

Nydia Romero, Chair  
Naomi Lopez, Vice Chair  
Victor Montiel, Commissioner  
Deann Pinuelas, Commissioner  
George Retamoza, Commissioner



Jayson Perez, Commission Secretary

**CITY OF SOUTH EL MONTE  
REGULAR MEETING OF THE SOUTH EL MONTE PATRIOTIC COMMISSION**

**AGENDA**

June 24, 2026, 6:00 PM  
1415 Santa Anita Avenue, South El Monte, CA 91733

**GENERAL COMMENT**

Those wishing to participate during Public Comment may do so in person at the South El Monte City Hall Council Chambers, or may submit written public comments by emailing [jperez@soelmonte.org](mailto:jperez@soelmonte.org). Emailed public comments are due by 5:00 p.m., and should be limited to no more than 250 words. Written public comments will be provided to the Patriotic Commission and will be part of the record but will not be read aloud.

**AMERICANS WITH DISABILITIES ACT**

In accordance with the Americans with Disabilities Act of 1990, if you require a disability-related modification or accommodation to attend or participate in this meeting, including auxiliary aids or services, please call the City Clerk's office at (626) 579-6540 at least 72 hours prior to the meeting.

**MEETINGS**

The Patriotic Commission holds regular meetings on the fourth Wednesday of every month. Regular meetings start at 6 p.m. in the Council Chambers at City Hall, 1415 Santa Anita Avenue, South El Monte, California. Special and Adjourned Regular meetings start time are to be determined.

**POSTING LOCATIONS OF AGENDA AND/OR CANCELLATION NOTICES**

Regular meeting agendas will be posted at least 72 hours before the meeting (GC 54954(a)(1)).

Agenda and Cancellation Notices can be viewed online and are also posted at the following three (3) locations: City Hall located at 1415 Santa Anita Avenue, Senior Center located at 1556 Central Avenue and the Community Center located at 1530 Central Avenue, South El Monte, California.

**VIEWING OF AGENDA PACKETS**

Full agenda packet can be viewed either at <https://www.cityofsouthelmonte.org/129/Meeting-Agendas-Minutes> or in the Community Center during normal business hours Monday through Thursday, 7:00 a.m. to 5:30 p.m.

Closed on Fridays and major holidays.

**ISSUES RELATED TO AGENDA**

For issues related to the agenda, including a disability-related accommodation necessary to participate in this meeting, please contact:

Jayson Perez, Community Services Manager/Commission Secretary  
Ph (626) 652-3109

**AGENDA BEGINS ON THE FOLLOWING PAGE**

**1. ROLL CALL**

Commissioners: Montiel, Pinuelas, Retamoza, Vice Chair Lopez, and Chair Romero

**2. PLEDGE OF ALLEGIANCE**

Chair Romero

**3. PRESENTATIONS**

**3.a.** Military Recognition Programs

**4. APPROVAL OF AGENDA**

By motion of the Patriotic Commission, this is the time to notify the public of any changes to the agenda, remove items from the consent calendar for individual consideration and/or rearrange the order of the agenda.

**5. PUBLIC COMMENT**

Speakers may provide public comments on any matter within the subject matter jurisdiction of the Patriotic Commission, including items on the agenda. Each speaker will be limited to five minutes. Unless a majority of the Commission objects, the Chair may provide speakers more or less time to speak. All comments or queries shall be addressed to the Commission as a body and not to any specific member thereof. Pursuant to Government Code Section 54954.2(a)(2), the Ralph M. Brown Act, no action or discussion by the Patriotic Commission shall be undertaken on any item not appearing on the posted agenda, except to briefly provide information, ask for clarification, provide direction to staff, or schedule a matter for a future meeting.

**6. CONSENT CALENDAR**

Items on the consent calendar are considered to be routine and customary and are enacted by a single motion with the exception of items previously pulled by a member of the Patriotic Commission during "Approval of the Agenda" for individual consideration. Any items pulled shall be individually considered immediately after taking action on the Consent Calendar.

