



THE CITY OF

SAN FERNANDO

SUPPLEMENTAL ITEM NO. 8

AGENDA REPORT

To: Mayor Mary Mendoza and Councilmembers

From: Kanika Kith, Interim City Manager
By: Julio Salcedo

Date: October 20, 2025

Subject: Discussion and Consideration to Approve Designating Area Adjacent to the López Adobe Historical House for the 2025 Holiday Tree Lighting Ceremony and Authorize the Purchase and Installation of Lighting and Decorations in the San Fernando Mall

RECOMMENDATION:

Subsequent to the preparation of the staff report, staff received confirmation that relocation of the 2025 Holiday Tree Lighting Ceremony from the Mall to the Lopez Adobe is not necessary.

Staff recommends that the City Council:

- a. Approve hosting the 2025 Holiday Tree Lighting Ceremony at the San Fernando Mall, featuring a Holiday Night Market and the temporary closure of San Fernando Road between Brand Avenue and San Fernando Mission Boulevard;
- b. Provide direction to staff on the purchase and installation of new lighting and holiday decorations;
- c. As applicable, authorize staff to purchase and install new lighting and holiday decorations in an amount not-to-exceed \$210,000, and provide direction on where those funds should be allocated from;
- d. Authorize staff to proceed with event planning and coordination accordingly; and
- e. Provide direction, as applicable.

BACKGROUND:

The Holiday Tree Lighting Ceremony is a cherished San Fernando tradition, with the tree at the corner of Maclay Avenue and San Fernando Road serving as its symbolic centerpiece since 2022, when the City began hosting the annual event at this location. In November 2020, the City

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accepted the tree as a donation from the Santana Family Trust to honor the late José Santana, former owner of San Fernando Loan. The tree was intended to be decorated annually as part of the Mall's holiday marketing efforts and to commemorate Mr. Santana's lasting contributions to the San Fernando community (See Attachment "A").

As in previous years, staff is requesting that the City Council consider hosting the 2025 Holiday Tree Lighting Ceremony in the San Fernando Mall. This event would be organized by the Recreation and Community Services Department in partnership with My Valley Pass. The Recreation and Community Services Department would oversee logistics and outreach, while My Valley Pass handles vendor coordination, layout, and entertainment.

Under this option, My Valley Pass would manage a Holiday Night Market featuring local vendors, entertainment, and attractions to enhance the festive atmosphere. Food vendors would be located along Maclay Avenue to minimize impacts on Mall businesses, while other vendor booths would be placed along San Fernando Road with pedestrian pathways to maintain visibility and access to existing storefronts.

BUDGET IMPACT:

There is no additional impact on the current fiscal year budget related to hosting the event at the Mall.

The cost for the purchase and installation of new lighting and decorations in the San Fernando Mall is not to exceed \$210,000. This budget includes purchase of new decorations, installation cost, and staff overtime figures. Budget options to fund this project include:

1. Utilizing the City's General Fund Reserve; or
2. Utilizing Downtown Promotional Area B account (Account No. 001-2260) to cover related expenditures, which has sufficient funds to cover the estimated cost with a total current balance of \$246,615.10.

CONCLUSION:

Staff recommends that the City Council:

- a. Approve hosting the 2025 Holiday Tree Lighting Ceremony at the San Fernando Mall, featuring a Holiday Night Market and the temporary closure of San Fernando Road between Brand Avenue and San Fernando Mission Boulevard;

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- b. Provide direction to staff on the purchase and installation of new lighting and holiday decorations;
- c. As applicable, authorize staff to purchase and install new lighting and holiday decorations in an amount not-to-exceed \$210,000, and provide direction on where those funds should be allocated from;
- d. Authorize staff to proceed with event planning and coordination accordingly; and
- e. Provide direction, as applicable.

ATTACHMENTS:

- A. November, 2020 Staff Report for Tree Donation (Santana Family Trust)



AGENDA REPORT

To: Mayor Joel Fajardo and Councilmembers

From: Nick Kimball, City Manager

Date: November 2, 2020

Subject: Consideration to Accept the Donation of an Evergreen Tree to Plant on the San Fernando Mall

RECOMMENDATION:

It is recommended that the City Council:

- a. Accept the donation of an evergreen tree from San Fernando Loan Company Inc. ("SF Loan") through the Santana Family Trust;
- b. Authorize staff to remove existing vegetation from the planter located at the corner of San Fernando Road and Maclay Avenue and plant the donated tree in said location; and
- c. Authorize Santana Family Trust to place a small commemorative plaque at the base of the donated tree.

