public Information Officer
Andres Gonzalez, Recreation Coordinator

Paramount Chamber of Commerce

Barbara Crowson, Executive Director
Gloria Gamino, Restaurateur
Alicia Valadez, Northgate Gonzalez Markets
Tony Manos, Dominos Pizza Franchisee

Southeast Los Angeles County (SELACO) Workforce Development Board

Yolanda Castro, Executive Director
Kay Ford, Department Director
Ben Sandoval, Business Services Manager
Joaquin Moreno, ETP Administrator

Small Business Development Center (SBDC) Long Beach Region

Brad Pollak, Director

Colliers International (Economic Development Consultant)

James Rodriguez, Senior Vice President



CITY OF PARAMOUNT

PARAMOUNT BUSINESS RECOVERY PLAN



PEGGY LEMONS
Mayor

BRENDA OLMOS
Vice Mayor

ISABEL AGUAYO
Councilmember

LAURIE GUILLEN
Councilmember

VILMA CUELLAR STALLINGS
Councilmember



ACTION ITEMS - IMMEDIATE

TYPE OF ASSISTANCE	DELIVERABLES	LEAD	TARGET DATE	NOTES
IN-KIND	Advertise SBDC services on social outlets & city website (encourage businesses to utilize the service and create a demand)	CITY & CHAMBER	ON GOING COMPLETE	Tailor SBDC marketing materials for an aggressive approach. City to work on a general glossy flyer.
IN-KIND	Update City "Business" Page on website (grants, resources, coupons, etc.)	CITY	ON GOING COMPLETE	Page was published on 6/04/2020. Email sent to committee members to share this page.
IN-KIND	Explore advertising businesses on City social outlets (potentially utilizing @shoplocal_paramount)	CITY	COMPLETE	The City is already doing this on @paramount_posts & @shoplocal_paramount Reach out to the Chamber to update the Take-out/Delivery list.
IN-KIND	Communicate with LA County Supervisor for updated, resources, and information in regards to reopening businesses	CITY & CHAMBER	COMPLETE	City co-signed a letter with Cerritos to Janice Hahn to speed the process of reopening businesses.
IN-KIND	Create a forum to share and provide information and resources	CITY	ON GOING COMPLETE	This has been achieved by email. Business Liaison will reach out to media relations point of contact from committee organizations.



ACTION ITEMS - IMMEDIATE

TYPE OF ASSISTANCE	DELIVERABLES	LEAD	TARGET DATE	NOTES
ADVISING	Create a calendar for virtual trainings and recruitment	SELACO	ON GOING – COMPLETE	Worked with SELACO for content to post on the City's social platforms and share information with Chamber
IN-KIND	Discussion on outdoor dining ideas and efforts	CITY	COMPLETE	Alicia Valdez provided an update of La Habra's program at the June 24 BRC meeting.
IN-KIND	SBDC to create a calendar for Webinars (weekly, monthly, bi-monthly) to provide businesses with information and resources.	SBDC	ON GOING - COMPLETE	Published on the Business Page 06/04/2020.
IN-KIND	Recommend businesses to gain membership for the chamber	CHAMBER	ON-GOING COMPLETE	
IN-KIND	Encourage businesses to use consistent and engaging signage to build confidence and reassurance that their facility is following Public Health guidelines (i.e. cleanliness, social distancing, face masks, etc.)	CITY & CHAMBER	7/15/20	Discussed at the June 24 BRC meeting. City will contact SBDC to put on a webinar.
IN-KIND	Regular conference calls for local businesses to gain information on how to be in compliant with updated public health guidelines and regulations	SBDC	ON GOING COMPLETE	June calendar is published on the City Businesses Resource Page.
IN-KIND	Business Welcome Back Banner to be placed on the boulevard	CITY	COMPLETE	Installed in early June.



ACTION ITEMS - INTERMEDIATE

TYPE OF ASSISTANCE	DELIVERABLES	LEAD	TARGET DATE	NOTES
FINANCIAL	Explore co-op shared advertising fund that can possibly be established from the contributions of local businesses	CHAMBER	TBD	Other advertisement ideas: full pages in a popular newspaper, webpage, or social outlets. A potential sub-committee.
FINANCIAL	Guidelines for the Small Grant Program (ETP)	SELACO	COMPLETE	Discussed at the June 24 BRC meeting. Two grants for Retraining and New Hires.
ADVISING	Open office hours are available for local businesses for guidance and assistance provided by the SBDC	SBDC	ON GOING COMPLETE	City working with Chamber to increase demand.
IN-KIND	Create guidelines for outdoor dining option	CITY	COMPLETE	Program implemented. Working with Tripepi Smith to launch campaign.
FINANCIAL	Grants such as CDBG funding may perhaps be offered for commercial beautification or other projects that follow HUD guidelines	CITY	7/13/2020	City working with consultant to finish criteria for relief grant funds.



