Main Street Railroad Project

A safer rail crossing at Main Street is now complete. The project spans east and west of the rail crossing along Main Street between 4th Street and 3rd Street and provides curb/gutter, sidewalks and improved railroad warning devices. The project was designed and its construction managed in-house by our Engineering Division. City staff closely coordinated with Caltrans, Union Pacific, and IID to make this project a reality with funding that was made possible by Section 310 Grade Crossing Improvement Program grant funds in the amount of $698,000.

Project Highlights:

1) Connecting sidewalks provided, improving pedestrian movement.

2) Upgraded rail crossing equipment resulting in safer rail and vehicle movements.
El Centro Fire Department Strike Team

This summer the State fire season got off to an early start with erratic fire behavior and a number of large fires throughout the state. On June 25, 2018, the first Imperial Valley Strike Team which included four of El Centro firefighters, was deployed to assist as part of a coordinated statewide response to fires in California. City of El Centro firefighters have responded along with the City of Calexico by helping staff a Calexico fire engine in response to the vast need for manpower. Over the past two months a total of 16 firefighters from the City of El Centro have responded on a rotation basis to fight fires in the State including the Cranston, County, Mendocino Complex, and the West fires to name a few.

Firefighters assigned as part of a strike team are assigned for a total of 14 days during which firefighters mop-up and patrol burned areas, as well as supporting back-burn operations to improve fire lines. All of the work performed by City of El Centro firefighters assisted in preventing additional spread of the fire which prevented further loss of residential structures and personal property.
In 2016, El Centro residents approved Measure P tax. The tax was put into place to address the major capital needs within the City. El Centro resident Yesenia Ramirez states “To see all the new road construction being done is a relief for me! Some of our roads were pretty bad and now they have either been repaired or under repair to make driving in our city so much better!”

Measure P, Round 2

Nine year old Sophia Ruelas beams with anticipation for the new pool “I can’t wait for the new pool to be done so we can swim all the time!” Years 2018-2019 will mark the second round of improvements for the City and its residents. The items listed below are scheduled to start this year and be completed over the next several years:

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Estimated Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Technology - Project 5: Fiber</td>
<td>$188,000</td>
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<tr>
<td>Public Works - ADA Project: ADA Ramps</td>
<td>$300,000</td>
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<tr>
<td>Police Department – Security Pole Cameras</td>
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<tr>
<td>Police Dept - Expansion Automated License</td>
<td>$187,808</td>
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<tr>
<td>Plate Reader program</td>
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<tr>
<td>Animal Control Shelter - Consulting Services</td>
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<tr>
<td>Fire Station No.1 Upgrades CPSM Recommendations:</td>
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<tr>
<td>Fire Alarm System</td>
<td>$25,000 Pending Grant Approval</td>
</tr>
<tr>
<td>Exhaust Removal</td>
<td>$25,000 Pending Grant Approval</td>
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<tr>
<td>Upstairs Windows / Emergency Escape</td>
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<tr>
<td>Fire Station No. 2 Upgrades - CPSM Recommendations</td>
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<tr>
<td>Fire Alarm System</td>
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<td>Exhaust Removal</td>
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<tr>
<td>Bucklin Park Upgrades</td>
<td>$35,000</td>
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<tr>
<td>Aquatic Center - Shortfall</td>
<td>TBD</td>
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<tr>
<td>Stark Field Playground Replacement</td>
<td>$150,000</td>
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<tr>
<td>Carols Aguilar Park Improvement - Shortfall</td>
<td>$503,000</td>
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<tr>
<td>Frazier Park Upgrades: Netting and Backstops</td>
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<td>Monte Vista Regional Wellness Park - Feasibility Study</td>
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<td>Public Works Shop - ADA Code Compliant Restrooms</td>
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<td>City Thoroughfares - Design</td>
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<tr>
<td>Marketing / Signage - Project Budget</td>
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<tr>
<td>Total</td>
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</tr>
</tbody>
</table>
City of El Centro General Municipal Election November 6, 2018

The City’s next General Municipal Election is Tuesday, November 6, 2018. Registered residents will be electing two (2) members of the City Council to serve four-year terms.