BACKGROUND:

1. In October 2020, the current owner and proprietor of SF Loan approached staff to discuss the process for donating and planting an evergreen tree on the San Fernando Mall (at the corner of San Fernando Road and Maclay Avenue) to be decorated as part of the Mall's holiday marketing effort each year and commemorating the contribution of the former owner of SF Loan, Jose Santana
2. Staff has confirmed with the President of the Mall Association that the Mall Association Board supports planting an evergreen tree at the proposed location on the San Fernando Mall to decorate as part of the Mall's marketing efforts during the holidays.

ANALYSIS:

SF Loan has been operating at 1131 San Fernando Road in the City of San Fernando since 1946. The former owner and proprietor of SF Loan, Mr. Jose Santana, passed away a few years ago.

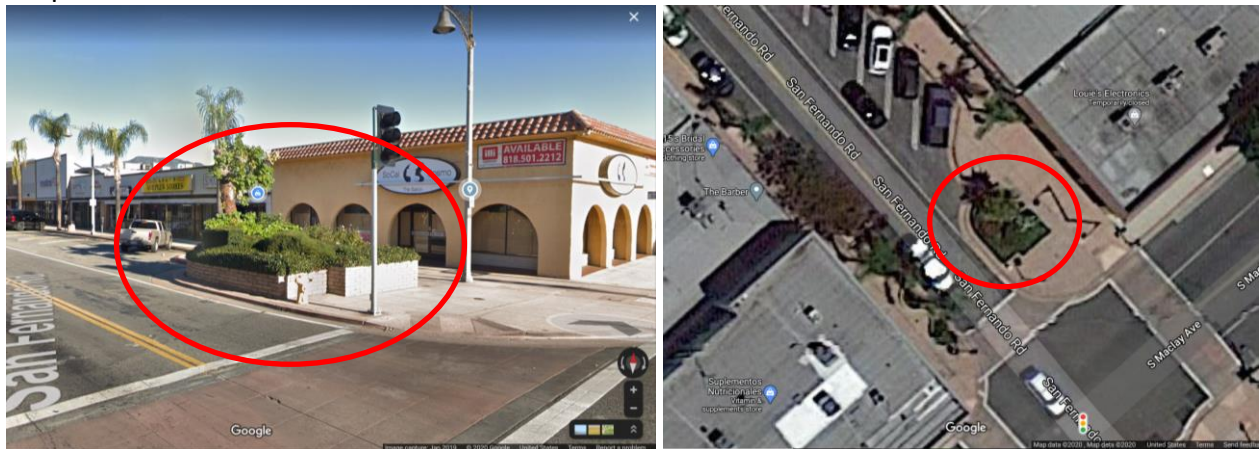
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However, SF Loan remains a family owned and operated small business as his daughter now operates the business. Through his daughter, the Santana Family Trust has proposed donating an evergreen tree to be planted in the San Fernando Mall in his memory and to be used as part of the Mall's holiday marketing efforts.

As proposed, the Santana Family Trust will purchase the tree and donate it to the City. The City will be responsible for removing the existing plants, vegetation, and dead tree from the planter box (see pictures below for additional detail of the location and condition) and planting the donated tree.

Proposed location:



In addition to planting the tree, staff will fill-in the rest of the planter box with low maintenance ground cover (e.g., mulch). This is consistent with staff's goal to reduce maintenance costs throughout the San Fernando Mall area by replacing dead plants/trees and existing high maintenance vegetation with lower maintenance xeriscaping¹.

In exchange for purchasing the tree, the Santana Family Trust has requested authorization to place a small plaque (approximately 18 inches x 18 inches) near the base of the donated tree memorializing Mr. Jose Santana. The Santana Family Trust will be responsible for purchasing and maintaining the plaque.

BUDGET IMPACT:

The estimated value of the donated tree is \$1,000. It is estimated that clearing the planter box located at San Fernando Road and Maclay Avenue and planting the donated tree will use

¹ Xeriscaping is the practice of designing landscapes to reduce or eliminate the need for irrigation. This means xeriscaped landscapes need little or no water beyond what the natural climate provides. Xeriscaping has been embraced in dry regions of the western United States.

approximately 20 hours of staff time (approximately \$800), which will be funded from the Mall Maintenance Assessment.

CONCLUSION:

It is recommended that the City Council accept the donation of the evergreen tree and authorize staff to remove the plants, dead tree, and vegetation and plant the donated tree in the planter box located at San Fernando Road and Maclay Avenue.