ACTION ITEMS – LONG - TERM

TYPE OF ASSISTANCE	DELIVERABLES	LEAD	TARGET DATE	NOTES
IN-KIND	Utilize @shoplocal_paramount page for potential advertisement of local businesses	CITY	ON GOING COMPLETE	
IN-KIND	Explore shuttle service that would give residents access to visit their favorite business	CITY	7/31/2020	Will depend on County guidelines for non-essential public transportation.
IN-KIND	Plan a Special Event with Chamber to “Welcome Back” customers	CITY	7/31/2020	



- Temporary program to accommodate physical distancing requirements
- Streamlines requirements and approvals for outdoor dining on sidewalks and parking lots, potentially expanding to streets later.
- Goal: help restaurants to reopen/recover quickly under social distancing





BUSINESS RESOURCES – WEB PAGE



Paramountcity.com/businessresources



BUSINESS RECOVERY EFFORTS

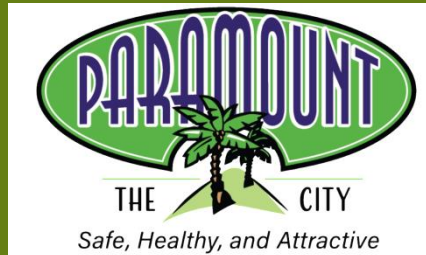


ART IN PUBLIC PLACES

ORDINANCE NO. 1131

ZONING ORDINANCE TEXT AMENDMENT NO. 17

CITY COUNCIL



July 7, 2020

REQUEST

Adopt a Zoning Ordinance Text Amendment (ZOTA) to establish regulations for art in public places on private land citywide

3/20/20 & 6/9/20 – Planning Commission conducted public hearing

6/9/20 – Planning Commission unanimously recommended approval

ART IN PUBLIC PLACES BACKGROUND

- 6/18/19 – the City Council directed staff to conduct research on public art murals
- 11/5/19 – City Council received a preliminary proposal on public art

FOCUS – Freely accessible private property

PURPOSE

- Maintain Paramount's art and culture for generations
- Recognize the vital importance of the arts to the City as a whole
- Make a lasting contribution to the intellectual, emotional and creative life of the community at large, and create a more desirable community to live, work, and recreate



EXAMPLES OF PUBLIC ART IN PARAMOUNT

- Permanent artwork:
 - Sculptures
 - Fountains
 - Carvings
 - Photographs





ART IN PUBLIC PLACES—Mayor Charles R. Weldon applauds his approval of "Sustenance" as Charles Lyons, of Lyons and Lyons Properties, and Jeanie Hooper, Miss Paramount, unveil the sculpture at a recent Industrial Luncheon.

Paramount Initiates Public Art Program

Paramount encourages art where 'people can feel it, sit on it and become part of it.'

By LEE HARRIS, Times Staff Writer



Sculptor Arlene Cartozian with hand tools of her trade, above, and at work on marble block with electric saw.

Armed with a chisel and blacksmith's hammer as well as modern power tools, sculptor Arlene Cartozian is grinding and chipping away in the back room of a machine shop, transforming a three-ton chunk of marble into art.

The three-foot-tall sculpture, tentatively titled "Let the Children," will depict children of various ethnic groups in "natural states, including sleeping, crawling, walking, playing," Cartozian said.

Within nine months, she expects "to give birth to my children," said the Cal State Long Beach art instructor.

"This is hard work, physical and mental," said Cartozian, who is doing the sculpture in connection with Paramount's Art in Public Places program. This is the fourth project Cartozian has done under the city program, which started in May, 1985.

The city encourages developers to contribute to an Art in Public Places fund or commission artists to produce art for the developer's project, said Patrick West, deputy city manager.

There is no requirement, West said, as is the case with some other cities that have ordinances stipulating that developers set aside money to produce or purchase art to be included in a specific project.

The "Children" project was commissioned by religious radio station KGER, which has transmission towers in Paramount although its studios are in Long Beach, West said.

The radio station wanted to increase the height of one of its two towers and agreed to participate in the arts program by commissioning a work by a local artist, West said.

