



Report to the People

COMCATS
NEEDED PAGE 7

Where Quality Service
Is Our Tradition

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www.ci.commerce.ca.us

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The City is opposing Governor Brown's plan to take away Redevelopment funds. Cities use these funds to bring projects like the Citadel Retail Outlets to fruition, which create jobs and generate revenue for the community.

CITY COUNCIL ACTS TO PROTECT RDA FUNDS

The Commerce City Council has signaled its intent to protect community jobs, affordable housing and local economic activity by formally opposing Gov. Brown's budget plan.

On Jan. 10, the governor announced his proposed state budget plan which included a proposal to dismantle redevelopment agencies.

Redevelopment activities support 304,000 jobs annually, including 170,600 construction jobs; contribute more than \$40 billion annually to California's economy in the generation of goods and services; and generate more than \$2 billion in state and local taxes in a typical year, according to the California Re-

development Association (CRA), an opponent of the plan.

The CRA noted that redevelopment is the second largest funder of affordable housing in the state. More than 98,000 units of affordable housing have been constructed or rehabilitated since 1993.

Eliminating redevelopment will take away one of the few tools Commerce and local governments have to regenerate urban development, improve streets, create affordable housing and increase employment. Twenty percent of the property taxes generated from these activities are dedicated to affordable housing.

The City Council is also joining the League of California Cities' campaign to oppose the action.

In a show of solidarity with the League and the CRA, the City Council authorized staff to send a letter to the governor and California legislators explaining how the decision will negatively impact local economic activity, eliminate jobs and hurt affordable housing.

The letter also argues that the action offers no real solutions for the state budget because it provides a one-time state benefit with no future savings.

Additionally, the letter reminds the governor and legislature that

See **RDA Funds** page 8

READ IT NOW: COMMERCE 2010 YEAR END REPORT

For residents and members of the public who want an overview of what the City accomplished last year it's all in the City of Commerce 2010 Year End Report.

The report is full of information on the City's operations and finances and includes a 3-year budget overview detailing cuts in spending made over the last two years to balance the City's budget while maintaining a high level of programs and services.

In addition to highlights and budget information, the 2010 Year End Report also provides information on upcoming projects like the Urban Entertainment Center and the Washington Boulevard Concrete Reconstruction Project and the Safe Route to School Program.

Included within the pages of the report are also a number of colorful photos that highlight some of the City's most popular programs, services and accomplishments.



The new Nike Outlet opened in 2010 along with 35 other stores as part of Phase III of the Citadel Expansion.

DEL TACO TEAMS WITH EBDC TO HIRE LOCALLY



Commerce Del Taco co-owner Austin Berry interviews a potential candidate.

"Being given the opportunity to bring a new Del Taco to Commerce we were adamant about standing behind this community and hiring locally," said Austin "Chuck" Berry, one of the family owners of the new Del Taco, which opened on Washington Boulevard in February.

Berry and his nephew Ryan Vanderwheel, also a co-owner,

credit the Commerce Employment Business and Development Center (EBDC) with helping them with the fast, efficient and effective recruitment effort that resulted in Del Taco interviewing over 100 people and hiring between 45 and 50 people to get Del Taco off to a solidly staffed start.

"The EBDC is excellent! I've never seen or heard of any

City having a program like this. From the time we sat down with City staff it only took two weeks to coordinate the effort," said Vanderwheel.

Why hire locally? "It's important for us to give young people a productive way to spend their time in a way that will benefit them. In addition, hiring locally will help bring in

See **Del Taco** page 8

This report makes it easy to find out what's happening in Commerce and what to expect in the coming years.

The 2010 City of Commerce Year End Report is posted on the City's website at www.ci.commerce.ca.us and available from the Commerce Public Library. To request a copy for your household, please call the Public Information Office at (323) 887-4453.

On behalf of the City Council, and the Commerce community, congratulations to Miss Commerce 2011 and the Royal Court. They, along with the 2011 Young Man of the Year, represent our City's future. Although we can't feature photos of the pageant until April, this month's edition of the Report to the People is dedicated in their honor. For everyone who was unable to attend the event, the pageant is currently airing on Commerce cable channel 3 and on the City website at www.ci.commerce.ca.us. The program times are listed in the cable schedule on page 5.

The debate over Governor Brown's proposal to balance California's budget is getting national attention. In hopes of closing the State's budget deficit of \$25 billion, he has proposed eliminating redevelopment. The Commerce City Council has opposed his plan and joined forces with cities and redevelopment agencies statewide to keep these funds local.

Redevelopment is not without its problems. The case will be made that it is being mismanaged. But for us, and for cities like us, it has been an important part of our success. Redevelopment has made it possible for Commerce to effectively engineer the transition of the City's oldest industrial sites to clean, modern commercial and retail centers. It has funded housing for low and moderate income homeowners. It has been used to improve our streets and build public facilities for the community. It is the last locally controlled economic development tool that cities have to regenerate and improve their own conditions.

The Citadel Outlet Center, with its landmark wall surrounding the property, symbolizes the responsible application of the redevelopment process: a contaminated, obsolete factory that was redeveloped into a regional destination. We cleaned up the contamination in the ground, preserved the signature architectural prominence of the factory's facade, created hundreds of entry level jobs for young people from the surrounding communities and catalyzed major private investment in an area that was characterized by a dismal lack of retail investment creating a popular tourist destination and a vibrant regional shopping attraction. None of it would have been possible had the Commerce City Council not stepped up and purchased the site and pursued its commercial reuse.

The Governor needs to address the budget crisis, but not by sacrificing the public-private partnerships that have revitalized many cities and towns throughout the State. Local government officials want to work with the Governor to honestly balance the budget without resorting to the State taking tax increment from redevelopment agencies. We admire Governor Brown's wisdom and his willingness to make difficult decisions; now it is time to address State spending. Redevelopment works. Let's work to fix what's broken.

