



Meeting #10

June 25, 2026

Introduction

On June 25, 2026, the SELA Cultural Center Advisory Panel (Panel) participated in a site visit prior to Panel Meeting #10.

At previous meetings, the Panel expressed interest in visiting arts and culture organizations across the Los Angeles region to learn how established spaces across different scales serve community needs and operate. The site visit was hosted at Plaza de la Raza (Plaza) at 3540 N Mission Rd, Los Angeles, CA 90031. Plaza staff present included Rebecca Nevarez, Grants Manager, and Tomas Benitez, Development Director. Rebecca and Tomas provided an overview of Plaza, the surrounding Lincoln Heights neighborhood, and programming, then shared about operating elements, including spatial considerations, funding, staffing, and governance. The site visit was open to the public, and one community member attended. Following the site visit, the Panel and project support team members had a lunch recess before reconvening at Lynwood Bateman Hall Auditorium, 11331 Ernestine Ave, Lynwood, CA 90262.

MEETING SUMMARY

The Panel participated in a hybrid meeting held virtually over Zoom and in-person at Lynwood Bateman Hall Auditorium. The project support team included representatives from the California Department of Parks and Recreation (State Parks), County Board of Supervisors District 4 (Board), and Moore Iacofano Goltsman, Inc. (MIG).

Members from the project support team present included: Jennifer Cabrera (State Parks), Olivia Chiu (State Parks), Alfonso Ramirez (MIG), Brittney Lu-Jones (MIG), Daniel Iacofano (MIG), Emilio Garcia-Corona (MIG), Esmeralda García (MIG), Joey Nielsen (MIG), Ryan Mottau (MIG), and Sara Perez Rojas (MIG).

Members of the Panel present included:

Director Armando Quintero, Chair, California Department of Parks and Recreation
Daritza Perez, Co-Chair, on behalf of Supervisor Janice Hahn

Cynthia Fuentes, LA Philharmonic
Danaly Leon, Latinas Art Foundation
Diana Morales, SELA Arts Foundation
Gabriel Enamorado, Stay Arts
Mark Flores, City of Lynwood Recreation and Community Services Department

Members of the Panel present over Zoom included:

Kristin Sakoda, Los Angeles County Department of Arts and Culture
Montserrat Hidalgo, SELA Youth Representative

Members of the Panel absent included:

Dilcia Barrera, Arts Organization Executive
Kimberly Morales Johnson, San Gabriel Band of Mission Indians Tribal Representative

Please note the record of the meeting is provided via video recording. The video recording and all information and documentation is posted at selaculturalcenter.org.

Call to Order and Roll Call

Interpretation instructions were provided, then Director Quintero called the meeting to order at 4:17 p.m. Esmeralda García facilitated a roll call for Panel members present in-person and over Zoom.

Welcome and Land Acknowledgement

Director Quintero provided a welcome and administrative announcements, then shared a land acknowledgement.

Agenda Overview

Esmeralda García reviewed the meeting agenda, which included project updates and partner announcements, community outreach and engagement recap, breakout discussions to confirm the draft vision statement and guiding principles, site visits recap, presentation to confirm draft programming priorities, and public comment.

Project Updates and Partner Announcements

Esmeralda García invited the Panel and project support team members to share project updates or announcements.

- State Parks – Panel members need to contact Simon Fong at State Parks to reactivate State Parks' accounts and complete online training.

- County Partners – No updates at this time.
- Diana Morales – The SELA Arts Foundation is hosting Irresistible Resistance on June 26 in support of local businesses impacted by the immigration raids.
- Mark Flores – The City of Lynwood is hosting their annual pride event on June 28, and an Independence Day Fireworks Show on July 3.
- Danaly Leon – Latinas Art Foundation is hosting their annual La Vaquereada event on July 18 from 1-6 p.m. at Paramount Park.
- Gabriel Enamorado – Stay Arts launched summer art camp and youth classes, offering over \$20,000 in scholarships. Registration for fall will begin soon.

Esmeralda closed the time of updates and announcements with meeting format reminders, including Bagley Keene Open Meeting Act requirements, public comment instructions, and quorum requirements.

Community Outreach and Engagement Recap

Esmeralda García reviewed the project timeline and phases, shared the proposed floor plan, and recapped recent outreach activities.

Facilitated Breakout Discussions to Confirm Draft Mission Statement, Vision Statement, and Guiding Principles

Informed by the previous Panel meeting feedback, the project support team collaborated with Panel members Diana Morales and Gabriel Enamorado to create a mission statement to reflect the building and operations, revise the draft vision statement to reflect community aspirations, and revise guiding principles.

