TWEEDY MILE ADVISORY BOARD
TWEEDY MILE ADVISORY BOARD AGENDA

Monday, August 4, 2025 at 6:00 p.m.

SOUTH GATE COUNCIL CHAMBERS
8650 CALIFORNIA AVE
SOUTH GATE, CA 90280

VIEW MEETING LIVE ONLINE AT:
HTTPS://YOUTUBE.COM/@SOUTHGATECA90280

Call to Order/Roll Call

Call to Order — Sylvia Masushige, Vice Chairperson
Roll Call — Yodit Glaze, City Clerk

Board Members

Vacant, Chairperson
Sylvia Masushige, Vice Chairperson
Angela Lucero
Victor Zamudio
Andres Gonzalez

City Staff

Leticia Cueto, Community Engagement Analyst

If you would like to participate in this meeting, you can participate via the following options:

1. PARTICIPATE BEFORE THE MEETING by emailing Leticia Cueto at lcueto@sogate.org no later than 4:00 p.m. on the day of the meeting. Please write "Public Comment" in the subject line.

2. ATTEND THE MEETING IN PERSON

Open Session Agenda

1. **Research on Adding Christmas Decorations Along Tweedy Mile**

   Staff recommends that the Tweedy Mile Advisory Board provide direction on preferred holiday decoration enhancements. The Board may also consider authorizing staff to proceed with vendor selection and implementation once quotes are received, with funding to come from the General Promotion budget. (CM)

   Documents:

   Staff Report_No. 1_Aug 04_2025.docx
   Attachment 1 Holiday Lighting Concept.pdf

Comments from the Audience

Comments from the Board Members

Adjournment

I, Yodit Glaze, City Clerk, certify that a true and correct copy of the foregoing Meeting Agenda was posted on July 31, 2025 at 3:25 p.m., as required by law.

Yodit Glaze,
City Clerk

Materials related to an item on this Agenda submitted to the City Council after distribution of the agenda packet are available for public inspection in the City Clerk's Office 8650 California Avenue, South Gate, California 90280 (323) 563-9510 * fax (323) 563-5411 * www.cityofsouthgate.org

In compliance with the American with Disabilities Act, if you need special assistance to participate in the City Council Meetings, please contact the Office of the City Clerk.

Notification 48 hours prior to the City Council Meeting will enable the City to make reasonable arrangements to assure accessibility.

City of South Gate
Tweedy Mile Advisory Board
August 4, 2025

STAFF REPORT
AGENDA ITEM NO. 1

TO: Tweedy Mile Advisory Board

FROM: Leticia Aguilar Cueto, C.E. Management Analyst, City Manager's Office

SUBJECT: Research on Adding Christmas Decorations Along Tweedy Mile

PURPOSE: The purpose of this report is to present preliminary research and decoration concepts for enhancing the Tweedy Mile corridor during the holiday season. Fiscal Year 2025/26.

RECOMMENDED ACTION: Staff recommends that the Tweedy Mile Advisory Board provide direction on preferred holiday decoration enhancements. The Board may also consider authorizing staff to proceed with vendor selection and implementation once quotes are received, with funding to come from the General Promotion budget.

BACKGROUND: The City Council ordered the levy and collection of assessments for Fiscal Year 2025–26 for the Parking and Business Improvement Area, also known as the Tweedy Mile Business District, under the authority of the Parking and Business Improvement Area Law of 1989 (California Streets and Highways Code Section 36500 et seq.).

As part of the approved budget, the City Council and the Tweedy Mile Advisory Board (TMAB) allocated a total of **$28,506.54** for FY 2025–26. Of this amount, **$10,000** was designated for the Decoration of Any Public Place in the Area, and **$18,506.54** was allocated for the General Promotion of Retail Trade Activities.

In response to direction from the TMAB, staff has conducted research on additional holiday decorations that may be implemented in time for the upcoming season. The Board expressed interest in enhancing the existing holiday garlands with additional festive bows or other Christmas decorations along Tweedy Mile.

While vendor quotes are still being gathered, this report is intended to initiate the conversation and provide the Board with an opportunity to offer input or delegate authority to staff to proceed with vendor selection once pricing is confirmed.

Should the Board wish to move forward, funds may be allocated from the $18,506.54 currently available under the General Promotion budget to support this effort.

ATTACHMENTS:

1) Holiday Lighting Concept


TWEEDY MILE
PUBLIC PARKING IN REAR