The following candidates have qualified for the November 6, 2018 Municipal Election:
(Candidates listed in order as they will appear on ballot)

Jaime Honold
Cheryl Viegas Walker
Sylvia Marroquin
Tomas Oliva
Les Smith

IMPORTANT INFORMATION:
Voting Polls will be open 7:00 A.M. to 8:00 P.M. on November 6, 2018.

Last day to register to vote in the November 6, 2018 election is October 22, 2018.

If you are a Vote-by-Mail voter, or you plan to Vote-by-Mail you are encouraged to submit your ballot at least 7 to 10 days prior to Election Day to ensure your vote is included in the first Election Results Report on Election Day.

Vote-By-Mail Ballot may be returned:

• In person to the Imperial County Elections Department at 940 West Main Street, Suite 206, El Centro, CA 92243;

• By mail by affixing the correct amount of first class postage. Your ballot must be post-marked on or before Election Day and received within three days of the election to be considered timely;

• Dropped off at El Centro City Hall, 1275 Main Street, El Centro, CA, 92243.

Monday-Thursday
October 22nd- October 25th
from 9:00 a.m.-4:00 p.m.

Monday-Thursday
October 29th - November 1st
from 9:00 a.m. – 4:00 p.m.

For more information regarding the El Centro City Council election, please visit our website at www.cityofelcentro.org or contact us at 760-337-4515.

L. Diane Caldwell, City Clerk

VOTE!
YOUR VOICE MATTERS
The La Brucherie Avenue Widening project will bring safer and more efficient circulation to El Centro. The project is funded from Measure D sales tax proceeds and SB1 (Gas Tax) proceeds. The project, which began in the planning phases years ago is finally a reality. Funding was made possible by the vision of the City’s Council to set aside bond funding from the Measure D sales tax for this project, as such, identifying this project as a priority for the City.

Since then, the City’s Public Works Department and its Engineering Division made steady progress over the years, including completing design, environmental documents and purchasing of necessary properties to accommodate the new width.

The project proposes widening La Brucherie Avenue between Barbara Worth Drive to Orange Avenue to 4-lane configuration (2 north and 2 south) with curb/gutter, sidewalks and street lighting.

Today the community starts witnessing the results as construction is in full force, with fences, trees, power poles and other utilities being moved to accommodate the new width of the roadway.

**Project Highlights:**

1) Will construct two northbound and two southbound lanes.

2) At the La Brucherie Avenue Intersection, will provide northbound and southbound dedicated right turn lanes and left turn lanes.

3) Will include curb/gutter, sidewalk and street lighting on both sides of La Brucherie.

**Total Project Cost: $4.5 Million**
Hello El Centro Residents! The El Centro Chamber is pleased to announce lots of new and exciting things happening at the Chamber. We started off by welcoming our 2018-19 El Centro Chamber President, Terri Rogers of Rogers & Rogers Auto.

Madame President Rogers is very excited to be able to work with a strong Board of Directors and Staff at the Chamber, and is making it her mission to “get back to basics”. With this goal, she hopes to establish better relationships with our members, the community and all of our partnering agencies. With the recent departure of the Chamber’s CEO, the Board of Directors has appointed Anthony Moreno as its Chief Operating Officer and Vicki Zamora as its Chief Financial Officer; the Board believes that both Moreno and Zamora are the backbone of the organization and have complete confidence in their ability to work as a team to keep the Chamber moving forward in a positive direction.

Since the start of our new fiscal year in July, we’ve welcomed 13 new members; including Bronze Presidents Circle members Smart & Final and Conveyor Group. We have hosted 7 new member ribbon cuttings – with 3 more in the works; and have attended several ground breaking ceremonies throughout El Centro and the Imperial Valley.