Diana Morales shared that the revised language intends to be more inclusive, powerful, and aspirational but not impossible, shows how arts and culture is the heart and soul of the community, and celebrates SELA's past, present, and future. Gabriel Enamorado shared that these statements will evolve over time as plans are confirmed, and that the language should help recenter and align Cultural Center work with goals and values.

Esmeralda García then presented the revised, draft mission statement, vision statement, and guiding principles. The Panel and community members broke out into four groups, in-person and over Zoom, to confirm whether the draft mission statement, vision statement, and guiding principles reflect what was heard from the community. Comments across groups and topics include the following:

Draft Mission Statement

- The mission statement indicates why the Cultural Center exists and what it does.
- Highlight how the Cultural Center will be an incubator for new or emerging artists.

- Language should be specific, directional, and intentional.

Draft Vision Statement

- The vision statement indicates the Cultural Center's aspirations.
- Highlight the importance of art as a powerful, fundamental human right.
- Highlight the Cultural Center as a safe space that values diverse perspectives.
- Remove "neighboring" to be more inclusive about the community and region.
- Remove "we believe" to state things as fact.

General Comments

- Consider adding an "about" statement to describe what the Cultural Center is.
- General agreement that updated language reflects community feedback.

Photos of notes and Wallgraphic can be found in the appendix.

Esmeralda introduced a roll call vote to approve the mission statement, vision statement, and guiding principles. Director Quintero requested that the statements were re-stated ahead of calling a vote. A proposed about statement was shared as follows:

The SELA Cultural Center is a multidisciplinary arts and culture campus serving Southeast Los Angeles. The Center provides spaces for arts, education, exhibitions, performances, community gatherings, and creative collaboration, amplifying the voices of the SELA community through arts, culture, and creative expression. As a welcoming cultural hub, it supports local artists, celebrates the region's diverse identities, and creates opportunities for people of all ages and backgrounds to connect through creativity.

Diana Morales responded that this might insinuate programming is already set. While clarity is helpful, keeping language relatively broad can help in moving through the planning process. Esmeralda clarified that given this feedback, the vision and guiding principles document could be voted upon as a foundational framework and modified in developing the final Recommended Operations Plan.

Daritza Perez moved for the vision to be voted on, with revisions to change "family-oriented community" to "community-oriented," to remove "we believe," and to remove "neighboring," keeping all other elements. The vision statement was modified as follows:

The SELA Cultural Center is safe, community-oriented, and values, respects, and supports human differences and diverse perspectives. Arts and culture are a fundamental human right and have the power to heal, uplift, and feed the heart and

soul of the community. We are committed to SELA being a vibrant cultural region, sustained by its people, enriched by its creativity, and connected through arts, culture, education, and community. We center the needs and hopes of the community and our path forward is led by the people who call SELA home.

Ahead of taking a roll call vote, a comment was shared via Zoom about defining SELA geography. Diana Morales responded that not having a definition helps with inclusivity, ensuring a welcoming space for all. Including the phrase “those who call SELA home” also highlights those who have been historically under-resourced.

The Panel then voted as follows:

- Director Quintero – Aye
- Daritza Perez – Aye
- Cynthia Fuentes – Aye
- Danaly Leon – Aye
- Diana Morales – Aye
- Gabriel Enamorado – Aye
- Mark Flores – Aye

With a majority of seven in-person yes-votes, the draft vision statement and guiding principles passes. The Panel Meeting paused for a brief working dinner break.

Following the break, Esmeralda reconvened the Panel for a second vote to ensure clarity. This second vote would override the previous vote. The mission statement was revised to remove “The SELA Cultural Center where Southeast Los Angeles’ identities, stories, and creativity thrive,” and “to the neighboring region.” The vision statement was revised to remove “family-oriented,” “we believe,” and “neighboring.” The revised statements were presented as follows:

Mission Statement – The SELA Cultural Center is a multi-disciplinary arts and culture campus dedicated to uplifting and connecting arts and culture access by expanding arts education, building opportunities for local artists, and activating vibrant third spaces where all ages, abilities, and backgrounds belong.

Vision Statement – The SELA Cultural Center is a safe community that values, respects, and supports human differences and diverse perspectives. Arts and culture are a fundamental human right and have the power to heal, uplift, and feed the heart and soul of the community. We are committed to SELA being a vibrant cultural region, sustained by its people, enriched by its creativity, and connected through

arts, culture, education, and community. We center the needs and hopes of the community, and our path forward is led by the people who call SELA home.

Diana Morales moved to approve the mission and vision statement as revised (above), and to approve the guiding principles with the following edits: Guiding Principle A – change “richness” to “vibrance,” Guiding Principle B – remove “quintessential,” and Guiding Principle E4 – change “identity” to “identities” and “culture” to cultures.” Mark Flores seconded the motion.