Later this month, the Commerce library will host a celebration honoring civil rights leader and United Farm Workers founder Cesar Chavez. Come learn more about an American hero and humanitarian who brought hope and positive change to the poor and disenfranchised.

I want to also take a moment to commend our city employees and retirees who will be honored this month for their service to the community during our annual employee service awards. Some of our employees are being recognized for 20, 30 and 40 years of service. Commerce is an excellent place to work and their efforts have helped keep it that way.

Have a great month and remember to vote March 8.

Sincerely,
Jorge Rifa



MUNICIPAL NOTES

PENALTIES FOR SKATEBOARDING, BICYCLING ON CITY PREMISES

"Keep Our Parks Safe"



BICYCLING, SKATEBOARDING, ROLLER SKATING, ROLLERBLADING OR SIMILAR ACTIVITY IS PROHIBITED IN CITY PARKS BY COMMERCE MUNICIPAL CODE CHAPTER 9.50 SECTIONS 9.06.020 (2) AND 9.06.021 (4)

VIOLATORS MAY BE SUBJECT TO FINES OR CRIMINAL PROSECUTION AS PROVIDED BY LAW.

Due to an increase in unauthorized bicycling, skateboarding, scooter riding, skating, and similar activities in and around City facilities, the City Council has revised the bicycling/skateboard ordinance.

The changes, which went into effect in February, were made to reduce health and safety risks individuals participating in these activities pose to themselves, as well as to other park and facility patrons that utilize the park throughout the day, including preschoolers, organized sports participants, seniors, program partic-

ipants and civic organizations.

The revisions establish fines for first and second time violations at \$125 and \$250 respectively. Despite having an existing ordinance, violators ignored the City staff's warnings and advisements to curb their activities.

In addition to the fines, the Departments of Parks and Recreation and Community Development are doing two things to assist with the implementation of the revised ordinance. The first is to establish an informational campaign to educate the community on the dangers of unauthorized bicycling, skateboarding and similar activities at City parks and facilities.

The second part will be to assist parents of first time violators by giving them an option of paying a \$125 fine or alternatively paying a nominal fee to attend a diversion program similar to traffic school.

Parents are asked to discuss this issue with their children and to encourage safe activities at City parks and facilities to protect the health and safety of the public.

COUNCIL ACTIONS

Regular Meeting of January 4

- Approved a design change of decals used on Sheriff's Department vehicles assigned to the City. Amended the City's Personnel Classification and Compensation Plan to include code enforcement officer 1 and the bus operator 1 positions.
- Approved a fifth amendment to extend the terms of the Interstate 5 Consortium Cities Joint Powers Agreement until Nov. 2015.
- Approved a request from the Commerce Casino to use the property on Tubeway for valet parking during the L.A. Poker Classic Tournament.
- Approved a recommendation to adopt the 2010-2014 Five-Year Implementation Plans for Project Areas 1, 2, 3, and 4.
- Discussed Council seat left vacant by Hugo Argumedo. The Council voted to leave the seat vacant to be filled in the upcoming March 8, 2011 General Municipal Election.
- Directed staff to send out a letter to inform the community regarding the circumstances relative to the resignation of Hugo Argumedo from the City Council. Amended Resolution No. 97-15 granting the Council authority to remove, replace or confirm commissioners and committee members appointed by a council member who resigns, vacates or forfeits their Council seat before the expiration of their term.
- Approved a facility request to allow the Industrial Council and the City of Hope to host a blood drive in the Rosewood Park meeting room in January.
- Appointed Leonard Mendoza to the I-710 Committee.
- Adjourned in memory of Alicia Marquez, sister of City employee Adolfo Marquez and in memory of Commerce resident Samuel Duarte, father of City employee Samuel Duarte, Jr.

Regular Meeting of January 18

- Approved the 2011 renewal applications for the following civic and service organizations: Commerce Aquatics Booster Club, Commerce Sister City Association, Commerce Social Club, First Baptist Church of Commerce, First Baptist Church of Commerce – Spanish Department, New Life Family Church, Women's Club of Commerce and Cub Scout Pack #473.
- Adopted a resolution approving the annual financial status and financial statement of the Commerce Community Development Commission.
- Approved a sixth amendment to a consulting agreement for construction close-out activities with Glad-

stein, Neandross and Associates for the LCNG fueling station.

- Approved the first amendment to a professional services agreement with Clean Energy for the LCNG fueling station, which requires Clean Energy to add the Commerce Refuse to Energy Authority as an additional insured.
- Approved a resolution awarding a services agreement to Dimensions Unlimited, Inc. to prepare the City of Commerce's Hazardous Mitigation Plan.
- Approved a resolution adopting the Investment Policy for Commerce Community Development Commission Funds.
- Received a report on the City's audit firm Mayor Hoffmann McCann.
- Received and filed a report on recent news reports about travel expenses incurred by elected board members of the Central Basin Municipal Water District.
- Received and filed a report on the activities and service provided by each City department.
- Received and filed a report on the operational aspects of the LNG/CNG Fueling Station.
- Approved a request by AMVAC Chemical Corporation to install concrete barriers and speed cushions on the public right-of-way adjacent to the corporation's property on Washington Boulevard.
- Approved a motion to not consider an ordinance revising the municipal code regulating salary increases for council members.
- Received and filed a report on the coordination of a League of California Cities campaign opposing the State budget action.
- Adjourned in memory of Eric Munoz, nephew of retired City employee Corinne Ledesma.

Report to the People

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Please call (323) 887-4453 or (323) 887-4447 or visit us online at www.ci.commerce.ca.us.