The finished sculpture is expected to be placed on the property of the Evangelical Free Church of Paramount, which broadcasts religious programs over KGER, West said.

Cartozian, whose name was given to KGER by the city, said she received a \$20,000 commission for the KGER sculpture.

"The city is familiar with my work," said Cartozian, 46, who lives in Downey with her husband Fred, a banker, and two sons, Craig, 11, and Kirk, 13.

"Children" is her fourth project for the city program, each was commissioned for about \$20,000.

Cartozian was asked to do her previous three works for the city's art project by businessmen Charles Lyons Jr. and his son, Chuck Lyons III, of Lyons & Lyons Properties. The company develops industrial and office properties.

"I was aware of the City of Brea's art in public places program. Brea is a pioneer in this type of program. I thought such a program

Public Art Development Fee

Established July 1, 1993



PROPOSED REGULATIONS

- Artwork shall be displayed in an area that is open and freely accessible to the public at least 10 hours each day
- The artwork shall be related in terms of scale, material, form, and content to immediate and adjacent buildings and landscaping to complement the site and surrounding environment
- The artwork shall be designed and constructed or predominantly guided by a person experienced in the production of such artwork
- Proposed ordinance also allows for temporary artistic events and installations.

GOALS

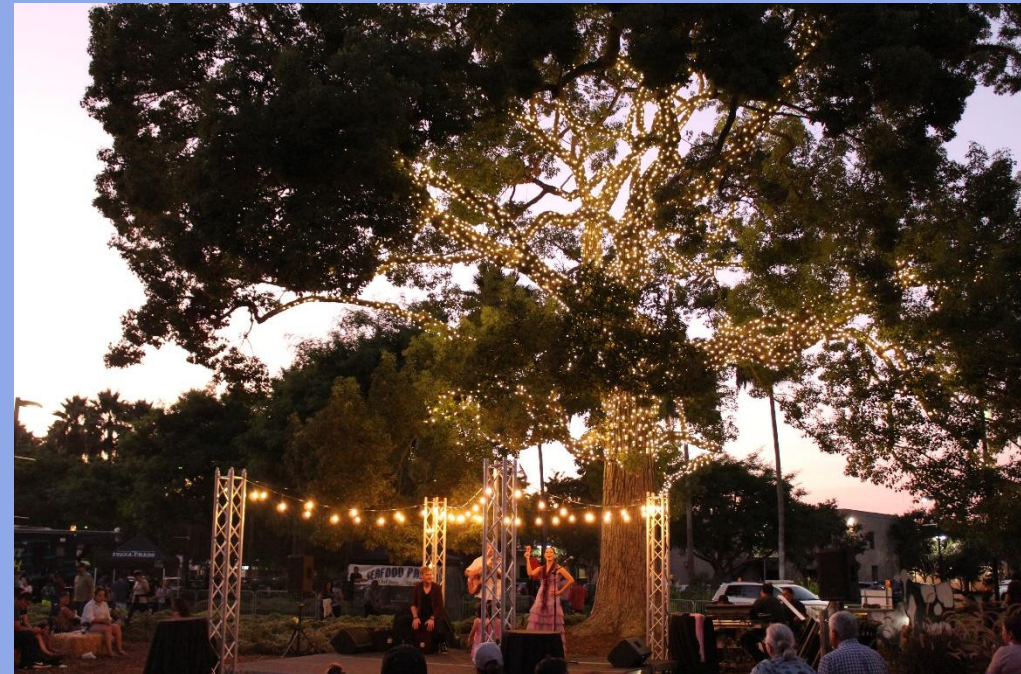
- Avoid being too restrictive
- Be inclusive
- Promote community participation
- **Welcome** community-based art in freely accessible places with guidance from an artist or artists experienced in a given medium



Behind the Heights
(Program in Lincoln Heights neighborhood in Los Angeles)

EXAMPLES OF PUBLIC ART

- Temporary installations and/or creative place making
- The creative use of land for place making performances or installations
 - Must be documented
- Permanent art, such as a sculpture, would be reviewed and approved by the Development Review Board.



MURAL PROGRAMMING

- Recommendation – Planning Commission recommended to the City Council to direct staff to prepare a mural promotion program.
- Such an effort will rely on the skills and staffing of multiple City departments for promotions, graphics, communications, and other areas, and the support and participation of the Paramount community-at-large will be welcomed. Site locations can be identified, artists contacted, and new artists encouraged.

