



Report to the People

Page 3-6
Miss Commerce
Special Coverage

Where Quality Service
Is Our Tradition

Volume 54 No.3 March 2014

THE MODEL CITY

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In This Issue

PAGE 2

AA Project Approved

Council Actions

PAGES 3-6

Miss Commerce
Special Coverage



PAGE 7

Event Calendar



American athletes sporting the official Team USA uniforms at the 2014 Winter Olympics Opening Ceremonies, which were produced at Commerce company Ball of Cotton, Inc.

Commerce Business Produces Team USA Uniforms

Commerce clothing manufacturer Ball of Cotton was recently recognized by the Commerce City Council, local TV stations and the Los Angeles Times for producing the official Team USA uniforms worn by U.S. Olympians at the opening ceremonies of the 2014 Winter Olympics in Sochi, Russia.

Husband and wife team Eddy and Elizabeth Park who own Ball of Cotton, said their company was one of 40 companies hired to produce the bold, colorful uniforms designed by Ralph Lauren for both the opening and closing ceremonies. "We were surprised when they approached us but happy to help," said Elizabeth. According to the Ralph Lauren website the uniforms were designed, sourced and manufactured in the United States from yarn to dye, to the finished product.

"Each sweater consisted of 14 pieces and took 12 hours to assemble," said Elizabeth who added that making the sweaters utilized a combination of machine and hand sewing for the finished product.

According to Eddy, Ball of Cotton produces garments by hand, machine or a combination of both. "We use hand to loom," said Elizabeth who designs many of the garments produced onsite. "Human touch means better quality, which is much of what we did on the Team USA uniforms."

Ball of Cotton built their reputation by producing high quality sweaters and other garments for companies both large and small, including boutique style retailers such as Max Field, Fred



Ball of Cotton owners Eddy and Elizabeth Park with an employee showing off a hand stitched sweater.

Segal and Barney's of New York. "We work with businesses of all sizes, even start ups. We help them start and they help us grow our business. It's good for everybody."

When RTTP visited Ball of Cotton they were busily preparing for a fashion show in New York to show off their latest styles, many of which are sold throughout the U.S. and internationally in Australia, Canada, England and Israel.

Originally started in a friend's garage, Ball of Cotton moved to their current 13,000 square foot space on Washington Boulevard five years ago from their old facility in Downtown Los Angeles. "We came to Commerce for many reasons. It gave us space to grow, we like the neighbors and it's near the freeway," said Eddy.

Ball of Cotton's humble roots are reflected in the way they treat their workforce of 35 employees, who hail from Los Angeles and Orange counties. "Most of our employees have families like ours, so we provide benefits like sick days and flexible schedules so they can take care of their loved ones," said Elizabeth.

A family company at heart, Ball of Cotton is a great example of the kind of successful businesses that call Commerce home. "I don't want to move from here," said Eddy as Elizabeth chimed in, "We love being in Commerce!"



Ball of Cotton has been in Commerce for over five years producing high end clothing that is distributed internationally.

Crime Down in Commerce



"The state of public safety in the City of Commerce is very good," said Captain Jim Wolak of the Los Angeles County Sheriff's Department, which provides law enforcement services to the City.

"Most major crimes were significantly down," said Wolak, referring to violent crime, as well as residential and industrial burglaries. Unfortunately, grand theft auto (GTA) or vehicle theft was up approximately 5%. This represents a small increase in light of the same statistic going up in most cities served by the L.A. County Sheriff's in 2013.

Wolak reported that factors relative to the increase included relaxed sentences in the courts and the implementation of Assembly Bill 109, better known as "Realignment," which required early release of felons. Many of those parolees were convicted of property crime offenses.

In 2013 deputies responded to 8,092 calls for service, which includes 574 emergency/911 calls. "Our deputies were very busy last year," said Wolak who added that deputies also had 18,970 self initiated actions.

Fast response times were the norm with emergency response averaging 4 minutes and 35 seconds in comparison to the established standard of 5 minutes. Priority calls averaged 8 minutes 30 seconds compared to the 15 minute standard; and routine calls averaged 35 minutes, which is nearly 10 minutes below the standard response time.

There were 3,469 traffic citations issued, which represented a 4% decrease. Collisions were up from 488 in 2012 to 595, however there was a 10% decrease in injury involved collisions. While Red Flex camera citations to residents remained low at 228, overall citations were up 7% to 15,279 for the year.

While recent polling indicated a majority of residents feel that Commerce is a safe City, Wolak said the mission is ongoing. "Our goal is to keep fighting crime, keep talking to people, building partnerships and working to improve safety in Commerce."