Natural Gas Station Benefitting City

■ CNG STATION IS REDUCING EMISSIONS AND GENERATING REVENUE

The City's new Compressed Natural Gas/Liquefied Natural (CNG/LNG) Gas Fueling Station is improving air quality, reducing fuel costs, and generating revenue.

"When you talk about a positive project this one is a model. It was fully funded by grants and other revenue sources, is generating significant savings and is having a positive environmental impact," said Interim Director of Transportation Claude McFerguson.

The CNG/LNG Station, which is operated for the City by Clean Energy Fuels, serves the City's Transportation department, private businesses and the general public, which helps to further reduce emissions regionally and generate additional revenue.

Since opening the station, the Transportation Department has saved about \$20,000 on fuel (the City gets a discount from Clean Energy Fuels as the station owner) and McFerguson expects to save approximately \$80,000 annually.

On the revenue side, the City has earned approximately \$18,000 by selling fuel to businesses and the public. McFerguson noted that the station also has numerous safety components in place including six sensors located throughout the facility and multiple automated and manual backup safety systems. In addition, the City has provided education and outreach to nearby businesses, as well as providing operations and maintenance training to key City and LA County Fire Department personnel.

The project received 57% of its construction costs from the Federal Transit Administration, 18% from Caltrans, 11% from the California Air Resources Board, 8% from the Public Transportation Modernization Im-

provement Funds and 5% from the Transportation Development Act Funds. It cost \$3.3 million.

From a regional perspective, the City's natural gas buses and vehicles, as well as LNG trucks used commercially to transport goods to and from the Ports of Long Beach and Los Angeles, reduce air pollution by as much as 90% when compared to the emissions from old diesel buses.

Globally, the use of alternative fuels helps reduce green house gas emissions and reduce the world's need for oil.

In addition to its regional importance, the station is an addition to the Interstate Clean Transportation Corridor. The ICTC is said to be the nation's most successful planned clean fuel corridor dedicated to expanding the use of alternative fuels like LNG used to power heavy-duty tractor trailers. Supporters of the corridor hope to expand the network to provide the necessary support LNG trucks will need traveling throughout California and into Reno, Las Vegas, Utah and Phoenix.

Encouraged by the success of the station, McFerguson is now working to identify funding sources for additional storage cylinders and a back up pump to improve the station's functionality.

The station is located in an industrialized region of the City at the intersections of Interstate 5 and the I-710 freeway. It is open to the public 24 hours a day, 7 days a week. The address of the station is 5940 Sheila Street.

Council Questions Auditor

■ CITY AUDITOR RESPONDS TO CRITICISM OF THEIR WORK IN BELL

In the wake of a publicly criticized audit performed for the scandal plagued City of Bell by the City of Commerce's auditing firm Meyer Hoffman McCann (MHM), the City Council called upon MHM staff to respond to issues arising from the Bell audit, as well as any potential impacts on the City of Commerce based on these occurrences.

In response to these issues, MHM Representative Jennifer Farr attended the January 18 City Council Meeting and reported that MHM has hired Harold Monk, Chairman of the Auditing Standards Board to conduct a peer review of their auditing practices. According to Farr, this peer review process will look at all of MHM's California audits, which includes approximately 50 cities, not just the audit conducted in the City of Bell.

"Meyer Hoffman McCann strongly believes that the conclusions that were reached by the State Controller's report are not particularly supported by the findings that are in the report. We were engaged to perform a financial statement audit, not a fraud audit. The purpose of a

financial statement audit is to determine whether or not the financial statements are materially misstated. And the financial statements for the City of Bell were not materially misstated and the State Controller's report in fact, does not point out that the financial statements were materially misstated." said Farr.

Commerce is currently in the final year of a five-year contract with MHM and they are currently finishing up the audit of the City's financial statements for Fiscal Year 2009/2010.

According to City Officials, the City will be sending out a new request for proposal for auditing services for the Fiscal Year ending June 30, 2011. When RTTP went to press Commerce City Officials were awaiting the completion of MHM's peer review before considering potential action.

MHM's presence at the meeting was in response to the City Council's previous decision to review the situation after news reports surfaced that criticized MHM's performance in the City of Bell.

AMVAC Chemical Upgrades Security

■ PROTECTIVE BARRIERS AND SPEED CUSHIONS INSTALLED

To improve security at their plant, AMVAC Chemical Corporation will be installing concrete barriers and speed cushions along the perimeter of their property. Funded by AMVAC with help from a Department of Homeland Security grant, AMVAC plans to install a total of 48 barriers; 41 along their Northern perimeter and seven along their Eastern perimeter.

The speed breakers/bumps will be placed on opposite sides of the street so as not to impede the normal plant traffic, but to slow down and divert any potential threats of vehicle borne improvised explosive devices.

The placement of the 24" wide x 36" high x 96" long barriers will not block the existing sidewalk or block pedestrians. The barriers will be an adobe taupe color and will have a ridged or split face surface that is graffiti resistant.

AMVAC will cover all costs for installation and maintenance and in the event the City requires the barriers to be removed AMVAC will do so at its own expense. The barriers were required by the Federal Department of Homeland Security.



CITY OF COMMERCE ENVIRONMENTAL SERVICES

Commerce Catch Basin Screen Project - Is here! City Helps Keep LA River Clean

Commerce is doing its part to eliminate trash in the Los Angeles River. To comply with State law, Commerce installed screens inside all its catch basins this past December and January. The basins will keep trash from entering the ocean. It's part of a 16-City project paid for by Federal Stimulus Funds. Commerce received approximately \$660,000 of the \$10 million grant.

Federal funding allowed some catch basins to have screens installed across the face of the curb opening, though not required by State law.

Before the screens were installed, all trash that entered the storm drains led directly to the ocean in Long Beach.

Please do your part to keep clean up the Los Angeles River.

- Do not litter.
- Place all trash and cigarette butts in trash containers.
- Pick up pet waste.