The Panel then voted as follows:

- Director Quintero – Aye
- Daritza Perez – Aye
- Cynthia Fuentes – Aye
- Danaly Leon – Aye
- Diana Morales – Aye
- Gabriel Enamorado – Aye
- Mark Flores – Aye

With a majority of seven in-person yes-votes, the draft vision statement and guiding principles passes.

Programming Priorities

Esmeralda García recapped two recent site visits, which will inform how the Cultural Center will serve the surrounding community and elements within the Recommended Operations Plan. In May 2026, the Panel visited Latino Theater Company at The Los Angeles Theatre Center (LTC), located in Downtown Los Angeles and providing community-oriented theater programming and performances as well as workforce development opportunities. The LTC is funded primarily through philanthropy and government agencies, and its spaces include five theaters with various seating capacities, rehearsal spaces, dressing rooms, prop rooms, and administrative spaces. There are full- and part-time staff, and a governing board. Additional comments from the Panel included:

- The LTC Executive Director has strong fundraising abilities, and this skillset should be included when looking for an executive director for the Cultural Center.
- The LTC audiences are very diverse, and this is reflective of how the LTC executes their mission statement through diverse storytelling.

- Learning about the LTC's succession plan will inform how the Cultural Center prepares the next generation of leadership, especially considering local and internal hiring practices.
- The LTC has strong generational leadership, is designed to allow multiple activities to happen simultaneously, and has programming that is both hyperlocal and part of national initiatives. The LTC is also an incubator for other groups, which can inform how the Cultural Center supports existing organizations.
- Future site visits should explore the percentage breakdown of the organization's operating budget and revenue, the building agreement, and required staff skillset.

Earlier in the day, the Panel visited Plaza de la Raza (Plaza). Plaza is located in East Los Angeles, and provides community-centered arts and culture programming as well as facility rentals for special events and gatherings. Plaza is funded primarily through event rentals. Additional comments from the Panel included:

- Plaza's campus is expansive and multidisciplinary, with good indoor and outdoor space. There is also a sense of ownership from the artists on programming.
- Plaza has a unique staffing structure with varying tiers of employment, where artists can also trade or barter services for space.
- Plaza's facility rentals program likely requires robust scheduling administration.
- Parking is a key priority for anyone leading programming in Los Angeles.
- Long-term maintenance strategy and budget will be important.
- Plaza has a strong grassroots approach, which also speaks to the Cultural Center's history and values.

Esmeralda shared the next site visits will take place on July 13, at Angels Gate Cultural Center and The Music Center.

Esmeralda then presented the results of the SELA Cultural Assets Survey to demonstrate a framework for programming priorities. Esmeralda explained there will be a roll call vote to confirm whether this set of programming priorities can be further explored as to inform the phased development and construction approach, balancing community priorities with revenue generating potential. The programming priorities included the following:

- Community events, gatherings, and celebrations
- Classes
- Visual art, sculpture, ceramics, and textile art
- Music productions and performances
- Outdoor gatherings

- Dance productions and performances
- Film productions
- Theater

The Panel expressed alignment, and shared there should also be flexibility to allow for the Cultural Center to be responsive to immediate and/or evolving community needs. Daritza Perez moved to advance research on these programming priorities, including any revenue generating strategies, while maintaining flexibility to accommodate changing community needs. Cynthia Fuentes seconded the motion.

The Panel then voted as follows:

- Director Quintero – Aye
- Daritza Perez – Aye
- Cynthia Fuentes – Aye
- Danaly Leon – Aye
- Diana Morales – Aye
- Gabriel Enamorado – Aye
- Mark Flores – Aye

With a majority of seven in-person yes-votes, the motion to move forward with programming priority research passes.

Public Comment

Natalie Hernandez invited SELA artists to participate in the Gateway Cities Council of Governments' logo contest, with monetary prize.

Jennifer Mejia invited the community to join South Gate Museum and Art Gallery's event at The Music Center Futbol Watch Party where attendees can reimagine jerseys on June 26, 2026, as well as Zine Fiesta 5 on June 27, 2026 from 1-5 p.m.

Mario Dominguez inquired about how to have a mural at the Leland Weaver Library.

Diana Morales shared the importance of public-private partnerships, including those with local elected officials who make decisions about arts and culture funding.

Dr. Daniel Santana introduced his work at California State University Dominguez Hills and offered collaboration opportunities between the university and Cultural Center.

Follow Up Items

In response to the meeting, the project support team will lead the following efforts:

- Revise the mission statement, vision statement, and guiding principles as voted upon, then post all language to the public website
- Research programming priorities as voted upon
- Continue coordination with case studies for presentations and/or site visits
- Continue community outreach and engagement, including social media and in-person tabling, events, workshops, etc.