MURALS



Artist: Jonas Never



Artist: Man One



Artists: Behind the Heights

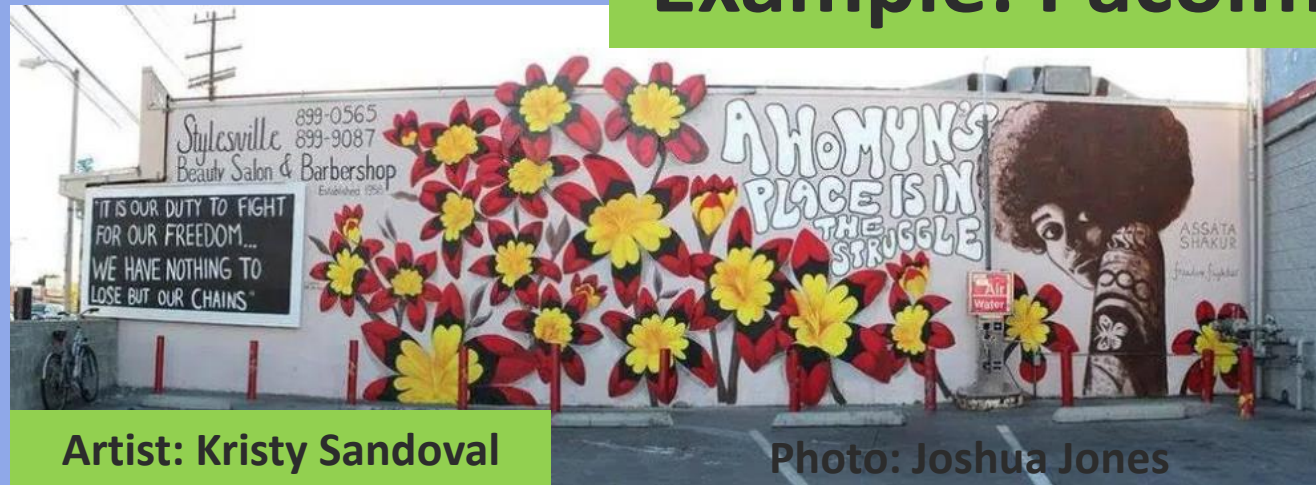


Artist: Mer Young



Artist: Sergio Robledo

Example: Pacoima Mural Mile



Artist: Kristy Sandoval

Photo: Joshua Jones



Artist: Juan Pablo Reyes



Artist: Levi Ponce



Artist: Levi Ponce

ARTWORK NOT TO BE PERMITTED

- Artwork that is inconsistent with the general peace, health, safety, and general welfare
- Expressions of obvious bad taste, obscenity, hate speech, or profanity, which would likely be offensive to the general public, are unacceptable



ARTWORK NOT TO BE PERMITTED

- Art objects that are mass produced from a standard design. However, limited productions may be considered with specific restrictions through the Development Review Board
- Any artwork that directly promotes a business or service





RECOMMENDED ACTION

Adopt Ordinance No. 1131

Zone Ordinance Text Amendment No. 17

Direct staff to promptly prepare mural promotion program for implementation when ordinance becomes effective