Never dump any items including liquids into the catch basins. It's against the law.

Call 1-888-CLEAN-LA for FREE and safe household hazardous waste disposal.

THE DRAIN IS JUST FOR RAIN

Commerce Scholarships Available On-line

Commerce residents who are currently enrolled in college or who will be attending college this fall are invited to apply for a 2011 Commerce Scholarship. Applications are available online only via the Commerce Library's website at www.cocpl.org or the City's website www.ci.commerce.ca.us.

To be eligible, an applicant must meet the following criteria:

- Be a current resident of the City of Commerce for at least one year.
- Carry 12 or more units (full-time status).
- Provide proof of college or university acceptance and establish financial need.
- Have an overall grade of 2.0 if attending a junior college, or 2.5 if attending a university or four-year college.
- Be available for an oral interview.
- Submit the application packet by the deadline.

Applicants are scored on their application and interview. An unbiased panel from the City of Commerce business community and networking agencies score both the verbal presentations and written applications.

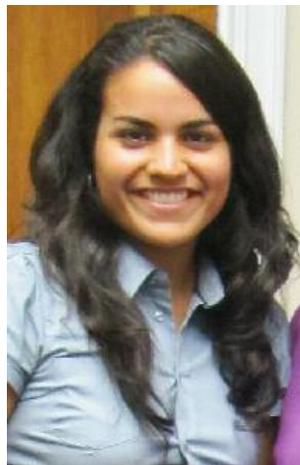
Application forms and documents must be received at the Commerce Public Library or Commerce Literacy Center by 5 p.m., Friday, May 6. No exceptions. Early submissions are encouraged.

For more information, call Scholarship Coordinator Beatriz Sarmiento at www.cocpl.org.

The Scholarship Awards Dinner will be held at the Crowne Plaza on July 28, 2011.

Commerce Scholar and Role Model

The Future is Bright for Commerce Resident Rocio Rodarte



Commerce resident Rocio Rodarte is set to graduate from Brown University this Spring.

While many young Commerce residents spent their summer vacationing, working or going to summer school 20-year-old Rocio Rodarte spent her summer on Capitol Hill in Washington D.C. as an intern for Congresswoman Lucille Roybal-Allard who represents the 34th Congressional District, which includes the City of Commerce.

"Internships in congressional offices provide a unique opportunity for young people to learn first-hand about public service and how our government operates," Congresswoman Lucille Roybal-Allard said. "I am very proud of Rocio. She is among the many bright students with leadership potential from our community and state who will hopefully take what they've learned as part of this program and return home more knowledgeable about the process and better prepared to one day serve their communities and make a difference."

Currently a senior at Brown University, Rodarte was one of just 30 students nationwide who participated in the competitive Congressional Hispanic Caucus Institute (CHCI) summer internship program. Report to the People recently had an opportunity to talk with Rodarte about her experience as an intern and what it's like to go to school at a prestigious Ivy League university. Below is the interview:

1. You've attended Bell Gardens High School, you're a lifetime member of the National Society of High School Scholars, a Who's Who Among American High School Students scholar, and a College Board Advanced Placement Scholar with Honors. You graduated as Salutatorian and are a recipient of the Gates Millennium Scholarship. What's your secret?

From an early age, my family played an important role in advocating the values of responsibility, discipline, and perseverance. The fact that I love to learn only made it easier for me to challenge myself academically. Most importantly, I've always believed in stepping out of my comfort zone and taking risks. My experience with the Johns Hopkins Center for Talented Youth Summer Enrichment Program enlightened my academic experience and encouraged me to strive towards bigger and better things. Furthermore, I also believe in the necessity of setting goals that complement your passions. These don't have to be academic passions necessarily, but finding what you love doing and committing yourself to it.

2. Tell me a little bit about the Gates Scholarship

and what it has done for you?

The Gates Millennium Scholarship (GMS) promotes academic excellence by providing an opportunity for outstanding minority students with significant financial need to reach their highest potential. The application process can be quite long, with multiple essay questions, nominations, and recommendations, but the pay-off is tremendous. GMS pays the remaining balance that my college does not pay for throughout my entire undergraduate career and even my graduate school if my choice of study is included. I found out about it through past recipients at Bell Gardens High School and also through College Board (www.collegeboard.com). Every year, the Bill & Melinda Gates Foundation selects 1,000 students nationwide for this award.

3. The Congressional Hispanic Caucus Institute's (CHCI) mission is to develop the next generation of Latino leaders. What value did you get out of your experience as a CHCI intern?

Aside from the fact that I was connected to valuable resources, and essentially groomed for the professional culture of D.C., I learned how to better prepare myself as a future leader. I gained confidence, motivation, and more than anything else, a desire to influence policy.

4. What's life like at Brown University and is it different from life in Commerce?

Brown University is a very liberal and open-minded place. Everyone is incredibly intelligent and always looking for ways to challenge themselves and make a difference in the world. Compared to other Ivy Leagues, it truly believes in giving students the power of crafting their own educations and of always challenging the norm. It is no surprise we have "the happiest college students" in the nation (according to the Princeton Review). There is much more diversity and much less structure at Brown. As far as religion, politics, and social issues go, Brown is starkly more liberal than Commerce. Choosing to attend Brown has been one of the wisest decisions I've ever made.

5. You've mentioned that you're majoring in International Relations and hope to attend law school. When do you graduate and what kind of law would you like to specialize in?

I've been volunteering with Project Health (a non-profit organization that aims to connect underprivileged individuals with the resources needed to ultimately attain health care) here in Providence, Rhode Island for a year now. I help people find jobs, lower their debt, and get access to community health centers. Working for these causes has exposed me to an array of issues that I look forward to improving one day. My work with Project Health and my experience on the Hill have not only reassured me of my passions, but have also motivated me to pursue a career in public policy and public interest law.

