

CITY COUNCIL ADVISORY COMMITTEE MEETING



Meeting Agenda

Thursday, June 5, 2025

6:00 PM

Council Chambers
9700 Seventh Avenue
Hesperia, CA 92345

City Council Advisory Committee Members

Chair, Cody Gregg

Vice Chair, Arley Arsineda

**Kelly Gregg
Letty Cisneros
Greg Lugo**

**Council Member Chris Ochoa,
Council Liaison**

Rachel Molina, City Manager



NOTE: In compliance with the Americans with Disability Act, if you need special assistance to participate in this meeting, please contact the City Clerk's Office at (760) 947-1007 or (760) 947-1026. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility.



City of Hesperia

Meeting Agenda

City Council Advisory

Thursday, June 5, 2025

6:00 PM

Council Chambers

REGULAR MEETING AGENDA
HESPERIA CITY COUNCIL ADVISORY COMMITTEE
9700 Seventh Ave., Hesperia, CA 92345

CALL TO ORDER - 6:00 p.m.

- A. Pledge of Allegiance
- B. Invocation
- C. Roll Call

PUBLIC COMMENTS

Please complete a "Comment Card" and give it to the Secretary. Comments are limited to three (3) minutes per individual. State your name for the record before making your presentation. This request is optional, but very helpful for the follow-up process.

Under the provisions of the Brown Act, Members are prohibited from taking action on oral requests. However, Members may respond briefly or refer the communication to staff.

CONSENT CALENDAR

1. Consideration of the May 13, 2025 City Council Advisory Committee Draft Meeting Minutes

Recommended Action:

It is recommended that the City Council Advisory Committee approve the draft minutes from the Special Meeting held May 13, 2025.

Staff Person: Administrative Secretary Yvonne Kliewer

Attachments: [Draft Minutes 051325](#)

ITEMS FOR CONSIDERATION

2. Pride Enhancement Program Honoree Selection**Recommended Action:**

It is recommended that the City Council Advisory Committee (CCAC) review nominations and select an honoree for the City's Pride Enhancement Program.

Staff Person: Management Analyst Jacquelyn Castillo

Attachments: [SR CCAC PEP Honoree Selection June 2025](#)

[Attachment 1 - Pride Enhancement Program Nominees](#)

COMMITTEE MEMBER AND STAFF COMMENTS

Committee Members and/or staff may make comments of general interest to the Committee.

ADJOURNMENT

I, Yvonne Kliewer, City Council Advisory Committee Secretary for the City of Hesperia, California do hereby certify that I caused to be posted the foregoing agenda on Wednesday, May 28, 2025 at 5:30 p.m. pursuant to California Government Code §54954.2.



Yvonne Kliewer
City Council Advisory Committee Secretary



City of Hesperia

Meeting Minutes - Draft

City Council Advisory

Tuesday, May 13, 2025

Council Chambers

Special Meeting

**SPECIAL MEETING AGENDA
HESPERIA CITY COUNCIL ADVISORY COMMITTEE
9700 Seventh Ave., Hesperia, CA 92345**

CALL TO ORDER - 6:03 p.m.

- A. Pledge of Allegiance led by Cody Gregg
- B. Invocation led by Frank Kelly, audience participant.
- C. Roll Call

Present: 4 - Kelly Gregg, Arley Arsineda, Cody Gregg and Gregory Lugo

Absent: 1 - Letty Cisneros

Announcements by Committee Secretary- Committee agreed to accept Public Comments after the presentation and to discuss committee reorganization.

Reorganization discussion in which Cody Gregg was nominated as Chair. A motion was made by Committee Member K Gregg, seconded by Committee Member Arsineda, that this item be approved. The motion carried by the following vote:

Aye: 4 - Committee Member Gregg, Committee Member Arsineda,
Committee Member Gregg and Committee Member Lugo

Nay: 0

Absent: 1 - Committee Member Cisneros

Reorganization discussion in which Arley Arsineda was nominated as Vice Chair. A motion was made by Committee Member K Gregg, seconded by Chair C Gregg, that this item be approved. The motion carried by the following vote:

Aye: 4 -Committee Member C Gregg, Committee Member Arsineda, Committee Member K Gregg and
Committee Member Lugo

Nay: 0

Absent: 1- Committee Member Cisneros

CONSENT CALENDAR

1. Consideration of the March 6, 2025 City Council Advisory Committee Draft Meeting Minutes.

Recommended Action:

It is recommended that the City Council Advisory Committee approve the draft minutes from the meeting held March 6, 2025.

Sponsor: Administrative Secretary Yvonne Kliewer

A motion was made by Committee Member Arsineda, seconded by Committee Member K Gregg, that this item be approved. The motion carried by the following vote:

Aye: 4 - Committee Member Gregg, Committee Member Arsineda, Committee Member Gregg and Committee Member Lugo

Nay: 0

Absent: 1- Committee Member Cisneros

ITEMS FOR CONSIDERATION

PowerPoint Presentation for Community Assistance Program (CAP)- presented by Eydee Jimenez, Economic Development Supervisor

PUBLIC COMMENTS- Opened at 6:15 pm and were reopened for additional speakers, closing at 7:22 pm. Comment cards were received from 18 persons/groups and all were permitted to speak.

Meeting went into recess for the Committee to discuss applications. Committee discovered 2 out of the 20 applications were incomplete and would not be considered. Ranking was finalized.

2. 2025-26 Community Assistance Program (CAP)

Recommended Action:

It is recommended that the City Council Advisory Committee (CCAC) review the CAP applications and rank them in ascending order for funding consideration.