From The Desk of Jorge Rifá City Administrator

Our business and residential communities share in the rich history and tradition of this wonderful and unique City. We are thankful that the business community continues to provide the economic base for programs and services enjoyed by our residents. Commerce also serves as a transportation hub that has rebranded itself as more than just an industrial city and a regional center of employment; The Model City has emerged as an entertainment and shopping destination thanks to the phenomenal success of the Casino and the Citadel Outlets.

Because of this success, we have tens of thousands of people in Commerce on any given day. As such, maintaining a safe environment for our residents, businesses and visitors is the City Council's top priority.

To enhance emergency preparedness in the City we opened a new Emergency Operations Center (EOC) in January. This new facility will provide the City's first responders, trained staff and the employee volunteer Urban Search and Rescue Team with the security and technology needed to take on emergencies or potential natural disasters, such as earthquakes.

The City also deploys a team of Community Services Officers (CSO's) that patrol Commerce neighborhoods and business areas, take routine reports and issue citations. Working hand in hand with our Sheriff patrols, the CSO's have augmented the City's enforcement and ability to maintain a visible presence.

Another public safety tool the City has is the Sheriff's Special Problems Team. This highly trained group of deputy sheriffs focuses on pressing public safety issues which undermine our City's quality of life.

A good example of the work of the Special Problems Team is the Bristow Park Action Plan, which was developed in response to community concerns in the Bristow neighborhood. A survey of area residents formed the basis for the plan and indicated that while most residents felt the neighborhood was safe to walk at night, there were concerns and a desire for an increased public safety presence.

While all of this is important to maintain safe neighborhoods and places of business, our most important resources are Commerce residents. There are many civic engagement opportunities such as the Commerce Community Assistance Team (ComCATs), and our terrific Neighborhood Watch Program that features more than 100 dedicated block captains. For more information on these programs, contact Public Safety Manager Laura Tilley at (323) 887-4460.

I also want to encourage the public to sign up for emergency notifications from our Blackboard Connect service by calling Assistant Emergency Preparedness Officer Miguel Romero at (323) 887-4460 extension 2809. It takes minutes and guarantees you'll receive important information via phone call, text or social networks.

I look forward to sharing more with you next month about what makes Commerce such a special place.

Sincerely,
Jorge Rifá

Report to the People

Published Monthly and Mailed to Commerce Residents

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Slauson Ave First Measure AA Project Approved

To repair the displaced sidewalks and address other safety issues along one of Commerce's busiest corridors, the City Council approved \$2.15 million in Measure AA funding for the Slauson Avenue Street/Sidewalk Improvement and Tree Planting Conceptual Project.

Based on a recommendation from the Measure AA Committee, the conceptual project includes three components. Tree replacement along Slauson Avenue is needed due to the invasive root systems of existing trees. These roots have created a significant safety hazard for pedestrians by lifting and displacing large sections of sidewalks. Projected at a cost of \$1.85 million, this component will absorb the bulk of the \$2.15 million.

The second component is the installation of a sidewalk on the south side of Slauson between Gage Avenue and I-5 Free-

way Bridge adjacent to the Ramada Hotel, where one does not currently exist. At an estimated cost of \$200,000 the new sidewalk would provide a safe pedestrian path and connection to Telegraph Road.

Finally, the third component proposed by the Committee and approved by Council is the use of \$100,000 from the General Fund to develop a pavement management system in order to reduce long term costs. According to the City staff report, the Committee felt strongly that such a plan would establish proper preventative maintenance, which is essential in protecting investments made in the City's infrastructure.

Regular Meeting of February 4

Commended the Commerce Hotel and Casino for their generous support of special Commerce Library programs and services throughout 2013.



Declared weeds, brush, rubbish and refuse upon or in front of specified property as a public nuisance and the City's intention to remove it pending a public hearing.

Approved an urgency ordinance extending a moratorium on the establishment, use and operation of pawnbroker, second hand dealer and money broker businesses in Commerce for a period of ten months and 15 days.

Received and filed a presentation from the Los Angeles County Sheriff's Department on 2013 crime statistics.

Received and filed a presentation regarding the progress of the 26th Street Metrolink Station Improvements.

Received and filed a presentation on the Comprehensive Annual Financial Report (CAFR).

Received a presentation regarding the proposed expansion of the City's service area around Bristow Park.

Received and filed a report on the assignment of vehicles to Camp Commerce.

Approved the formation of a Commerce Sister City Association Ad Hoc Committee.

Approved Change Order No. 1 to the standard contract for City Project No. 1301 with MTM Construction, Inc. for the Central Library Renovation Project.