**6.a. CONSIDERATION AND APPROVAL OF THE REGULAR PATRIOTIC COMMISSION MEETING MINUTES OF MAY 27, 2026**

Staff is requesting approval of the minutes of the May 27, 2026, Regular Patriotic Commission Meeting.

**RECOMMENDED ACTION:** Staff is requesting approval of the minutes of the May 27, 2026, Regular Patriotic Commission Meeting.

**7. GENERAL BUSINESS**

**7.a. CONTINUED FROM THE MARCH 25, 2026, REGULAR PATRIOTIC COMMISSION MEETING — SOUTH EL MONTE FOURTH OF JULY CELEBRATION**

The Fourth of July Celebration offers the opportunity for the Patriotic Commission to partake in the planning, discussion, and promotional awareness on matters pertaining to the event.

**RECOMMENDED ACTION:** Staff recommends the Patriotic Commission continue to discuss the engagement opportunities at the upcoming Fourth of July Celebration.

**8. COMMISSIONERS REPORTS, INCLUDING AB 1234 REPORTS**

AB 1234, section 53232.3(d) requires Members of a legislative body to provide brief reports on meetings attended at the expense of the local agency (i.e., Conferences, seminars, training etc.) at the next regular meeting of the legislative body.

**9. CORRESPONDENCE**

**10. COMMISSIONERS AGENDA**

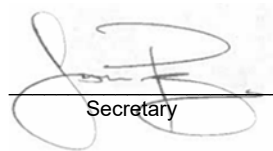
**11. ADJOURNMENT**

**NEXT REGULAR PATRIOTIC COMMISSION MEETING:**

Wednesday, July 22, 2026, at 6:00 p.m.

**CERTIFICATION**

I, Jayson Perez, Secretary of the City of South El Monte Patriotic Commission, or my designee, hereby certify under penalty of perjury that a true, accurate copy of the foregoing agenda was posted on this June 18, 2026, seventy-two (72) hours prior to the meeting per Government Code 54954.2 at the following locations: City of South El Monte City Hall, Senior Center and Community Center and made available at [www.cityofsouthelmonte.org](http://www.cityofsouthelmonte.org).

  
Secretary



## Commission Agenda Report Agenda Item No. 3.a.

**DATE:** June 24, 2026

**TO:** Honorable Chair and Members of the Patriotic Commission

**FROM:**

**SUBJECT:** Military Recognition Programs

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**SUMMARY:**

**RECOMMENDED ACTION:**

**FISCAL/FINANCIAL IMPACT:**

**DISCUSSION:**

**ATTACHMENT(S):**

A. Military Recognition Program Presentation



CITY OF SOUTH EL MONTE



# MILITARY RECOGNITION PROGRAMS

*Honoring South El Monte's Military Heroes*



ARMY



MARINE CORPS



NAVY



AIR FORCE



SPACE FORCE



COAST GUARD



SERVICE ★ HONOR ★ COURAGE ★ COMMITMENT

# MILITARY RECOGNITION PROGRAMS OVERVIEW



**1**

## **ACTIVE MILITARY BANNER PROGRAM**

Recognition banners honoring residents currently serving in the U.S. Armed Forces.

**2**

## **MILITARY LAPEL PIN PROGRAM**

Commemorative lapel pins recognizing military service.

**3**

## **MILITARY BUMPER STICKER PROGRAM**

A visible way to show pride and support for military service.

**4**

## **PATRIOTIC MONUMENT PROGRAM**

Permanent recognition on the City's Veterans Monument Wall.

# ACTIVE MILITARY BANNER PROGRAM



## PROGRAM PURPOSE

- Recognizes South El Monte residents currently serving in the U.S. Armed Forces.
- Provides public recognition through a personalized street banner displayed within the City.



## BANNER DISPLAY

- Banners will be displayed on light poles by City Hall along Santa Anita Avenue.
- Each banner will list the name of the honoree and the branch of military.
- Banners will be displayed from January through October.
- The banners will be returned to the applicant at City's Veteran's Day Ceremony.