ART IN PUBLIC PLACES

ORDINANCE NO. 1131

ZONING ORDINANCE TEXT AMENDMENT NO. 17

CITY COUNCIL



July 7, 2020



CITY COUNCIL MEETING

July 7, 2020



PEGGY LEMONS
Mayor



BRENDA OLMOS
Vice Mayor



ISABEL AGUAYO
Councilmember



LAURIE GUILLEN
Councilmember



VILMA CUELLAR STALLINGS
Councilmember


**Agenda Item No. 8:
Public Hearing – Assessment of Charges for
Delinquent Refuse Collection**

VIA REMOTE LIVE WEBCAST

Award of Contract
Arterial Street Resurfacing
CIP 9030

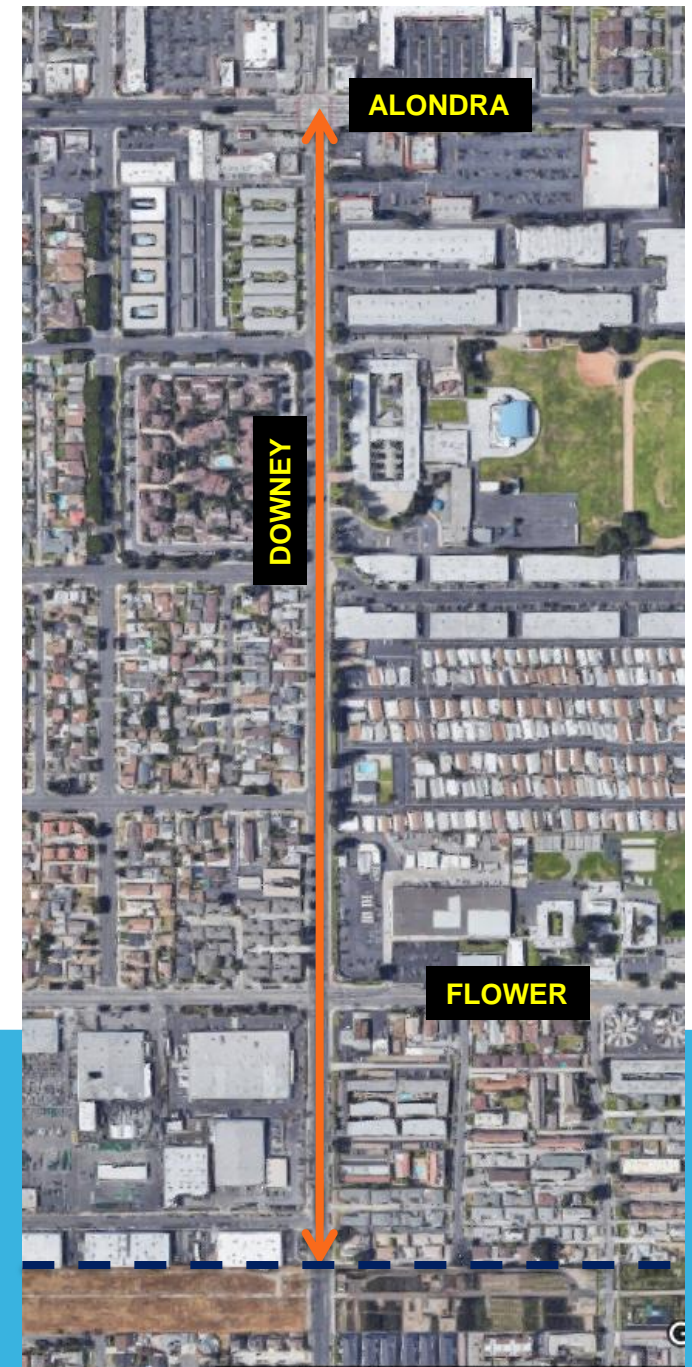
City Council
July 7, 2020

ARTERIAL STREET RESURFACING – CIP 9030

- Bid opening – June 9, 2020
 - Palp, Inc. - \$1,512,338
 - Budgeted Construction Amount - \$1,590,000
 - The project will be funded with transportation funds.
- 

ARTERIAL STREET RESURFACING FY 21

- Alondra Boulevard
- Downey Avenue



ARTERIAL STREET RESURFACING FY 21


SPOT PAVING ON:

- Rosecrans Avenue
- Somerset Boulevard



RECOMMENDED ACTION

It is recommended that the City Council approve the plans and specifications, award the contract for construction of the arterial street resurfacing improvements to Palp, Inc. in the amount of \$1,512,338 , and authorize the Mayor to execute the agreement.



**Award of Contract
Arterial Street Resurfacing
CIP 9030**

**City Council
July 7, 2020**



CITY COUNCIL MEETING

July 7, 2020



PEGGY LEMONS
Mayor



BRENDA OLMOS
Vice Mayor



ISABEL AGUAYO
Councilmember



LAURIE GUILLEN
Councilmember



VILMA CUELLAR STALLINGS
Councilmember

**Agenda Item No. 10 – Authorization to Execute the Exchange
Agreement & Assignment of Federal Surface
Transportation**

VIA REMOTE LIVE WEBCAST



CITY COUNCIL MEETING

July 7, 2020



PEGGY LEMONS
Mayor



BRENDA OLMOS
Vice Mayor



ISABEL AGUAYO
Councilmember



LAURIE GUILLEN
Councilmember



VILMA CUELLAR STALLINGS
Councilmember

**Agenda Item No. 11 – Resolution No. 20:024
Amending the Fiscal Year 2020 &
Fiscal Year 2021 Budget**

VIA REMOTE LIVE WEBCAST



CITY COUNCIL MEETING

July 7, 2020



PEGGY LEMONS
Mayor



BRENDA OLMOS
Vice Mayor



ISABEL AGUAYO
Councilmember



LAURIE GUILLEN
Councilmember



VILMA CUELLAR STALLINGS
Councilmember

Comments / Committee Reports

VIA REMOTE LIVE WEBCAST