Approved a resolution documenting the City's intent to continue publishing public notices in the Commerce Comet.

Received and filed a legislative update.

Regular Meeting of January 21

Approved an agreement with Elie Farah, Inc. for engineering, design and construction management services in an approximate combined cost of \$396,291 for the final phase of the Commerce Bus Shelter Project.

Approved contracts in the amount of \$30,675 with Community Builders Enterprise of Riverside, CA for the Home Preservation Grant Program to be funded by Federal Community Development Block Grant funds.

Approved a policy for the investments of the City of Commerce funds.

Approved a moratorium on the establishment of pawnbroker, second hand dealer and money broker businesses within the City.

Approved work performed by E.C. Construction Company of El Monte, CA for Cash Contract No. 1113-State Funded Safe Route to School Improvements.

Approved a revised agreement with Integrated Security, Inc. to include an additional amount of \$24,441.70 for a total of \$230,073.09 for the installation of additional HD Security System cameras at facilities.

Approved roadway, access and maintenance easement deeds for the Washington Boulevard Widening and Reconstruction Project.

Received and filed a presentation from representatives of the Rod Dedeaux Foundation proposing a partnership with the City to renovate the Veterans Park Baseball Stadium.

Received and filed a report on the Bristow Park Action Plan from Los Angeles County Sheriff's Department Captain James Wolak.

Approved elimination of the service organization category from civic/service organization eligibility and granting six months to either make other facility arrangements.

Received an update on the status of the Green Zones Project and directed staff to hold a City Council study session.

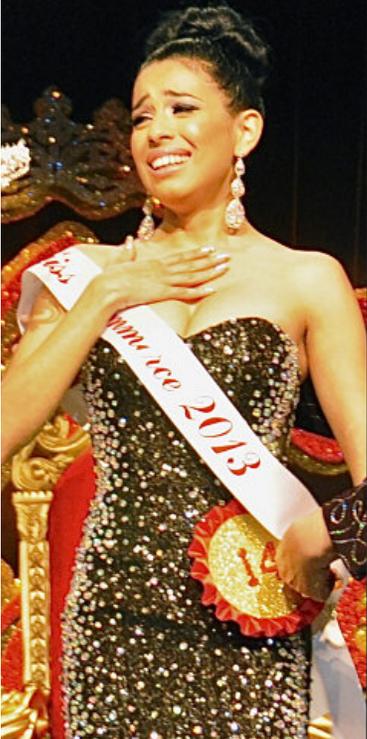
Approved a full-time media specialist position.

Repealed the Section 2.10.045 regarding campaign contribution limits in non-election years from Chapter 2.10 of the Commerce Municipal Code.

Adjourned in memory of Zeke Munoz, longtime Commerce resident and husband of former mayor and city councilmember Sylvia Munoz.

MISS COMMERCE PAGEANT

A New Queen will be Crowned



Miss Commerce 2013 Shanese Perea shows her trademark royal smile.

On the evening of March 22nd, the City of Commerce will crown a new Queen. Approximately 350 guests will attend the event which will be held at The Commerce Hotel and Casino.

Of this year's 14 pageant contestants, one will be crowned Miss Commerce and four will be selected for the Royal Court which includes Miss Dodgers, Miss Clippers, Miss Fourth of July and Miss Cinco de Mayo. Pageant participants will select Miss Friendship. As Miss Commerce, the young lady will receive numerous gifts including a \$2,500 scholarship from The Commerce Hotel and Casino as well as outfits and gift cards to the Citadel, a photo album and more.

"Our Miss Commerce pageant is rich with tradition," said Adolfo Marquez, event organizer. "The young ladies who compete for the crown are some of the most talented in the City. We are very proud that they all possess an incredible level of intelligence, poise and beauty."

Each young lady will model day time attire and evening attire, followed by the question and answer segment and the crowning ceremony.

Pageant judges are selected from outside of the Commerce area and will be revealed the day of the event.

Prior to the pageant, an outside panel also selects the Young Man of the Year who will be introduced at the event where he will assume his first public role.

The event is open to the public and tickets are now on sale for \$30 each. Doors open at 4:30 p.m. and seats are first come, first serve so an early arrival is encouraged. Dinner is served at 5 p.m. and the pageant will begin at 6:00 p.m.

To purchase tickets, call Parks and Recreation at (323) 887-4434.



Miss Commerce 2013 Shanese Perea just after being crowned.