## ELIGIBILITY

- Active-duty military personnel
- South El Monte resident
- Proof of residency required
- Proof of military service/enlistment required



## COST & REMOVAL

BANNER COST:

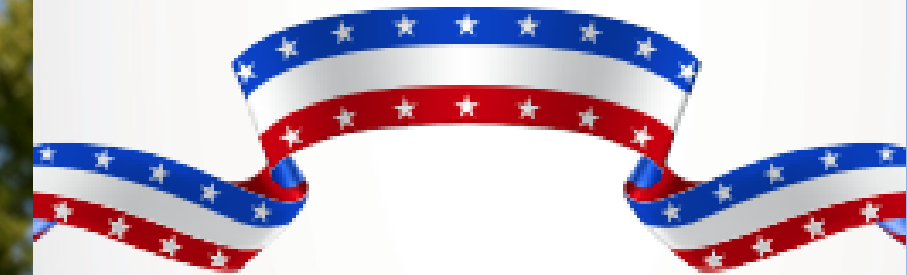
**\$50**

- Banners may be removed if damaged.
- The City will not be responsible for replacing banners that are stolen, damaged, destroyed due to sun, weather, age, vandalism, or any act of nature beyond our control such as high winds.
- Banners are subject to removal at the discretion of the City.



CITY OF  
SOUTH EL MONTE

**HONORS**



**ALBERT  
GARCIA  
US MARINE**

# MILITARY LAPEL PIN PROGRAM



## PROGRAM PURPOSE

Provides a commemorative lapel pin to recognize and honor the military service of South El Monte residents.



## ELIGIBILITY

- ✓ Honorable discharged veterans
- ✓ South El Monte resident
- ✓ Proof of military service required



## PROGRAM BENEFITS

- Meaningful token of appreciation
- Promotes community recognition
- Honors the dedication and sacrifice of our veterans



# MILITARY BUMPER STICKER PROGRAM



## PROGRAM PURPOSE

Provides a way for South El Monte residents to proudly display their support and recognition for our local military service members and veterans.



## ELIGIBILITY

- ✓ South El Monte resident
- ✓ Honorable military service (active duty, veteran or retired)
- ✓ One sticker per household



## STICKER FEATURES

- Patriotic City of South El Monte design
- Displays support for our military community
- Made for outdoor use and vehicle safe



# MONUMENT WALL PROGRAM



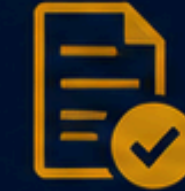
## PROGRAM PURPOSE

The Monument Wall Program provides a lasting tribute to honor veterans and their service by engraving their names on the City of South El Monte Monument Wall.



### ELIGIBILITY

- Honoree must be a veteran
- Proof of military service (DD214 or other documentation) required



### PERMANENT TRIBUTE

The Monument Wall stands as a lasting symbol of gratitude and remembrance for those who have served our country.



### ENGRAVED INFORMATION

- Name of honoree
- Branch of military
- Years of service



### APPLICATION PROCESS

Applications are available at City Hall or on the City's website. Completed applications and required documents must be submitted with payment.



*Honor. Remember. Forever.*

# HOW TO REGISTER



★ ★ ★ ★ ★ ★  
*Simple Steps to Honor Our Veterans*



1

## SUBMIT APPLICATION

- Complete an application and submit it to the Community Center or Senior Center.
- Applications may also be downloaded from the City website.

### REQUIRED DOCUMENTS:

- ★ Provide Honorable Discharged Supporting Documents (DD214)
- ★ Proof of South El Monte Residency



2

## COMMISSION REVIEW

Application goes for approval at the next Patriotic Commission Meeting.



3

## PRODUCTION PROCESS

Once approved, the application is moved forward to production.