A motion was made by Vice Chair Arsineda, seconded by Committee Member K Gregg, that this item be approved. The motion carried by the following vote:

Aye: 4 - Committee Member Gregg, Committee Member Arsineda, Committee Member Gregg and Committee Member Lugo

Nay: 0

Absent: 1 - Committee Member Cisneros

Recommended Action:

It is recommended that the top 12 ranked CAP applications divide the \$50,000 award equally rather than award the top 10 ranked applications.

A motion was made by Committee Member K Gregg, seconded by Chair C Gregg, that this item be approved. The motion carried by the following vote:

Aye: 4 - Committee Member Gregg, Committee Member Arsineda, Committee Member Gregg and Committee Member Lugo

Nay: 0

Absent: 1 - Committee Member Cisneros

COMMITTEE MEMBER AND STAFF COMMENTS

Committee Members and Council Member Ochoa expressed how difficult the choices were, gratitude to staff and applicants, and how the workshops offered helped.

ADJOURNMENT

The meeting was adjourned at 8:21 pm by Chair Cody Gregg.

Yvonne Kliewer
City Council Advisory Committee Secretary

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City of Hesperia

STAFF REPORT



DATE: June 5, 2025

TO: Chair and Board Members, City Council Advisory Committee

FROM: Rachel Molina, City Manager

BY: Jacquelyn Castillo, Management Analyst

SUBJECT: Pride Enhancement Program Honoree Selection

RECOMMENDED ACTION

It is recommended that the City Council Advisory Committee (CCAC) review nominations and select an honoree for the City's Pride Enhancement Program.

BACKGROUND

The Pride Enhancement Program (PEP) recognizes and rewards Hesperia residents for contributing to the aesthetic appeal of the community by improving or enhancing their home's curb appeal. PEP encourages residents to take pride in their homes, neighborhoods, and the City of Hesperia.

ISSUES/ANALYSIS

Hesperia residents are encouraged to nominate neighbors who have enhanced the exterior of their home with features such as manicured landscaping, drought-tolerant landscaping, rock-scaping, flowers and trees, driveway resurfacing, window enhancements, attractive exterior paint, or overall curb appeal. One honoree is selected at each quarterly CCAC Meeting, and the winning nominee receives \$1,000 in gift cards, a PEP yard sign, and community recognition.

FISCAL IMPACT

Funding for the Pride Enhancement Program is included in the Fiscal Year 2024-25 budget in account 100.07.200.0000.7880.

ALTERNATIVE(S)

1. Provide alternative direction to staff.

ATTACHMENT(S)

1. Attachment 1 – Pride Enhancement Program Nominees

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Nomination: #1

**Reason for
Nomination:**

After having the home painted in 2022, we had to have the septic tank replaced in 2023 which took a toll on our home's curb appeal. We had no plants growing in the front yard and looked at many examples of desert friendly landscaping while including colorful flowers. We added a row of rose bushes along the left privacy fence, repurposed a round planting area on the west side with desert plants surrounded by DG, added a planter area along the right privacy fence, a dry creek bed with plants surrounding Arizona river rock, Mexican Beach Rock, and a center boulder. Then we added plants surrounded by rock beside the house on the left and right side. Finally, we added a round planter in the center and rocked the entire yard for a clean look. Before landscaping I repainted the wishing well built years ago to match the home's new colors.

Two of the local neighborhood walkers stopped by to compliment our new look and one said that it made her feel happy when she walked by.

BEFORE





AFTER





Nomination: #2

**Reason for
Nomination:**

This 1961 single family residence was purchased in 2018 by the current owners. Since the purchase, the new homeowners have completely transformed the curb appeal of this house. The original, outdated, beige house was re-color coated, and the house is now gray. A new roof, new loft windows, a new front door, and a new garage door were installed. The landscape design of the yard was completely upgraded. The previous patched, asphalt driveway was removed. A new cement driveway was installed, and the driveway approaches were replaced. The dead trees in the yard were removed and the yard was rock-scaped. Drought-tolerant plants including red yucca, hot pink bottlebrush, and lavender were planted. A new flag pole and a new mailbox were installed along with solar lighting that helps softly illuminate the house at night. The complete transformation of this residence shows the pride these owners have in the curb appeal of their home. The improvements they have made to their house and yard makes them deserving recipients of the City of Hesperia's Pride Enhancement Program.

BEFORE



AFTER







Nomination:	#3
Reason for Nomination:	<p>Over the past few years, we have dedicated significant time, energy, and pride into enhancing the appearance of our home. Our landscaping features drought-tolerant plants, UV-protected artificial grass and thoughtful rock-scaping, all meticulously maintained to create a welcoming and sustainable environment. we have also invested in solar and photovoltaic exterior lighting to beautifully and efficiently illuminate our property while promoting energy conservation.</p> <p>We frequently receive compliments from neighbors and visitors on our home's curb appeal, and we take great pride in contributing to the beauty and spirit of our community. Our home is a reflection of our love for Hesperia, and we are excited to be part of a program that celebrates that pride.</p>

BEFORE



AFTER







Nomination:	#4
Reason for Nomination:	I am nominating my home for the Pride Enhancement Program because it is an oasis in the middle of the desert. It is an oasis for insects, lizards, birds and on one occasion a toad. I call my style chaos gardening because I have no plan but to make my garden a haven for our family and the wildlife that thrives and depends on it.

BEFORE



AFTER