2014 Pageant Participants

DENIZE Y. RODRIGUEZ

Daughter of Cesar & Gretchen Rodriguez
20 years of age
Rio Hondo College
5 ft. tall
Brown hair
Brown eyes



Denize Y. Rodriguez is a student at Rio Hondo College where she is preparing to further her education in the field of psychology. She would eventually like to pursue a career as a high school counselor or a child psychologist because she feels there is a lot to learn from children. While she is attending school, Denize works as a stylist and has become one of the top sellers for BCBG Max Azria at the Citadel Outlets. In her spare time, Denize volunteers as a tutor at the City's Central Library Literacy Center where she helps younger children improve their reading, writing and spelling skills. She enjoys being a member of the theater group and dance club at Rio Hondo College and modeling for local fashion. She also loves to bake desserts, exercise, go to the theater, play with her dogs and garden with her grandparents.

Running for Miss Commerce: "My goal is to step out of my comfort zone and try new things. I think being Miss Commerce will give me the opportunity to participate in social events and allow me to learn more about myself and help build my self-confidence. More importantly, as Miss Commerce I will be able to give back to my community."

MELISSA AVILA-BRIONES

Daughter of Celia Avila & Enrique Avila
17 years of age
Schurr High School
5 ft. 4 in. tall
Brown hair
Brown eyes



Melissa Avila-Briones is a senior at Schurr High School and has dedicated her time to her academics. She is the Secretary for the Peace Corp Club on campus where students focus on community service projects and giving back to the community. She is also taking a food services course after school through a work permit program. Following high school graduation, Melissa plans to attend a four-year college where she will major in Forensic Science. She plans to continue her education all the way through a doctorate program to earn a degree in DNA Analysis. Melissa focuses much of her free time on homework and babysitting her younger brother and also balances these responsibilities with a job at Ruby's Diner at the Citadel Outlets where she is a host and cashier.

Running for Miss Commerce: "I am running for Miss Commerce because I want to represent my City. I understand that being Miss Commerce comes with a lot of responsibilities but I think I am ready for the challenge. That will not deter me and I am ready for the commitment. I am excited at the opportunity to be the ambassador for the City of Commerce and look forward to participating in the pageant."

YESSEÑA ROSAURA DUCKWORTH

Daughter of Jimmy Jay Duckworth & Jessica Rosaura Duckworth
16 years of age
Schurr High School
5 ft. 5 in. tall
Dark Brown hair



Yessena Rosaura Duckworth is a student at Schurr High School where she is active in drama and dance. She enjoys participating in many creative activities including arts and crafts, specifically origami, which is the traditional Japanese art of paper folding. She also enjoys designing and making clothes as well as baking. When she is not in school you can find Yessena caring for her pets. A huge animal lover, Yessena has cats, a dog, a rabbit and turtles. After high school graduation, Yessena plans to attend college where she will major in business and minor in acting. She hopes to secure a position working for a large corporation.

Running for Miss Commerce: "I am running for Miss Commerce because it seems like an enriching experience where I can learn a lot about myself and make new friends. The current court looks like a group of very nice girls who are really enjoying themselves and I would like to be part of that. I also think it's a great opportunity to learn more about the City I call home and about pageants and how they are run. I am excited about this experience and look forward to all that I will learn from it."

VANESSA GONZALEZ

Daughter of Maria L. Gonzalez & Leonici Gonzalez
17 years of age
Schurr High School
5 ft. 7 in. tall
Brown hair
Hazel eyes



Vanessa Gonzalez is a student at Schurr High School where she is involved in several extra-curricular activities including the Medical Awareness Club, the Red Cross Club, the Key Club, the Do Something Club and the Green Earth Club. She also competes on her high school cross country team. Outside of school Vanessa is very active in her community and is a member of Girlology, Teen Club, Adventure Club and the City's Youth Advisory Commission. Vanessa plans to attend a four-year college, then continue on to medical school and eventually decide on a specialized field as a surgeon. Vanessa occupies most of her free time volunteering in the community, but when she has the opportunity she enjoys reading, running and bike riding.

Running for Miss Commerce: "I am running for Miss Commerce because I would love to be an ambassador for the City. I am already involved in several City activities and take great pride in having lived here my entire life. As Miss Commerce, I would continue my volunteer work with the Ronald McDonald charities as well as my participation in clothing drives. I like to help others and being Miss Commerce would allow me to reach even more people in my community."

