

CITY OF LOS ANGELES

CALIFORNIA



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EL PUEBLO DE LOS ANGELES HISTORICAL MONUMENT

ARTURO CHAVEZ
General Manager

125 PASEO DE LA PLAZA, SUITE 300
LOS ANGELES, CA 90012

TEL: (213) 485-6855

January 3, 2024

To: Los Angeles City Council
200 N Main St
Los Angeles CA 90012

From: Arturo Chavez, General Manager *Arturo Chavez 1/3/24*
El Pueblo de Los Angeles Historical Monument

Subject: Request to approve a Transfer of Interest for Olvera Street Space E-19.

The Board of El Pueblo de Los Angeles Historical Monument Authority (El Pueblo) Commissioners ("Commission") respectfully requests approval of the proposed Transfer of Interest for Olvera Street Space E-19 (Contract No. 1139328), from Mary T. Linares to Olvera St. Merchant Lourdes Vasquez, ("Assignee") pursuant to Article 12, Section 12.1.1.2 of the Concession Agreements as detailed in the attached report. The attached board report (No.23-0004) was approved by the Commission (Commission meeting minutes are attached) on April 13, 2023. The Board report provides background on this request.

Recommendation

The Board of El Pueblo de Los Angeles Historical Monument Authority Commissioners respectfully requests that the City Council approve the transfer of interest and authorize the General Manager of El Pueblo, with the assistance of the City Attorney's office, to execute an amendment to the Concession Agreements to effectuate the transfer in accordance with the attached report.

Fiscal Impact Statement



The approval of the Transfer of Interest will result in continued department rental revenue as follows:

Space E-19: \$1246 per month: \$14,953.56 annually.

Attachments-Article 12. 1 Transfer of Interest

Commission Report 23-0004

Commission Meeting minutes April 13, 2023

cc: Josh Templet, City Attorney

Liliana Perez, El Pueblo Commission President

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COMMISSION MINUTES

Thursday, April 13, 2023

2:00 p.m.

**Members of the public who wish to speak to the Commission during the meeting must submit a "Request to Speak" form to the Board Secretary prior to the commencement of the public comments for each agenda item of interest. Comments by the public on matters not identified on the agenda, but within the subject matter jurisdiction of the Commission will be heard during the item designated as "Public Comments Period." The length of public speaking time is two minutes, unless the presiding officer grants some other amount of time.*

**As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services and activities.*

Sign Language Interpreters, Communication Access Real-Time Transcription (CART), Assistive Listening Devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability, you are advised to make your request at least 72 hours prior to the meeting you wish to attend. Due to difficulties in securing Sign Language Interpreters, five or more business days notice is strongly recommended. For additional information, please contact: Property Management, (213) 485-9777 – voice and TTY.

The Meeting called to order at: 2:04 PM by President **Wirfs**. Commissioners present: **Cardenas, Marez, Núñez, Quon, Thomas**. Also present: Assistant General Manager Edgar Garcia, El Pueblo Staff Ashley Mora, and Deputy City Attorney Joshua Templet. Commissioner Alarcon, Garcia, and General Manager Arturo Chavez were absent.

A quorum was established.

Commissioner Wirfs announced that General Public Comment would remain at the beginning of the meeting, but that agenda item comments would be taken at each item.

Edward Flores, Veronica Jauregui, Matt Sedillo, Rosario Calatayud-Serna and Jim Jang provided General Public Comment.

There was no update from City Council District 14.

There was no update from the Neighborhood Council.

Item 1: General Manager's Report

Edward Flores provided a comment for Item 1.

Mr. Garcia presented the General Manager's Report. Mr. Garcia discussed a City Council discussion regarding a Merchant Rent Repayment Plan. He noted that approximately 7,000 visitors passed through the Avila Adobe during March 2023.

Item 2: Commission Committee Reports

There was no update from the Branding and Marketing Committee.

Commissioner Marez provided an update for the Merchants Committee. He noted that a meeting would be scheduled prior to the subsequent Commission meeting.

Commissioner Núñez provided an update for the Mexican-American/ Latino Historical Monument Ad Hoc Committee. She noted that the presentation to the El Pueblo Park Association has been rescheduled until to May 10, 2023. Ms. Mora shared an action plan for the Mexican-American/ Latino Historical Monument Ad Hoc committee with the commission and Commissioner Núñez requested feedback and that the plan be added to a future meeting agenda for discussion. Commissioner Wirfs clarified that no vote would be needed on the action plan if there was to be no action by the commission. Commissioner Wirfs also noted that when Commissioner Núñez is ready and the action plan is agendized, it will be required to be made available to the general public. Commissioner Núñez requested that the committee meet on April 27, 2023 to discuss plans for a temporary art installation featuring the work of Ken Gonzales-Day.

Edward Flores provided a comment for Item 2.

Item 3.1: Approval of the Minutes of 03-23-23

Commissioner Núñez amended the minutes to correct “master plan” to “action plan.” Commissioner Núñez moved to approve the Minutes of 03-23-23 as amended.

Vote on Item 3.1: Cardenas, Y; Marez, Y; Núñez, Y; Quon, Y; Thomas; Y. Wirfs, Y. The motion carried.