2011 Drawing & Essay Contest:

"Who is Your Hero - and Why?"

Children and teens are invited to draw a picture or write an essay about their hero for the 2011 Drawing and Essay Contest being sponsored by the Commerce Public Library and the City of Commerce Education Commission. The theme for both contests is "Who is Your Hero - and Why?"

The Drawing Contest is open to children in kindergarten through second grade. Winners will be selected for first, second and third place. Prizes include a \$50 Toys R Us gift card, a backpack with art supplies, and a \$25 Target gift card.

Students in third to twelfth grades may enter the

Essay Contest. First, second and third place winners will be selected in age groups for third to fifth grades, sixth to eighth grades, and ninth to twelfth grades. Essay contest prizes for each level include: \$50 Target gift cards, backpacks with school supplies, and \$25 Borders gift cards.

For both contests, only one entry per person is allowed. Entries must be submitted with a completed entry form. Entry forms with the contest rules are available at the Commerce libraries. Entries may be submitted at any of the Commerce libraries and the deadline for entries is Saturday, March 26, 2011.

Queen's Breakfast

■ Olympians Inspire Pageant Participants to Fulfill Dreams



Featured speakers for the event were Commerce Olympians Brenda Villa (left) and Patty Cardenas shown here holding the silver medals they won at the 2008 Olympics in Beijing.

Commerce Olympians Brenda Villa and Patty Cardenas delivered a double dose of inspiration to 2011 Miss Commerce Pageant participants at the Queen's Breakfast, Fashion Show and Boutique, held Feb. 5, at Steven's Steak House.

Villa and Cardenas were the featured speakers at the event. And based on the enthusiastic response of the attendees, the duo champions scored a victory. Villa talked about her personal journey toward educational and athletic achievement.

The three-time Olympian and FINA Player of the Decade recalled having to play on the Bell Gardens High School boys' water polo team, since they had no girls' team. While she met with resistance from boys on competing teams, she persevered. By the end of her high school career, she was no longer referred to as "the girl" on the team, but as "the athlete."

"That was a big compliment coming from high school boys," said Villa.

Villa talked about going to college and acknowledged her mother for making education a priority. She asked the participants to acknowledge their mothers as well.

"If I didn't do my homework, I wasn't allowed to cross the street and go to water polo practice," said Villa. "Without my mom's brainwashing at an early age about education, I don't think I would be where I am today."

Villa remembered getting accepted to Stanford and feeling anxious about being away from home and about succeeding in college. The pressure to succeed was even greater when she found out she was the first Bell Gardens High School student to be accepted to Stanford. But she did not give into her fears.

"I remember thinking, you know, that's what I aim to do. There's no limits. You just go for it. Let's see what happens," said Villa.

Thereafter, she divided her time between attending Stanford and taking time off to train and compete on the first ever Olympic Women's Water Polo competition in 2000, where she earned a bronze. Villa later competed in the 2004 and 2008 Olympics and silver medaled in both.

Even with all honors and international acclaim, the water polo super star, considers her diploma from Stanford as her biggest achievement to date.

"I have three Olympic medals, but when people ask me what my greatest accomplishment is, I say it's graduating from Stanford--doing something my parents made a lot of sacrificing for me to be able to do," said Villa.

Cardenas, Villa's teammate on the 2008 U.S. Olympic Women's Water Polo team, got emotional as she talked about her journey to make the Olympic

team.

The road to the Olympics was a struggle for her, as her family made a lot of sacrifices so that she could achieve her goal of making the women's water polo team. During the time she was training for a spot on the Olympic team, her father was diagnosed with cancer.

She endured and she made the 2008 team with Villa as her captain. "That was the happiest moment of my life," said Cardenas. Her father has since recovered.

During her presentation Cardenas acknowledged Villa for being a role model and for encouraging her to follow her dream.

Cardenas recalled Villa showing her the bathing suit that Villa was to wear in Olympic competition and how Villa let her try on her Olympic medal.

"When she came back with a silver medal, I knew right then and there that I wanted to be just like her," said Cardenas.

Both women took the opportunity to thank their families and the community for supporting their goals.

"I don't know what I would have done without the City's support," said Cardenas.

"Representing Commerce was a great honor," she added.

Currently, Villa, is training with the US Women's Water Polo Team in the hopes of earning a gold medal in the 2012 Olympics. Cardenas, who graduated from USC in 2009 with a degree in sociology, is no longer playing water polo but is working with special education children and as an assistant women's water polo coach for Commerce.

The Queen's Breakfast, Fashion Show and Boutique is a mother/daughter activity planned for the Miss Commerce Pageant participants. Attending this year's event were: Pageant Steering Committee members Mrs. Sally Rivas Alvarez (Chairperson), Miss Leilani Davis and Miss Kareli Montoya; Incorporation Committee member Valentina Bassett; city officials and civic and service club organization representatives.

Loretta Sandoval of L & M Fashions coordinated a fashion show and hosted a boutique that coincided with the program. Models for the fashion show were the 2010 Queen and Royal Court and their mothers. They were Miss Commerce Andrea Ordaz and her mother Norma Ordaz; Miss Dodgers McCall Cadenas and her mother Jamie Cadenas; Miss Galaxy Selenia Ramirez and her mother Flerida Ramirez; Miss 4th of July Amanda Marie Alvarado and her mother Yvonne Alvarado; Miss Friendship Jennifer Guadalupe Mendoza and her mother Cecelia Garcia.

The Miss Commerce Queen's Breakfast, Fashion Show and Boutique is sponsored by the Parks and Recreation Department.



Miss Commerce and her Royal Court pose with the Commerce Olympians.