SAMANTHA ASHLEY JAUREGUI

Daughter of Mario Jauregui & Judee Rincon
19 years of age
Cerritos College
5 ft. 7 in. tall
Brown hair
Light Brown eyes



Samantha Ashley Jauregui is a student at Cerritos College and is studying to become a physical therapist. Long-term, Samantha would like to own a physical therapy center which she hopes will allow her to give back to the community. She hopes to start an organization to help young adults and teens in need, because it is important to her that teens have direction and stay out of trouble. In addition to spending time at school, Samantha currently works at Levi's at the Citadel Outlets and babysits. Samantha enjoys spending as much time as she can with friends and family, especially her young cousin who she says is full of so much happiness. A fan of the outdoors, Samantha loves to connect with nature and will spend the day hiking or visiting the beach every chance she gets.

Running for Miss Commerce: "I'm running for Miss Commerce because I want to be part of an event that means so much to the City. I'm looking forward to the opportunity to be part of the Royal Court and to experience the excitement little girls get when they see you wearing the crown. It's so heartwarming. It would be a privilege and an honor to represent the City of Commerce."

ZYANIA Y. MORALES

Daughter of Maria Teresa Alamo & Roberto Morales
19 years of age
Pasadena City College
5 ft. 2 in. tall
Black hair
Dark Brown eyes



Zyanía Y. Morales is a graduate of Montebello High School and a current student at Pasadena City College. Zyanía said she has always had a strong interest in children and plans to transfer to a four-year college to study Psychology and Child Development. Zyanía has dedicated much of her studying and free time to working with children in preparation for her career. She is a volunteer at the Pasadena College Child Development Center where she works with toddlers and at Bandini Elementary School where she works with a 5th grade class. Zyanía said she is dedicated to working to improve behavior and teaching methods for children. Zyanía parlayed her love for swimming and water polo into a job as a lifeguard for Los Angeles City Wide Aquatics and also works part-time at Forever 21.

Running for Miss Commerce: "I am running for Miss Commerce because I want to be able to make a difference in my community. I want to give back to the City that gave me so many precious memories throughout my childhood. I hope that as Miss Commerce I will be able to reach out to the people in my community especially to those in need and help create a positive and encouraging environment. I am looking forward to the entire experience."

2014 Pageant Participants



Lucila Jessica Rojo is a student at Cerritos College and is in the process of transferring to California State University, Long Beach where she will major in English Literature. Her career goal is to establish a practice as a human rights attorney and ultimately become a judge. Lucila currently works part-time in the retail industry while attending school. One of Lucila's passions is volunteering her time for the Leukemia and Lymphoma Society. She has also been involved with promoting 'The Heart Truth,' which is an educational campaign to raise awareness about heart disease in women. The 21 year old enjoys visiting local attractions, collecting records and tasting new and different cuisine.

Running for Miss Commerce: "Being part of the Miss Commerce Pageant has been something I have wanted to do for the last couple of years. Unfortunately, my shyness prevented me from submitting my application. However, this year I feel I am mature enough and have the confidence to overcome my fear. I feel I am a very positive person and look forward to sharing that with the community."



LUCILA JESSICA ROJO

Daughter of Alicia Rojo & Antonio Rojo
21 years of age
Cerritos College
5 ft. 3 in. tall
Black hair
Brown eyes

Chloe Elizabeth Romero is a freshman at East Los Angeles College and is studying to be a registered labor and delivery nurse. She also competes on the college's speech and debate team. Chloe was a State Champion while competing in high school and feels that speech and debate has not only been a hobby, but an activity that has helped shape who she is today. She currently works part time in retail and enjoys learning about products and marketing, although she does not see retail in her future. In her free time she loves to travel and you can find her taking short trips up and down the California Coast. She is also saving for a two month backpacking trip across Europe in the Summer of 2015.

Running for Miss Commerce: "I am running for Miss Commerce 2014 because I have always strived to make my City proud. Everything I have done since I was a little girl was for my City in the hopes of making it better in any way that I could. I hope that I can continue to make a positive impact on my hometown the way that I have through speech and debate and parlay that success and recognition as Miss Commerce 2014."



CHLOE ELIZABETH ROMERO

Daughter of Randy Romero & Shelly Romero
18 years of age
East Los Angeles College
5 ft. 9 in. tall
Brown hair
Light Brown eyes

Mellisa Pino is proud of being a City of Commerce resident. Currently, a freshman at East Los Angeles College (ELAC), she is working on her Associate of Arts degree. The Schurr High School graduate plans to finish work on her A.A. degree and transfer to a four year university to earn a Bachelor's Degree in administration of justice. Melissa decided early on to set her course of study to burnish her academic credentials in pursuit of her dream to become a police officer. Taking a hands-on approach to her career goal, Melissa has also joined her school's Administration of Justice Club to gain experience and learn more about the field of law enforcement through club events and activities. She currently works part time at the Jack in the Box restaurant in the City of Commerce while taking courses at ELAC. In between her busy school and work schedule, she enjoys bicycle riding, hiking and spending time with her family. She also enjoys reading and shared that the last book she read was "Catcher in the Rye" by J.D. Salinger.