4

## INSTALLATION OR PRESENTATION

- ★ Banner installed
- ★ Monument engraving completed
- ★ Lapel pin presented
- ★ Bumper sticker distributed

★ *Working Together to Honor. Recognize. Remember.* ★



## Commission Agenda Report

### Agenda Item No. 6.a.

**DATE:** June 24, 2026

**TO:** Honorable Chair and Members of the Patriotic Commission

**FROM:**

**SUBJECT:** CONSIDERATION AND APPROVAL OF THE REGULAR PATRIOTIC COMMISSION MEETING MINUTES OF MAY 27, 2026

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**SUMMARY:** Staff is requesting approval of the minutes of the May 27, 2026, Regular Patriotic Commission Meeting.

**RECOMMENDED ACTION:** Staff is requesting approval of the minutes of the May 27, 2026, Regular Patriotic Commission Meeting.

**FISCAL/FINANCIAL IMPACT:**

**DISCUSSION:**

**ATTACHMENT(S):**

A. DRAFT May 27 2026, Minutes

**CITY OF SOUTH EL MONTE**  
**REGULAR PATRIOTIC COMMISSION MEETING – MINUTES**

Wednesday, May 27, 2026  
1415 Santa Anita Avenue, South El Monte, CA 91733

Chair Romero called the meeting to order at 6:01 p.m.

**1. ROLL CALL**

PRESENT: Commissioner(s): Montiel, Pinuelas, Retamoza, Vice Chair Lopez,  
and Chair Romero

ABSENT: Commissioner(s): None

STAFF PRESENT: Jayson Perez, Community Services Manager, Elizabette  
Miranda, Administrative Assistant.

**2. PLEDGE OF ALLEGIANCE** – Commissioner Retamoza led the Pledge of  
Allegiance.

**3. PRESENTATION – None**

**4. APPROVAL OF AGENDA**

**Motion** by Chair Romero, seconded by Commissioner Retamoza to approve the  
agenda. Motion passed 5-0, by the following vote:

AYES: Commissioner(s): Montiel, Pinuelas, Retamoza Vice Chair Lopez,  
and Chair Romero

NAYS: Commissioner(s): None

**5. PUBLIC COMMENT**

Chair Romero opened Public Comment.

There being no public comments, Chair Romero closed Public Comment.

**6. CONSENT CALENDAR**

**Motion** by Commissioner Montiel, seconded by Vice Chair Lopez to approve the  
Consent Calendar. Motion passed 5-0, by the following vote:

AYES: Commissioner(s): Montiel, Pinuelas, Retamoza, Vice Chair Lopez,  
and Chair Romero

NAYS: Commissioner(s): None

**7. GENERAL BUSINESS**

**7a. SOUTH EL MONTE FOURTH OF JULY CELEBRATION**

Chair Romero introduced the item, Jayson Perez, Community Services Manager, provided a report.

**8. COMMISSIONERS REPORTS, INCLUDING AB 1234 REPORTS**

Commissioner Retamoza announced he attended the following: National Day of Prayers, May Night Market, Flags of Valor Opening Ceremony, and the Memorial Day Ceremony.

Commissioner Pinuelas announced she attended the following: National Day of Prayer, May Night Market, and the Flags of Valor Opening Ceremony.

Vice Chair Lopez announced she attended the following: City Council Meetings, Senior Center Volunteer Dinner, State of the City, and the April Night Market.

Commissioner Montiel announced he attended the following: Flags of Valor Opening Day, Memorial Day Ceremony, and the May Night Market.

Chair Romero announced she attended the following: National Day of Prayer, May Night Market, Women's Mental Health Workshop, Flags of Valor Opening Ceremony, and the Memorial Day Ceremony.

**9. CORRESPONDENCE – None**

**10. COMMISSIONERS AGENDA**

**10a. Commissioner Montiel**

1. Consideration to establish a commemorative Veterans Bricks Program.

**Motion** by Commissioner Montiel and seconded by Chair Romero to consider establishing a Commemorative Veterans Brick Program and seeking approval from City Manager. Motion passed by 5-0, by the following vote:

AYES: Commissioner(s): Montiel, Pinuelas, Retamoza, Vice Chair Lopez, and Chair Romero

NAYS: Commissioner(s): None

2. Consideration including a military uniform display during the Flag of Valor Event.

Commissioner Montiel introduced his item and suggested the Flags of Valor Opening Day Ceremony include a military uniform display.