Channel 3



March 2011

Featured Highlights

Award winning cablecasts of the Community Development Commission & City Council Meetings

Tuesdays at 6:30 p.m. (Live every 1st and 3rd Tues.)
Wednesdays at 10 a.m., Thursdays at 5 p.m.
& Saturdays at 9 a.m.

2011 Miss Commerce Pageant

Monday 10:00 am, Tuesday 3:00 p.m.,
Wednesday 5:30 pm, Thursday 9:00 a.m., Friday 4:30 p.m.,
Saturday 6:00 p.m. & Sunday 5:30 p.m.

Commerce Candidates Forum Hosted by the League of Women Voters

Airing until March 8th
Mondays at 3 p.m., Tuesdays at 12 p.m.,
Wednesdays at 7 p.m., Thursdays at 8 p.m.,
Fridays at 1 p.m., Saturdays at 4 p.m. &
Sundays at 10 a.m.

Commerce City News

Mondays at 9 a.m., Tuesdays at 1 p.m.,
Wednesday at 1 p.m., Thursdays at 4 p.m.,
Friday at 9 a.m., Saturdays at 5 p.m. &
Sundays at 9 a.m. & 5 p.m.

"In A Council Minute"

Mondays at 5 p.m., Tuesdays at 10 a.m.,
Wednesdays at 9 a.m., Thursdays at 2 p.m.,
Fridays at 2 p.m., Saturdays at 8 a.m. &
Sundays at 8 p.m.

Twilight Dance Series "Brother"

Santa Monica Pier Concert
Mondays at 12 p.m., Tuesdays at 11 a.m.,
Wednesdays at 8 p.m., Thursdays at 7 p.m.,
Fridays at 3 p.m., Saturdays at 1 p.m. &
Sundays at 11 a.m.

Public Affairs "Preventing Identity Theft"

Mondays at 2 p.m., Tuesdays at 4 p.m.,
Wednesdays at 4 p.m., Thursdays at 6 p.m.,
Fridays at 4 p.m., Saturdays at 3 p.m. &
Sundays at 1 p.m.

Commerce's Step Aerobics Class

Mondays at 8 a.m., Tuesdays at 2 p.m.,
Wednesdays at 2 p.m., Thursdays at 10 a.m.,
Fridays at 7 p.m., Saturdays at 4 p.m. &
Sundays at 8 a.m.

Vintage Vehicle Show - Shows include:

The Vintage Vehicle Show
Lake Steven's
Mondays at 1 p.m.

The Vintage Vehicle Show
Roam'n Relics Car Show
Wednesdays at 3 p.m.

The Vintage Vehicle Show
Sunrise Village Car Show
Thursdays at 1 p.m.

The Vintage Vehicle Show
Mustangs
Saturdays at 2 p.m.

Channel 3 will play many different shows throughout the month of March 2011. Please see the ongoing Channel TV Guide for more info on show titles and show broadcast times. Remember to check this channel for major emergency info and basic info on what's happening in the City. Channel 3 can be viewed anywhere in the world from our city web site at ci.commerce.ca.us. Thank you for your viewing support.



City of Commerce Honoring Our Past, Building Our Future

Past Queens



Former Miss Commerce Queens were special guests at the Queen's Breakfast.

Queen's Breakfast Models



Queen's Breakfast models posed with Loretta Sandoval (center) of L & M Fashions who provided the clothing and accessories worn in the fashion show.

Shopping at Queen's Breakfast



Queen's Breakfast attendees shop for jewelry and clothing at the event's boutique.

Pageant Steering Committee



Pageant Steering Committee members Kareli Montoya, Sally Rivas Alvarez- Chairperson and Leilani Davis at the Queen's Breakfast on Feb. 5. Missing is Lorena Griego.

Fun at the Park



This group of girls pose for picture on a sunny afternoon at Rosewood Park in February.

Keep Commerce Beautiful Completes Certification



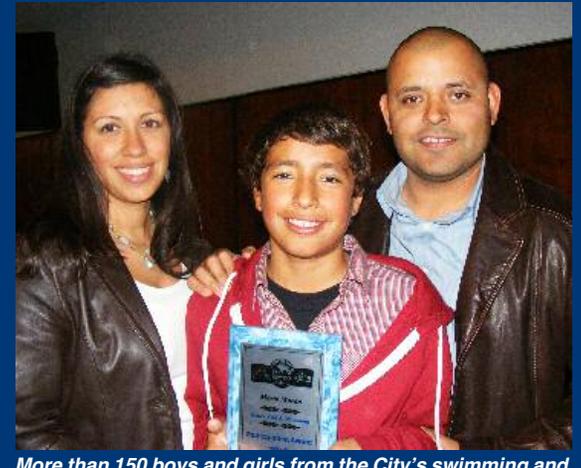
Cecile Carson, Director of Affiliate Certification, Keep America Beautiful (center) presents City staff with a certificate as an affiliate of Keep America Beautiful.

Rosewood Playground



This young resident enjoys the children's playground at Rosewood Park.

Aquatics Awards



More than 150 boys and girls from the City's swimming and water polo teams were honored in January at the Aquatics Awards Ceremony. Pictured here is Marion Moran with his parents Vilma and Mario.

Keep Commerce Beautiful Training



Keep Commerce Beautiful committee member Eddie Tafoya, Industrial Council Executive Director, represented businesses at the certification workshop.

Protecting Water Quality



Through the use of Federal grant funding the City has installed screens and catch basins on storm drains to meet Total Maximum Daily Load (TMDL) requirements. TMDL requirements are designed to reduce pollution.

City of Commerce Senior Center



Come surf the Internet, practice Chi Gong, watch a movie, cook or take dance lessons at the Commerce Senior Citizens Center. The center sponsors a variety of events and activities for Commerce residents 50 years of age and older. Dinner dances, social clubs, exercise classes, museum tours, shopping excursions, yoga, bingo, pool are all offered at the center. Many activities and events are low to no fee. Stay active and involved in the community. Visit the Commerce Senior Center.