Item 3.2: 1871 Memorial Update

Mr. Garcia gave a brief update on the 1871 Memorial. He noted that a 6-hour meeting and discussion was held by the Department of Cultural Affairs (DCA). He stated that DCA will make an announcement soon on the findings and the Department will report back. Mr. Garcia continued to confirm that some individuals will be looking to form a non-profit for the 1871 Memorial and that previous incarnations of the Commission had set standards for memorials to be placed at the Monument.

Item 3.3 Board Report 23-0004 Request for Authority to Execute a Transfer of Interest for Olvera Street Space E-19 to Olvera Street Merchant Lourdes Vasquez

Mary Theresa Linarez shared that it was bittersweet. Her family originated the business over 70 years prior. She spoke to the pride she has had being a part of the Olvera Street Merchants. For the last 15 years, Lourdes Vasquez and her husband have been in charge of the business, continuing Ms. Linarez's family's legacy. She noted that while her daughters are on the contract, they do not have an interest in running the business at this time. Ms. Linarez is looking forward to being retired as a full-time grandmother. Commissioner Núñez thanked Ms. Linarez for sharing her family's story and for her support of her daughters choosing to find their own paths. Commissioner Wirfs thanked Ms. Linarez for sharing her dream with Ms. Vasquez. Ms. Vasquez shared that she has been on Olvera Street for 33 years, beginning at Olveritas with her mother. She said she was happy and honored to become an official member of the Olvera Street Merchants. Commissioner Núñez and Commissioner Cardenas congratulated her and thanked her. Commissioner Marez thanked both women for their dedication to Olvera Street.

Commissioner Marez moved to approve the Request for Authority to Execute a Transfer of Interest for Olvera Street Space E-19 to Olvera Street Merchant Lourdes Vasquez.

Vote on Item 3.3: Cardenas, Y; Marez, Y; Núñez, Y; Quon, Y; Thomas; Y. Wirfs, Y. The motion carried.



Item 4: Commission Business

Commissioner Wirfs announced that former Commissioner Ibarra had sent a letter of resignation effective Monday, April 3, 2023.

Commissioner Marez thanked the new leadership of the Mexican Cultural Institute (MCI). He hoped to address Mr. Frank Romero's family. He expressed that he felt MCI was a valuable organization to have at El Pueblo. Commissioner Wirfs noted that this would be listed as a request for report from staff for a future agenda. Commissioner Quon asked for clarification on the history between El Pueblo and MCI.

Commissioner Quon inquired about the security meeting and suggested that Merchants should bring forward past practices that were effective. She suggested a possible survey or questionnaire in hopes of generating more business for Merchants. Commissioner Marez suggested that Commissioner Quon join the Merchants Committee.

Mr. Garcia noted that there would be an update soon on the future landscaping around the monument.

President Wirfs adjourned the meeting at 3:14 PM.

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MEETING AGENDA

BOARD OF EL PUEBLO DE LOS ANGELES HISTORICAL MONUMENT AUTHORITY COMMISSIONERS

Thursday, April 13, 2023
2:00 p.m.

Biscailuz Building Gallery
125 Paseo de La Plaza
BASEMENT

NOTICE

Members of the public who wish to comment on an agenda item may speak for up to one minute per item. Members of the public who wish to comment on matters not listed on the agenda and under the jurisdiction of the Commission may offer up to two minutes of general public comment.

The Neighborhood Council representative may provide the Neighborhood Council's formal position (a Community Impact Statement filed with the City Clerk or a written Resolution) regarding any matter listed on the agenda during the Neighborhood Council Comments portion of the agenda (Los Angeles Administrative Code Section 22.819).

AGENDA

WELCOMING REMARKS – Call to order and introductions

ESTABLISHMENT OF QUORUM

GENERAL PUBLIC COMMENT

CITY COUNCIL DISTRICT 14 REPORT

NEIGHBORHOOD COUNCIL REPORT

1. GENERAL MANAGER'S REPORT

- Operations 2022-23
- Security Update
- Request for Proposals
- Visitorship

2. COMMISSION COMMITTEE REPORTS

- Branding and Marketing Committee
- Merchant Committee
- Mexican-American/ Latino Historical Monument Ad Hoc Committee

3. DISCUSSION AND POSSIBLE ACTION ITEMS

3.1 Approval of the El Pueblo Commission Meeting Minutes from March 23, 2023.

3.2 1871 Memorial Update.

3.3 Board Report 23-0004 Request for Authority to Execute a Transfer of Interest for Olvera Street Space E-19 to Olvera Street Merchant Lourdes Vasquez

4. COMMISSION BUSINESS

Comments from Commissioners on Matters within the Commission's Jurisdiction and Requests by Commissioners to Schedule Specific Future Agenda Items.

ADJOURNMENT

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NOTICE TO PAID REPRESENTATIVES – If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code 48.01 et seq. More information is available at

ethics.lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 978-1960 or ethics.commission@lacity.org.

MISSION STATEMENT

El Pueblo de Los Angeles Historical Monument promotes, safeguards, and preserves the City's birthplace and culturally diverse heritage through the effective management of its commercial and historical resources and events.

Scheduled Meetings: 4/27/23; 5/11/23; 5/25/23; 6/8/23