Running for Miss Commerce: "I am running for Miss Commerce because I feel that the City of Commerce is an amazing place. It has always been my dream to represent my City which I am proud of."



MELLISA PINO

Daughter of Ramona Jameson & Rick Pino
19 years of age
East Los Angeles College
5 ft. 3 in. tall
Brown hair
Brown eyes

Bobbi Nicole Nuñez is finishing her senior year at Cantwell Sacred Heart of Mary High School. She is involved in many extra-curricular activities and maintains several leadership roles including Associate Student Body President and Vice President of the National Honors Society which is an academic community service club. Bobbi is a member of the volleyball team and as a model student, serves as an ambassador to help recruit students to her high school. After graduation, she will attend college and plans to earn a Masters or Doctorate Degree in Psychology. Bobbi recently started working at the food court at the Citadel Outlets but still finds time to exercise particularly when it is Zumba. She also enjoys spending time with her friends and visiting her favorite place, which is the beach.

Running for Miss Commerce: "As a young girl, I can remember looking up to Miss Commerce and the Royal Court and knowing that this is something I wanted to do. I take pride in my City and am grateful for all the opportunities Commerce has given me. I want to represent the city and be a model for what Commerce stands for. I also know this is a great opportunity to gain experiences that will help prepare me for my future."



BOBBI NICOLE NUÑEZ

Daughter of Gina Elizabeth Ochoa & Robert Nuñez
17 years of age
Cantwell Sacred Heart of Mary High School
5 ft. 2 in. tall
Brown hair
Brown eyes

Natalie Melendez is a student at East Los Angeles College and will be transferring to a four-year university in the fall where she will continue her studies to become a registered nurse. Natalie eventually hopes to travel to disadvantaged countries to help provide medical attention to those who are not receiving it. An animal lover, Natalie hopes to earn enough money to run a facility to care for neglected and abused animals. In her free time she is involved in Puente, a leadership program at her college, she helps fundraise for the Commerce Aquatics Swim team on which her brother is a participant and she serves in the Children's Ministry where she cares for toddlers at her church.

Running for Miss Commerce: "I am running for Miss Commerce because my family and I have benefited from all the programs the City has to offer and I think this would be a great way to show how much I love living here. I'd also like to be more involved and be a role model. I am a very family-oriented girl and Commerce is my family so I want to be part of it in a deeper way. I know I can do a good job."



NATALIE MELENDEZ

Daughter of Patricia & Oscar Melendez
21 years of age
East Los Angeles College
5 ft. 4 in. tall
Brown hair
Brown eyes

Ramona J. Caldera is a junior at Bell Gardens High School with plans to further her education to become an interior designer or music producer. Her love for design came at an early age. Ramona said she can remember being 5-years-old and cutting her clothes to create new designs. Ramona stays active with a full schedule of extra-curricular activities including participating in the Environmental Club at school and playing volleyball, soccer, basketball and softball through the City's Parks and Recreation program. She also worked in the City's Transportation Department for two consecutive summers as part of the YES program. Ramona also volunteers her time as a catechist at St. Marcellinus Church and enjoys attending youth rallies at the church.

Running for Miss Commerce: "I'm running for Miss Commerce because I believe the City has helped form me into the young lady I am today. There are so many opportunities for residents and I have been able to take advantage of many of them. My family has lived in Commerce for 54 years and there have been many women in my life who have participated in the pageant and some that have won Miss Commerce. I think it would be an honor to represent this City and my community."



RAMONA J. CALDERA

Daughter of Angel Caldera & Ramona Caldera
17 years of age
Bell Gardens High School
5 ft. 4 in. tall
Brown hair
Brown eyes



2014 Pageant Participants

MARIAH PINO

Daughter of Ramona Jameson & Rick Pino
17 years of age
Bell Gardens High School
5 ft. 3 in. tall
Brown hair
Brown eyes



Mariah Pino is currently a senior at Bell Gardens High School (BGHS) where she is involved in numerous activities that show her school spirit. She is a cheerleader on the BGHS varsity cheerleading squad, serves as the Director of Fundraising for the BGHS Junior State of America Debate Club and is a member of the Advancement Via Individual Determination (AVID) Program. Her participation in AVID has helped her stay on track academically and resulted in her being accepted to Humboldt State University where she plans to major in psychology and sociology with a minor in business. Her goal is to one day become a social worker and eventually open a group home for youth. Her inspiration was the last book she read called "The Child Called It" by Dave Pezler. She said it encouraged her to continue on the road to become a great social worker. While she's very busy with all of her activities, she enjoys babysitting in her spare time.