The El Centro Chamber is happy to announce recent partnerships with organizations such as Calexico Neighborhood House – with whom we offered a 6 part series for startup businesses with ‘Business 101’ style seminars. We’ve partnered with Chamber member Accion to offer Pop-Up lending fairs with on-site loan approvals, IVSBDC to offer seminars on Basic Sales and Use of Tax and will soon be partnering with the Imperial County Workforce Development Board to offer more educational seminars and training for our members and the Imperial Valley collectively.

The El Centro Chamber has been the voice of business in the Imperial Valley since 1906, and we are proud to be a partner and catalyst for business with the City of El Centro. We invite you to stop by our office located at 1095 S. 4th Street to find out how we can “work for you”.

“Cheers to great business, growth and an amazing El Centro!” Anthony Moreno, Chief Operating Officer El Centro Chamber of Commerce
On July 17, 2018, Adriana Nava was appointed by the City of El Centro as the new Community Services Director. Nava is a certified Urban Planner and grant writer with over a decade of experience in community planning and managing multimillion dollar projects.

Prior to her appointment as Director, Adriana worked as an Associate Planner with the City of El Centro Community Development Department. Her grant writing efforts have resulted in the award of state and federal dollars to Imperial Valley communities. In 2014 Nava helped to successfully secure grant funding inclusive of a $648,000 grant for the construction of Plank Park.

Adriana states, “I am honored to have been selected as the Community Services Director for the City of El Centro. I really love what I do, and I have a great appreciation for El Centro’s unique assets and its economic climate. Part of what makes the Imperial Valley great are its people. I plan on continuing to work with the public, business and community stakeholders, and fellow staff in the same way that I have in the past, in a friendly, approachable, and professional way. I am thrilled to begin this new chapter in my professional life, and I am sincerely humbled by the confidence that the City of El Centro leadership has in me.”

Nava is a native of the Imperial Valley and is passionate about making El Centro a better place to live, work and play.
The City of El Centro is excited to announce the appointment of Abraham Campos as the new Public Works Director effective July 17, 2018.

Mr. Campos is a thirteen-year employee of the City of El Centro working in the Public Works Department beginning his career with the City as an Engineering Technician. He has been serving the City as Interim Public Works Director / City Engineer since January 2018.

He has fifteen years of project management experience from the private and public sectors. Campos has been the Project Manager for city projects such as the El Centro Bus Terminal, Martin L. King Sports Pavilion, Skate Park and SR86 and Interstate 8 landscape beautification projects as well as numerous road-widening projects and street overlay maintenance.

“I am honored to serve the community where I grew up and to be given the opportunity to continue to help take it forward. El Centro has much to be proud of, and more community enhancing projects are in the works, making this a especially exiting time to serve,” Campos said. “Over the years I have seen the dedication of the Public Works staff in maintaining El Centro’s infrastructure, as well as planning for future growth, and I am looking forward to help the department continue working on exciting and new projects for the benefit of El Centro residents”.

Public Works Director

CITY OF EL CENTRO
PUBLIC WORKS
Serving our community by sustaining and improving life
Library Summer Activities

The Summer Reading Program at the El Centro Public Library was very successful. A total of 276 children, teens, and adults registered for the program and enjoyed a variety of activities and programs.

The purpose of the Summer Reading Program is to encourage students to continue reading during their summer break. An ice cream social helped get everyone in the mood to stay cool and read for the summer. For every book read, a student was given a library dollar.