Item was received and filed.

**10b. Commissioner Retamoza**

1. Consideration to implement Community outreach efforts supporting veterans and military-bound graduates.

Commissioner Retamoza introduced his item and provided an update to the Commission regarding his efforts to acknowledge veterans and military-bound graduates.

Item was received and filed.

2. Consideration to discuss funding and procurement of patriotic promotional items

Commissioner Retamoza introduced his item, Jayson Perez, Community Services Manager provided information regarding funding and the budget for patriotic promotional items.

Item was received and filed.

**11. ADJOURNMENT**

At 6:53 p.m., there being no more business before the Commission, Chair Romero adjourned the meeting to a Regular Patriotic Commission Meeting on Wednesday, June 24, 2026, at 6:00 p.m.

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Jayson Perez, Community Services Manager

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Nydia Romero, Chair



## Commission Agenda Report Agenda Item No. 7.a.

**DATE:** June 24, 2026

**TO:** Honorable Chair and Members of the Patriotic Commission

**FROM:** Jayson Perez , Community Services Manager

**SUBJECT:** CONTINUED FROM THE MARCH 25, 2026, REGULAR PATRIOTIC COMMISSION MEETING — SOUTH EL MONTE FOURTH OF JULY CELEBRATION

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**SUMMARY:** The Fourth of July Celebration offers the opportunity for the Patriotic Commission to partake in the planning, discussion, and promotional awareness on matters pertaining to the event.

**RECOMMENDED ACTION:** Staff recommends the Patriotic Commission continue to discuss the engagement opportunities at the upcoming Fourth of July Celebration.

### **FISCAL/FINANCIAL IMPACT:**

**DISCUSSION:** At the December 2, 2025, City Council Meeting, the City Council approved the City's 2026 Special Events Calendar, which included the Fourth of July Celebration. The upcoming event offers a great opportunity for the Patriotic Commission to actively promote programs and engage with the public.

The Fourth of July Celebration is scheduled for Saturday, July 4, 2026, at New Temple Park and South El Monte High School. This annual event invites members of the community to a family-friendly day filled with fun activities including water inflatables, family games, a live boxing show, a live band performance, and giveaways. Every year the Patriotic Commission stations a booth promoting veteran programs and hosting the Letters to the Soldiers program. Please find below the details that are subject to change for the event:

**Date:** Saturday, July 4, 2026

**Location:** New Temple Park & South El Monte High School

**Time:** 2:00 p.m. to 9:30 p.m.

### **Entertainment:**

- Food Vendors
- Live Boxing Show
- World Cup Watch Party

- Letters to Soldiers Booth
- Jolly Corks Band Performance
- Live Firework Show: South El Monte High School
- Kids Fun Zone: Inflatables, Game Booths, Family Games, etc.

**ATTACHMENT(S):**

- A. 4th of July Celebration Flyer



CITY OF SOUTH EL MONTE COMMUNITY SERVICES DEPARTMENT

# 4TH OF JULY

**FREE  
ENTRY**

# CELEBRATION

## NEW TEMPLE PARK

1450 LIDCOMBE AVE.  
SOUTH EL MONTE  
2 PM - 9 PM



**FAMILY GAMES ★ KIDS SPLASH ZONE ★ LOCAL VENDORS**

**LIVE PERFORMANCE BY THE JOLLY CORKS 6:30 PM - 8:30 PM**

**★ FIREWORKS SHOW AT 9 PM ★**

**SOUTH EL MONTE HIGH SCHOOL, 1001 N. DURFEE AVE. SOUTH EL MONTE, CA 91733**

The City of South El Monte wants to remind everyone that only California State Fire Marshall approved Safe and Sane fireworks may be purchased, possessed or discharged within the city.

 **SEM\_PARKSANDREC**

FOR MORE INFORMATION, PLEASE EMAIL [SEM@SOELMONTE.ORG](mailto:SEM@SOELMONTE.ORG) OR CALL 626-579-2043.