Senior Citizens Center

2555 Commerce Way
Commerce, CA 90040
(323) 887-4430

Senior Citizens Center Hours

Monday, Thursday, Friday 9 a.m. to 5 p.m.

Tuesday, Wednesday 9 a.m. - 8 p.m.

Sunday 10 a.m. - 2 p.m.

Closed Saturday



City of Commerce • Departments of Parks & Recreation

Kids are Cute Baby Show

Saturday, April 9, 2011

Veterans Memorial Park

All participants must have a current Resident Activity Card at the time of registration. Each baby in the pageant must be accompanied by an adult.

DIVISION IV:
Check-in: 11:00 a.m.-11:30 a.m.
Judging: 11:45 a.m.-12:15 p.m.

DIVISION I:
Boys & Girls: 2 ½ yrs & 1 day to 3rd Birthday
Check-in: 9:00 – 9:30 a.m.
(must be prompt)
Judging: 9:30 – 10:00 a.m.

DIVISION V:
Boys & Girls: 8 months & 1 day to 1st Birthday
Check-in: 11:45 a.m.-12:15 p.m.
Judging: 12:30 p.m.-1:00 p.m.

DIVISION II:
Boys & Girls: 2 yrs. & 1 day to 2 ½ year Birthday
Check-in: 9:30– 10:00 a.m.
(must be prompt)
Judging: 10:15 – 10:45 a.m.

DIVISION VI:
Boys & Girls: 4 months & 1 day to 8 months Birthday
Check-in: 12:30 a.m.-1:00 p.m.
Judging: 1:15 p.m.-1:45 p.m.

DIVISION III:
Boys & Girls: 1 ½ yrs. & 1 day to 2nd Birthday
Check-in: 10:15-10:45 a.m.
Judging: 11:00 a.m.-11:30 a.m.

DIVISIONS I, II, & III
Parent Look Alike, Biggest Smile, Biggest Eyes, Longest Eyelashes, Chubbiest, Cheeks, Cutest Nose, Smallest Baby, Tallest Baby, Curliest hair & Straightest hair

DIVISION IV:
Boys & Girls: 1 yr. & 1 day to 1 ½ year Birthday

DIVISION IV,V, & VI:
Chubbiest Cheeks, Least Hair, Most Hair, Cutest nose, Longest Eyelashes, Parent look alike, Biggest smile, Biggest eyes & Smallest baby

PARTICIPATION INFORMATION Register at your local park on Saturday, March 19, 2011 from 10:30 a.m. to 4:00 p.m.. Babies are placed in their respective divisions according to their exact age on April 24, 2010.

CITY ORDINANCE REGULATING CANOPIES APPROVED MULTI-DAY PERMITS REQUIRED



In October, the City Council adopted an ordinance regulating the placement of canopy structures on residential properties. The ordinance limits the number of canopies permitted on residences and requires a permit and fee for structures that will be up for more than 24 hours. Under the ordinance, residents can have one canopy in the rear yard of their residential properties. Canopies are not permitted in front or side yards. Residents who want to keep a canopy up for more than one day must obtain a \$50 permit

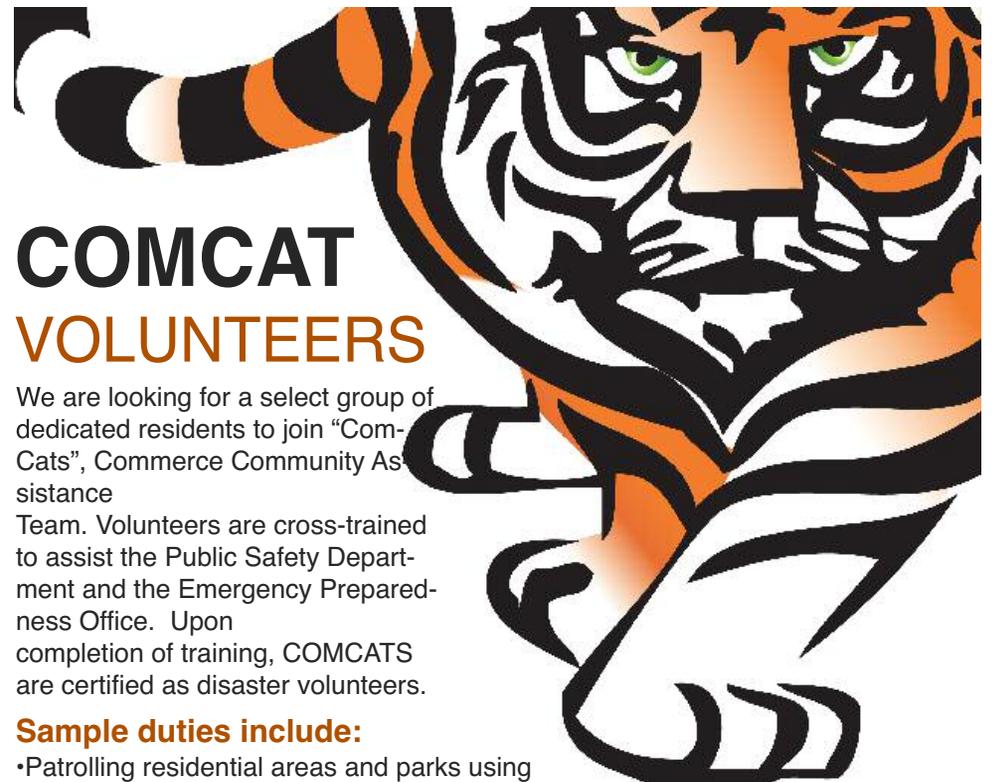
which allows the structure to be up for a maximum of 90 days. Only one permit will be issued annually.

