



BUSINESS VIEW Newsletter

JULY, 2016

VOLUME 2, NUMBER 2



*Message from the
Desk of
Chamber
Executive
Director/CEO
Leticia Martinez*

A BIT OF ME

As your Chamber Executive Director/CEO, I would like to take this opportunity to tell you a little bit of myself. It's not really easy summing your life's work and involvement in just a few short paragraphs, but I will gladly do my best.

This mid-July month, I gratefully and humbly celebrate 26 years as an official employee of The Greater Huntington Park Area Chamber of Commerce. When I mention my years of service, many jokingly state that I must have started when I was in elementary school.

My professional career dates back since my high school years while attending Huntington Park High School. Through a granted school work permit, I worked part-time as a Records Intern Clerk for the Huntington Park Police Department. As a youth worker, I learned many facets of public safety and the importance of integrity. It is an experience that to this day I carry with me.

After graduating high school, and attending East Los Angeles College, I applied for an opening at the Huntington Park Chamber of Commerce. At the time I honestly had no clue what a Chamber of Commerce was or what it did for a community.

My first week on the job, I learned immediately the effects of the organization, and how the people involved were committed to working together with our local government, businesses, organizations and residents to bettering the community.

The organization offered me the opportunity to grow as an individual. With hard work, dedication and commitment I was promoted throughout the years; Secretary, Senior Secretary, Administrative Assistant, Interim Executive Director/CEO and now the official Executive Director/CEO.

The best I have learned with the Chamber of Commerce is to not only Like the community, but to genuinely LOVE IT!

New Chamber Office Building

It is indeed with great excitement to announce that our Chamber of Commerce has moved to a new building located in the City. We spent over 24 years in the previous office space that was located inside a larger building in the downtown area. Our previous offices served us well, and we made great accomplishments (downtown events and other activities) and most of all memories, but we honestly could not be more excited at our new building.



While our previous offices were located on the second floor, it was felt that as in other communities, the Chamber of Commerce deserved its own building with direct visibility for everyone driving or walking by.

The new building is located at 6725 Seville Ave. (between Saturn Ave./Zoe Ave.), offers more office spaces, a Board room, and ample private parking for our customers, businesses, members, visitors, shoppers and residents.

Our office will still be accessible for anyone requesting information on business matters, events and activities occurring within our City.

While the task of moving a full operation to a new location was a major undertaking, the Chamber of Commerce appreciates the support from various group members in the community who willingly stepped forward to assist in the endeavor.

The Chamber of Commerce looks forward to presenting an official "Grand Opening Celebration" to welcome everyone to our new building. The date and activity will be forthcoming.

Downtown Events Face Season Break



For the first time in decades, our two major downtown events that every year attract hundreds of thousands of families to our shopping district, "Sabor De Mexico Lindo Downtown Festival" and the long-time community tradition "Fabulous Holiday - Christmas Lane Parade" are facing a season break in the downtown area.

Beginning this summer, the City's Downtown Revitalization program will consist of improvements for Pacific Blvd., between Florence Ave. to Slauson Ave. Some include Curb Ramps, Pedestrian Crosswalks, Bike Racks, Pedestrian Signage, Street Crossing Lighting and Improved Parking metering. The Chamber was proud to support the initiative since its inception, and commends the City for its vision.



Seasons of Business Sales

As the second half of the busiest year begins, the Chamber of Commerce is hopeful the remaining seasons will be promising for the businesses in our community.

The first season to kick-off the business retail sales will be the "**Back To School Day**" Sales. With our city of 3.2 square miles hosting over 20 schools of both public and private entities varying from Day Care Centers to College Prep High Schools, our businesses can indeed benefit from our local families. To attract the many shoppers, the area businesses are encouraged to display window posters to promote their special discounts for school supplies, and other retail items.

In the same season, another special promotions/activities that can benefit our businesses is the "**Senior Citizens Day**" that is nationally recognized. The Chamber of Commerce was proud to introduce the new activity last year in the month of August for the businesses and local seniors in our community. In our community there are several Senior Housing complexes located near the downtown area. Attracting the Seniors to shop local and businesses to offer special discounts, is a benefit and a definite shopping win.

To attract and welcome potential shoppers of the arts industry, the Chamber of Commerce encourages businesses to participate in the "**Halloween Store Window Painting Contest.**" The new concept for the businesses will attract artists from local high schools, residents and other areas.

And last, but not least, is the **Holiday-Christmas Shopping Season** that in essence kicks-off after the **Thanksgiving Celebration.** The businesses are encouraged to offer a variety of special discounts for the gift shoppers, as our shopping district is in the competing dollars with other centers of surrounding areas.

The Chamber of Commerce continues to assist in promoting the economic growth in our community. We encourage the businesses to participate in Special Promotions/Activities to attract shoppers.

Monitoring Local Legislation: Marijuana

The discussion of Marijuana and the sales of such has been no stranger to our community. The item dates back to the year 2011 when the previous City Council voted to uphold the decision of the Appeals Board regarding the revocation of a business license to a business that was providing such sales.

In a meeting earlier this year, a motion was passed to approve an amendment article to the city's municipal code relating to Medical Marijuana Cultivation establishments and Medical Marijuana Dispensaries.

At the meeting of May 17, the following three businesses were approved for a business permit: Goodness for Life, Natural Compassionate Center and United Health Care Center.

Welcome New Members

A special Thank You to the following businesses for joining our Chamber of Commerce:

Arco AM-PM

6400 Santa Fe Ave.
Huntington Park, CA 90255
(323) 582-8040

A-Technical College

6330 Pacific Blvd., #201
Huntington Park, CA 90255
(323) 277-9697

California Patients Alliance

8271 Melrose Ave., #102
Los Angeles, CA 90046
(323) 655-1735

Inter-American Adult School

P.O. Box 491
Bell Gardens, CA 90201
(323) 627-0704

JCPenney

6420 Pacific Blvd.
Huntington Park, CA 90255
(323) 587-3261

Oldtimers Housing Development Corp.

3355 Gage Ave.
Huntington Park, CA 90255
(323) 582-6090

Pacific Dental & Implants

6318 Pacific Blvd.
Huntington Park, CA 90255
(323) 588-4869

PHP Investment

18034 Ventura Blvd., #232
Encino, CA 91316

PT Events

16203 Wand Way
City of Industry, CA 91745
(626) 333-1866

In next month's newsletter, we will recognize our renewed Members in good standing.

For details on joining the Chamber of Commerce, please feel free to contact our office at (323) 585-1155. Or please feel free to visit our website at www.HPChamber.org and view the Membership tab with the "Become a Member" link.