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CALIFORNIA



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COMMISSION MINUTES **Thursday, March 26, 2026** **2:00 p.m.**

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

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The meeting was called to order at 2:00 PM by President Perez.

Commissioners present: Cardenas, Chu, Matricardi, Perez, Quon, Ramirez and Wirfs. Also present: General Manager Domenika Lynch, Assistant General Manager Darrell Alatorre, El Pueblo Staff Priscilla Bravo-Hart, and Deputy City Attorney Josh Temple. Commissioner Manriquez was absent.

A quorum was established.

President Perez welcomed those in attendance.

Estefany Garcia, Senior Policy Analyst from the Mayor's Office, shared that 100 free microchips will be available at the Blessing of the Animals, made possible by Best Friends Animal Society and Hectic Paws Animal Rescue. She also noted that the East LA Business Center will attend the next merchant meeting to provide resources and support to local businesses. Additionally, May 16 has been designated as Shine LA for El Pueblo.

Josue Muñoz, Small Business Liaison from Council District 14, reported that EWDD recently hosted a celebration at El Pueblo for grant recipients. Awards ranged from \$10,000 to \$15,000 and supported businesses from Highland Park to downtown Los Angeles. He also highlighted that the current Small Business Grant program is open through Tuesday, March 31.

Captain Muniz of LAPD Central Division shared that her division is partnering with another unit to provide additional resources at El Pueblo during school field trips on campus.

Approval of the El Pueblo Commission Meeting Minutes from March 12, 2026

MOTION: Commissioner Wirfs moved to approve Minutes from March 12, 2026 as amended. Seconded by Vice President Chu.

Vote on Approval of Meeting Minutes: Cardenas, Y; Chu, Y; Matricardi, Y; Perez, Y; Quon, Y; Ramirez, Y; Wirfs, Y; The motion carried.

No public comment was provided on Approval of Meeting Minutes.

Juanita Lopez, Edward Flores and Valerie Hanley provided general public comment.

Item 1: General Manager's Report

Ms. Domenika Lynch presented the General Manager's report.

She highlighted that El Pueblo's path forward will be strengthened through an ecosystem of partners, including Captain Muniz, The People Concern, Council District 14, the Mayor's Office, and Deputy Mayor Hamilton.

Ms. Lynch shared that El Pueblo is preparing for the upcoming World Cup, the 100th anniversary that follows, and the broader roadmap toward the Olympic Games.

She noted that El Pueblo currently does not have a dedicated marketing budget and is relying primarily on social media. The Filming and Events Department is in the process of developing a comprehensive marketing campaign.

Darrell Alatorre, Assistant General Manager, reviewed the security memorandum and provided a summary of January and February incidents:

- *The most frequent incidents were loitering and sleeping, with 15 incidents in January and 10 in February.*
- *There has been an increase in the number of unhoused individuals on the property.*
- *LAPD calls for service totaled 8 in January and 7 in February.*
- *In January, 35 of 49 total incidents were transient-related.*
- *In February, 30 of 48 total incidents were transient-related.*

Partner Updates:

- *Jim Jang, Board Member of Friends of the Chinese American Museum, shared two upcoming events: a March 26 special screening of Flower Drum Song (currently at capacity) and a Spring Festival on April 25, which will be free and family-oriented.*
- *Valerie Hanley, representing the Olvera Street Merchants Association Foundation, announced the April 4 Blessing of the Animals. The Archbishop and Deputy Mayor Jacqueline Hamilton are expected to attend.*
- *Domenica Castillo, Executive Director of the Museum of Social Justice, shared updates on the current exhibition, Voices of Water, noting a strong opening turnout and positive reviews.*

Edward Flores and Valerie Hanley provided public comment on Item 1.

Item 2: Commission Committee Reports

- *The Mexican American and Latino Historical Monuments Ad Hoc Committee will be meeting next week.*
- *The El Pueblo Parking Operations and Revenue Ad Hoc Committee: Commissioner Matricardi shared that the committee conducted a detailed data review of parking operations and revenue to address key questions. As additional questions emerged, the committee will continue gathering data and plans to hold further discussions.*

Edward Flores, Sylvia Gribbell, and Valerie Hanley provided public comment on Item 2.

Item 3.1 Recommendation to Transition to Automated, Cashless Parking Operations

Item withdrawn by Domenika Lynch

Edward Flores, Sylvia Gribbell, and Valerie Hanley provided public comment on Item 3.1.

Item 3.2 Presentation by John Maceri, CEO, People Concern, operating Puente Transitional Housing

Deputy Mayor Jacqueline Hamilton expressed the Mayor's strong support for El Puente and Bridge Home facilities, which provide safe, clean, and structured environments where individuals can begin rebuilding their lives.

John Maceri, CEO of The People Concern, joined by colleagues Leo, Sarah, and Marcos, shared an overview of the organization's services for individuals experiencing homelessness and survivors of domestic violence.

Leo provided an overview of El Puente as an interim housing site with 45 beds (30 for men and 15 for women), offering essential services including shelter, food, water, and showers.

The team also discussed a potential partnership with USC School of Social Work interns, an idea initiated by Ms. Lynch.

Mr. Maceri expressed appreciation to Ms. Lynch and Mr. Alatorre for their leadership and collaboration.

Sylvia Gribbell and Valerie Hanley provided public comment on Item 3.2.

Commission Business:

- *Commissioner Wirfs requested a follow-up regarding the California Migration Museum and the status of the MOU.*
- *Commissioner Quon requested a discussion regarding the Gondola project. A motion was made and approved to include a Gondola presentation on the agenda for the next Commission meeting.*
- *Commissioner Cardenas requested a follow-up on the Legacy Anchor Merchants Program.*
- *Vice President Chu requested that Item 3.1 be revisited at the next Commission meeting.*

President Perez adjourned the meeting at 4:06 PM.