Running for Miss Commerce: "I am running for Miss Commerce because I was inspired at a young age by the previous queens and royal courts who have been crowned. I am also doing it to fulfill my grandmother's dream to see my sister and I participate in the Miss Commerce Pageant."

VERONICA TORRES

Daughter of Hector & Carmen Torres
19 years of age
East Los Angeles College
5 ft. 2 in. tall
Black hair
Light Brown eyes



Veronica Torres is a student at East Los Angeles College with plans to transfer to a university within two years to pursue a Doctorate in Psychology. Veronica has a particular passion for helping children and would like to focus on their health and education to aid them in overcoming their trauma. She is also a sales consultant at Office Depot and enjoys the daily interaction with customers and learning about the products. Veronica was a member of the Youth Advisory Commission for two years where she represented her peers and provided recommendations to the City Council on their behalf. In her free time, Veronica loves to dance. She says she has been dancing since the age of four and feels she can really express herself through dance. She also enjoys spending time with her family and friends, especially her brothers.

Running for Miss Commerce: "I'm running for Miss Commerce because I want to represent the City that has provided so much not only for me, but to my family as well. Living in Commerce has provided me with good times, great opportunities and bright days. Plus it looks like so much fun. I am really looking forward to the pageant."

City of Commerce Department of Parks & Recreation

MISS COMMERCE Pageant

Saturday, March 22, 2014

LIVE TELECAST

From The Commerce Hotel and Casino





MARCH 2014

COMMERCE CALENDAR OF EVENTS

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
<p>April 2014</p> <p>S M T W T F S</p> <p>1 2 3 4 5</p> <p>6 7 8 9 10 11 12</p> <p>13 14 15 16 17 18 19</p> <p>20 21 22 23 24 25 26</p> <p>27 28 29 30</p>	<p>May 2014</p> <p>S M T W T F S</p> <p>1 2 3</p> <p>4 5 6 7 8 9 10</p> <p>11 12 13 14 15 16 17</p> <p>18 19 20 21 22 23 24</p> <p>25 26 27 28 29 30 31</p>						1
2 <p>"Toughness doesn't have to come in a pinstripe suit." Dianne Feinstein</p>	3 <p>Measure AA 5:30 p.m.</p> <p>Read Across America/ Dr. Seuss' Birthday Celebration Senior Citizens Center 5 p.m.</p> <p>English book club Transportation Conf. Room 6 p.m.</p> <p>Youth Advisory Commission 7 p.m.</p>	4 <p>City Council/Successor Agency 6:30 p.m.</p> <p>Read Across America/ Dr. Seuss' Birthday Celebration Atlantic Library 6 p.m.</p>	5 <p>Senior Citizens Commission 12:30 pm.</p> <p>Video Game Event Bristow Library 4 p.m.</p> <p>Read Across America/ Dr. Seuss' Birthday Celebration Greenwood Library 6 p.m.</p>	6 <p>Read Across America/ Dr. Seuss' Birthday Celebration Bristow Library 6 p.m.</p> <p>Parks & Recreation Commission 6 p.m.</p>	7	8 <p>"Women are like tea bags. We don't know our true strength until we are in hot water." Eleanor Roosevelt</p>	
9 <p>Daylight Saving Time begins (turn clocks ahead 1 hour)</p>	10 <p>Computer Communication Class Atlantic Library 5:30 p.m.</p> <p>Education commission 6 p.m.</p>	11	12 <p>Community Task Force 3 p.m.</p> <p>Traffic Commission 6:30 p.m.</p> <p>Computer Communication Class Bristow Library 4 p.m.</p> <p>Video Game Event Greenwood Library 4 p.m.</p>	13 <p>Community Services Commission 6 pm</p> <p>Computer Communication Class Greenwood Library 5:30 p.m.</p>	14	15	
16 <p>"Women hold up half the sky." Mao Zedong</p>	17 <p>St. Patrick's Day</p>	18 <p>Library Embajadores Meeting EOC Room 6 p.m.</p> <p>City Council/Successor Agency 6:30 p.m.</p>	19 <p>Video Game Event Atlantic Library 4 p.m.</p>	20	21	22 <p>Miss Commerce Pageant Commerce Hotel and Casino 5 p.m.</p>	
23	24	25 <p>Library Commission 5:30 p.m.</p> <p>Teen Book Club Bristow Library 4 p.m.</p>	26 <p>Planning Commission 6:30 p.m.</p>	27	28 <p>"The test of civilization is its estimate of women." George William Curtis</p>	29	
30	31 <p>Spanish Reading Club EOC Room 6 p.m.</p>						

Report to the People

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As the nation recognizes March as Women's History Month, Commerce would like to highlight a few of the many women who have had a significant impact in the City.