While the ordinance states that canopies cannot be visible from public view, an exception will be made for owners of corner lots. Nonconforming canopy structures are to be removed by mid February.

Improperly placed tents and canopies can be hazardous because structures made with materials that are not fire treated create a fire risk and that light weight structures can blow over or collapse during high winds affecting the property owner and neighboring properties.

Aesthetically, tents and canopies may detract from a neighborhood's appearance.

For more information, call the Planning Division at (323) 722-4805.



COMCAT VOLUNTEERS

We are looking for a select group of dedicated residents to join "Com-Cats", Commerce Community Assistance

Team. Volunteers are cross-trained to assist the Public Safety Department and the Emergency Preparedness Office. Upon completion of training, COMCATS are certified as disaster volunteers.

Sample duties include:

- Patrolling residential areas and parks using City vehicles and City radios
- Assisting with Neighborhood Watch/Crime Prevention events
- Fingerprinting Children at Operation Kid I.D. events
- Setting up the Mobile Command Post for emergencies and drills
- Serving as "Disaster Volunteers" in disasters and drills

To Qualify for ComCats you must:

- Be at least 18 years old
- Complete a ComCat application
- Consent to a "background check" by the L.A. County Sheriff's Dept.
- Be interviewed by the ComCat Coordinator



FOR MORE INFORMATION, CALL LAURA TILLEY
AT CITY OF COMMERCE COMMUNITY SERVICES DE-
PARTMENT (323) 887-4460 EXT. 2870

COMMERCE CITY COUNCIL



Tina Baca Del Rio, Mayor
 Robert C. Fierro, Mayor Pro Tem
 Joe Aguilar, Councilmember
 Lilia R. Leon, Councilmember

The Public Information Office welcomes your story ideas, suggestions, and opinions. Deadline for submission is the first of each month for publication the following month.

For more information, call 323-887-4447 - www.ci.commerce.ca.us

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RESIDENTIAL CUSTOMER

DEL TACO TEAMS WITH EBDC

CONT. FROM PAGE 1

ing locally will help bring in local customers and spread the word. We want to be a real part of the City of Commerce and that starts with us," said Berry, who grew up in neighboring East Los Angeles.

General Manager Juan Cruz said he fully agrees and is looking forward to serving Commerce residents. "We're excited to open a new store where we can bring people in and provide them with great service and a great experience," said Cruz, who is a 16-year employee of Del Taco.

When asked why they chose the City of Commerce, Berry said that it was the

combination of the great location right off of the Santa Ana 5 Freeway, as well as Commerce's unique mix of residential areas and a thriving business community.

The new Del Taco is located at 6126 E. Washington Boulevard.

For more information about jobs and upcoming recruitments, Commerce residents are urged to call the Employment Business and Development Center at (323) 722-4805.

RDA FUNDS

CONT. FROM PAGE 1

that with the passage of Prop. 22, Californians voted to make sure local funds remained local.

The governor's proposed budget also includes the elimination of tens of thousands of Commerce library funds and places a tax measure on the ballot this summer.

The Council also approved a joint resolution as the City Council and Community Development Commission (CDC) to take action to protect the health, safety, and welfare of the residents and businesses of the City. The action would enable the CDC to protect its redevelopment projects and financial commitments while constraining the State's ability to redirect re-

development revenues if redevelopment is eliminated.

In a move to protect affordable housing, the Council approved the reallocation of the CDC's low and moderate income housing funds' unallocated reserve, totaling \$13,724,035, to specified reserve restricted accounts. By approving the reallocation, the Council has obligated the money to preserve the supply of low and moderate-income housing and provided for the elimination of the conditions of blight.

Currently, the City generates \$19 million in redevelopment tax increment. The amount would be reduced to \$1.2 million if RDAs are dissolved.

MARCH DATES TO NOTE

1

Read Across America, Atlantic Library, 6 p.m.

City Council Meeting/CDC, Council Chambers, 6:30 p.m.

2

Senior Citizens Commission, 12:30 p.m.

Teen Book Club, Greenwood Library, 4:30 p.m.

Read Across America, Greenwood

Library, 6 p.m.

Traffic Commission, 6:30 p.m.

3

Read Across America, Bristow Library, 6 p.m.

Parks & Recreation Commission, 6 p.m.

6

Teen Tech Week

7

Teen Tech Program, 5 p.m.

English Book Club, 6 p.m.

Youth Advisory Commission, 7 p.m.

8

General Municipal Election

Beautification Committee, 3:30 p.m.

9

Community Task Force, 3 p.m.

Teen Book Club Bristow Park Library, 4:30 p.m.

10

Community Services Commission, 6 p.m.

13

Daylight Savings Time Begins (turn clocks ahead one hour)

14

Education Commission, 6 p.m.

15

Library Embajadores, 6 p.m.

16

Employment Task Force, 1 p.m.

Teen Book Club, Atlantic Library, 4:30 p.m.

17

St. Patrick's Day

21

Spring Day Camp Registration Begins

22

Teen Book Club Central Library, 5:30 p.m.

Library Commission, 5:30 p.m.

City Council Meeting/CDC, Council Chambers, 6:30 p.m.

I-710 Local Advisory Commission, 6:30 p.m.

23

Planning Commission, 6:30 p.m.

25

Cesar Chavez Celebration, Bristow Park Library, 5 p.m.

28

Adult Computer Class, 5:30 p.m.

Spanish Book Club, 6 p.m.

RTTP Artículos en Español

Si le interesa recibir la versión en Español de algún artículo, por favor llame a la Oficina de Información Pública al (800) 887-4442.

Cuando llame, indique el título del artículo, la fecha y la dirección de su domicilio o correo electrónico. La versión traducida se le mandará.