TWEEDY MILE ADVISORY BOARD
TWEEDY MILE ADVISORY BOARD AGENDA

Thursday, October 9, 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, 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

The Tweedy Mile Advisory Board will consider: (CM)

a. Providing direction on preferred holiday decoration enhancements, including the potential purchase of additional pole-mounted snowflake decorations; and

b. Authorizing staff to move forward with vendor coordination, quote finalization, and implementation, with funding to be allocated from the available General Promotion budget.

Documents:

Staff Report_No. 1_Oct_2025.pdf

Adjournment

I, Yodit Glaze, secretary, certify that a true and correct copy of the foregoing Meeting Agenda was posted on October 2, 2025 at 2:30 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
October 09, 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 a decoration concept 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, including the potential purchase of additional pole-mounted snowflake decorations. The Board may also consider authorizing staff to move forward with vendor coordination, quote finalization, and implementation, with funding to be allocated from the available 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.

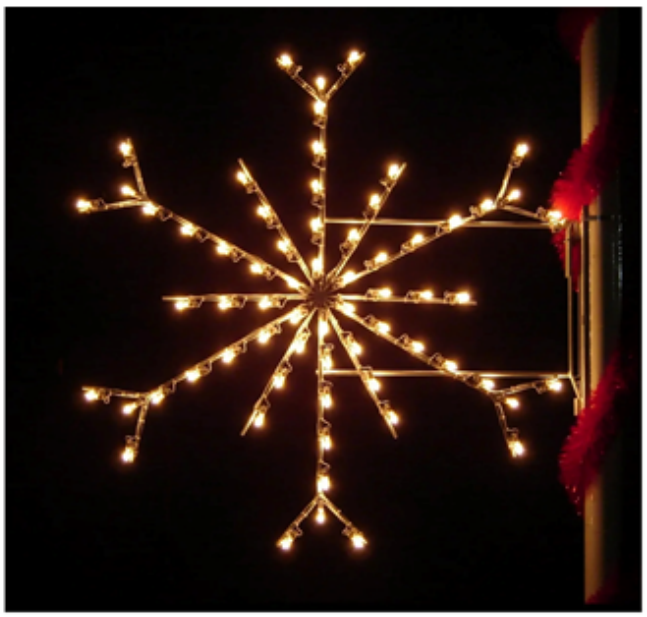
In response to direction from the TMAB, staff has conducted research on additional holiday decorations that may be implemented in time for the upcoming season. The Board expressed interest in enhancing the existing holiday garlands with additional festive bows or other Christmas decorations along Tweedy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



5' Standard Snowflake - Pole Mount Decoration

Made in the U.S.A.

Tweedy Mile Advisory Board – Holiday Lighting Expansion

FY 25/26 Budget Review

Existing Budget Commitments

• $10,000 – Storage & installation of existing garlands (committed).

• $18,506.54 – General Promotion funds (flexible for new décor/enhancements).

Selected Vendor – So Cal Lighting Pros

• 5’ Standard Snowflake Pole Mount – $585 each (+ tax & shipping).

• Already our current contractor for holiday lighting installation, storage, and removal.

• Ensures seamless integration, no new vendor contracts required.

Installation & Storage Costs (So Cal Lighting Pros)

There are two ways installation and storage can be handled:

1. Permanent Hardware Installation (Recommended)
   • Year 1: $275 per pole (covers installing the hardware, labor, and first-year storage).
   • Year 2 and onward: $150 per pole, per year (covers removal, storage, and reinstallation).
   • This option is the most cost-effective long term.

2. Hardware Removed Each Year
   • $225 per pole, per year (covers labor and storage).
   • Higher recurring cost since hardware must be removed and reinstalled every season.

Both prices include labor and storage of decorations.

Cost Scenarios – Standard Snowflake (before tax/shipping)

Units	Purchase Cost	Install/Storage (Year 1)	Total Year 1	Ongoing (Year 2+)
10	$5,850	$2,750	$8,600	$1,500/yr
18	$10,530	$4,950	$15,480	$2,700/yr

Cost-Effectiveness

• Lowest unit cost compared to other vendors ($585 vs. $686–$895).

• Savings at scale:
  – 10 units → $1,000–$3,100 less than alternatives.
  – 18 units → $1,800–$5,500 less than alternatives.

• Long-term efficiency: Permanent hardware reduces annual storage costs by $75/pole starting in Year 2.

• Operational advantage: So Cal Lighting Pros already maintains our garlands and skylines.

Final Recommendation

Move forward with 10 or 18 Standard 5’ Snowflake Pole Mounts from So Cal Lighting Pros.

This option:
• Expands Tweedy Mile’s holiday lighting footprint,
• Stays within available General Promotion funds,
• Leverages the existing contractor for a smooth rollout, and
• Ensures the most cost-effective long-term investment.