In response to the meeting, the Panel members will provide support with the following:

- Share key events to be added to the website calendar
- Share and collaborate on Cultural Center social media posts
- Collaborate with project support team members on the upcoming SELA Cultural Center Advisory Panel gathering

Adjournment

Director Quintero closed with an announcement that the next Panel Gathering would take place on Saturday, August 22, 2026, and adjourned the meeting at 7:25 p.m.

Appendix 1. Breakout Group Flip Chart and Mural Board Notes

The SELA CULTURAL CENTER **BRINGS IMPORTANCE**
OF ART
POWERFUL

is
• a safe, community-oriented env't
• values, respects, supports *diverse perspectives*
• ARTS + CULTURE are *FUNDAMENTAL HUMAN RIGHTS*
• power to heal, uplift + feed our hearts + souls
• SUSTAINED by its vibrant cultural region
• enriched by its creativity AND connections to needs + hopes of *neighboring community*

LED BY PEOPLE WHO CALL
SELA HOME.

Draft Mission Statement

The SELA Cultural Center is a multi-disciplinary arts and culture campus where Southeast Los Angeles' identities, stories, and creativity thrive. The SELA Cultural Center is dedicated to uplifting and connecting arts and culture access to the neighboring region by expanding arts education, building opportunities for local artists, and activating vibrant third spaces where all ages, abilities, and backgrounds belong.

Needs to be
a place
where artists
are born

"Incubator"

Will the final
mission /
vision be
available after
finalization

The final
mission and
vision need to
be available
on the website

Draft Vision Statement

The SELA Cultural Center is a safe, family-oriented community that values, respects, and supports human differences and diverse perspectives. We believe arts and culture are a fundamental human right and have the power to heal, uplift, and feed the heart and soul of the community. We are committed to SELA being a vibrant cultural region, sustained by its people, enriched by its creativity, and connected through arts, culture, education, and community. We center the needs and hopes of the neighboring community and our path forward is led by the people who call SELA home.

Sounds
good as is

Connect
with
second
sentence

Power to heal,
uplift, and
feed the heart
and soul of the
community

Honor and Celebrate the Region's Richness and Diversity

Acknowledge and integrate the history, creative practices, and cultural heritage of the SELA region, communities, and tribes, as well as the LA River water, landscape, and ecosystem as a means of honoring SELA's holistic identities and celebrating community pride. Art and culture are critical aspects of individual and shared identity, and contribute to personal and collective healing, belonging, joy, and resilience. The Cultural Center's built and felt environments should be reflective of and uplift this through design, engagement, education, and exploration.

Overall this
guiding
principle is
spot on

Very good
and
relevant



Especially
given recent
environmental
disasters

Foster and Cultivate Inclusion and Belonging

Deepen a sense of inclusivity and belonging through connection, togetherness, and shared creation. Art and culture are an essential and transformative part of daily life, meant for everyone. Be deliberate in welcoming, including, and representing all ages, abilities, backgrounds, cultural identities, and artistic interests and collaborate with existing entities.



Empower and Uplift Local Artist Organizations and Cultural Leaders

Provide local artists, creators, and cultural leaders with opportunities to incubate new ideas, learn and develop creative skills, and connect with industry partners. There is already a robust and thriving arts and culture infrastructure across SELA, home to emerging and established artists at all levels of experience. The Cultural Center can foster collaborative opportunities and facilitate access to resources that invest in rather than displace the existing arts and culture community.



Design and Activate Memorable and Vibrant Spaces

Bring people together in thoughtfully-designed spaces that meet diverse needs, host third spaces, and offer unique experiences. Arts and culture can flourish in built environments that are constructed to be accommodating, inspiring, and collaborative. The Cultural Center as a whole and in its components should be in service of the people who use it and represent the quintessential SELA essence.



Center and Support the Existing Community and Cultural Infrastructure

Invest in SELA residents, families, artists, and community members through all aspects of programming and operations to keep community at the core. Though the Cultural Center will invite new opportunities as a regional arts and culture hub, it must also ensure that all benefits and decision-making prioritize, commit, and respond to community needs and values now and into the future. SELA residents, businesses, organizations, and artists should enjoy and benefit from the Cultural Center while remaining rooted in place for generations to come.

E2, E3, E4, and
E5 perfectly
capture the
intent



E.5 Institute anti-gentrification and anti-displacement policies and be explicit about equitable, community-led initiatives that prioritize community-centered investments and benefit existing businesses, families, and organizations across generations.

Community
should lead
charge

Balance
influence
from larger
organizations



Appendix 2. Programming Priorities Feedback

ADDITIONS

INCLUDE
▷ REVENUE
GENERATING
PROGRAMS

▷ RETAIN
FLEXIBILITY
F/ UNKNOWN
FUTURE NEEDS

▷ INCLUDE
FLEXIBLE
SPACES . . .

Appendix 3. Wallgraphic