Even before the City's inception, women played a huge leadership role in the development of Commerce. From Arcadia Bandini's influence through valuable property holdings, to Brenda Villa's athletic success on the international stage, women have been an underlying force in establishing, maintaining and strengthening the City of Commerce.

In the 1950's, a group of residents in the area who were unsatisfied with the services they were receiving from the County of Los Angeles led an effort to incorporate. Among them was a very active group of women including Amelia Bristow, Lucy Maese, Kathryn Pahl, Cora Ruiz, Eva Long, Lu Mericle, Leona Thorneburg and Valentina Bassett. As the last surviving member of the Incorporating Committee, Val Bassett was very active in the community, participating in the Parent Teacher Association (PTA), helping establish the first Girl Scout Troop and even coaching her son's baseball team when there were no coaches available.

Bassett talked about why she got involved in organizing the community to support incorporation. "Somebody had to step up and get the job done. You can't just sit around and watch the world go by." This independent spirit seemed to be the common thread among Commerce's pioneering women. The importance of civic engagement and community participation was the driving force in inspiring many of the women in the City to action.

This may also explain why five women ran for Council in the City's first election on January 12, 1960. In a time when women across the nation were fighting to be recognized as equals to their male counterparts, Commerce residents elected Leone Thornburg and Kathryn Pahl to represent them

on the City's first five member City Council. The Women's Club of Rosewood Park was created shortly thereafter and continued to promote the role and importance of women in the community. From this organization, which is still going strong today, a new crop of leaders emerged including Senior Citizens Commissioner Sandy Cornejo and Ruth Aldaco.

Aldaco went on to make history as the City's first woman mayor. Both of these women helped change the face of Commerce through their leadership.

This legacy continues today as three of the five current Council seats are occupied by women.

History can reveal a lot and there is no denying that Commerce was at the forefront of embracing and encouraging equality for women in leadership.

This accomplishment will serve to inspire future generations of women leaders in Commerce and is one that the entire community can be proud of.



Valentina Bassett and the late Eva Long at the City's 50th Birthday Celebration in 2010. Bassett and Long were members of the original 1959 Commerce Incorporating Committee.



Councilwoman Leone Thornburg and Councilwoman Kathryn Pahl are pictured with Mayor Maurice Quigley after being presented with badges from the Los Angeles County Sheriff's Department.

Commerce City Channel 3

Successor Agency Meeting /City Council Concurrent Regular Meeting

Tuesdays at 6:30 p.m. (Live every 1st and 3rd Tues.) Mondays 8 a.m., Wednesdays at 10 a.m., Thursdays at 5 p.m., Saturdays at 9 a.m.

"In A Council Minute" A recap of the City Council Meeting in One Minute

Mondays at 4 p.m., Tuesdays at 9 a.m., Wednesdays at 1 p.m., Thursdays at 4 p.m., Fridays at 3 p.m., Saturdays at 11:00 a.m., Sundays at 5:00 p.m.

Commerce City News

Mondays at 4:30 p.m., Tuesdays at 10 a.m., Wednesdays at 3 p.m., Thursdays at 9:30 a.m., Fridays at 5:30 p.m., Saturdays at 5:30 p.m., Sundays at 3:30 p.m.

2014 Miss Commerce Pageant

Saturday March 22nd 6 p.m.

Live Coverage

Mondays at 12 p.m., Tuesdays at 10:30 a.m., Wednesdays at 4 p.m., Thursdays at 3 p.m., Fridays at 9 a.m., Saturdays at 6 p.m., Sundays at 8 p.m.

Port of Long Beach

Mondays at 6 p.m., Tuesdays at 12 p.m., Wednesdays at 8 a.m., Thursdays at 6 p.m., Fridays at 6 p.m., Saturdays at 11:30 a.m., Sundays at 5:30 p.m.

California Green with Huell Howser: Chaparral

Mondays at 5 p.m., Tuesdays at 1 p.m., Wednesdays at 8 p.m., Thursdays at 1:30 p.m., Fridays at 8 a.m., Saturdays at 2 p.m., Sundays at 12 p.m.