At the end, during the Summer Reading Party a store was held where all library dollars earned could be redeemed. More than 2,800 books were recorded as read.
Slime Day

Coloring Wednesday

El Centro Police Department

Vincent Zazueta (Gardening Program)

Dippy Duck

Calexico Martial Arts Academy

Calexico Martial Arts Academy

Calexico Martial Arts Academy
The El Centro Police Department is proud to introduce our revitalized explorer program. Our Explorer program currently consists of 13 explorers. The selection process for our explorers is rigorous and we have high expectations. We partnered with Central Union High School (CUHS) in recruiting our explorer’s from the CUHS law academy program. Those interested had to complete a written application and thorough background check including home visits in order to join our explorer program. Explorers have an in-house initial basic training which consists of (3) months. Our initial cadre of explorers is in its third month and will complete basic training in September and we hope to recruit for a second group mid to late 2019.

Upon successful completion of basic training, our explorers are equipped with uniforms and duty gear and are expected to be prepared for field deployments such as City events. Our explorers are expected to achieve and maintain a minimum grade point average of 2.0 if still enrolled in school. In the program, explorers are taught leadership skills, defensive tactics, radio codes, and criminal statutes in addition to marching, drilling and formations. Our primary objective is to instill leadership skills and a sense of service into our explorers in an effort to help them achieve success throughout their personal and professional lives. We ask if any of our fellow city employees or members of our community have knowledge and expertise to pass on to our explorers that is in line with our objectives, please contact Detective Adrian Chilpa (760-352-2111 ext. 1347).
Recreations End of Summer Activities

The Parks and Recreation Division of the Community Services Department provided a wide variety of creative recreational programming to the residents of El Centro. Residents participated in fun, physical and social opportunities at various locations throughout the City. Programs for toddlers, children, teens, adults, seniors and people with disabilities were located at the El Centro Community Center, Dr. Martin L. King Jr. Sports Pavilion, Conrad Harrison Gym, Imperial Valley College Pool and the Adult Center. Our air-conditioned building facilities kept people safe from the long, hot summer months and were designated “cool centers.”

We are also proud to recognize the Parks and Recreation Division given that they served 4,875 breakfasts, 5,845 lunches, and 1,550 snacks to children during the summer months. Meadows Union School District prepared the meals that were distributed at the Community Center and the Dr. Martin L. King Jr. Sports Pavilion. The City’s Parks and Recreation Division is very thankful for the meals prepared by the Meadows Union School District and looks forward to a continued partnership.

The Parks and Recreation Division strives to be inclusive to provide recreational opportunities for all. Through the City’s aquatics program, 779 swim lessons were provided through grant scholarships. A successful teen program was provided through mentorship opportunities. The City also had 1,484 summer camp participants daily, 311 youth basketball players and the Division increased senior and adult participation with innovative programming. Swim lessons and summer camp activities were provided to over 138 children with autism and intellectual disabilities.

We thank the outstanding recreation personnel who provided professional and outstanding work this summer! Without them, none of the recreational programming for the City’s residents would be possible.
The City of El Centro Community Services Department is proud to announce a Ribbon Cutting Ceremony for Phase I of Plank Park! Plank Park is located at the northwest corner of Plank Road and Wensley Avenue. Ribbon Cutting was held on Saturday, September 22, 2018 from 9 AM to 10:30 AM.

The event included crafts for children, a live band, ribbon cutting ceremony and much more.

The construction of Plank Park has been a collaborative effort and would not have been possible without the assistance of the El Centro Public Works – Engineering Division, Community Development – Planning Division, Gary McPhetridge, which donated the land and paid impact fees for the construction of Plank Park.

The construction cost of Phase I is $517,000 and was paid using park impact fees and general funds. Phase II will be paid for through an Urban Greening Grant that was granted to the City in the amount of $648,000.
The “Mardi Gras Royalty” is a prestigious title held by two prominent business people within the community.

The Royalty must affirm the motto and the symbolic colors of Mardi Gras:

Purple - Justice • Green - Faith • Gold - Power

The motto is “Pro Bono Publico” meaning for the public good.

Please attach endorsements, letters of support, biographies, etc.

Candidates must live or work in El Centro

**DEADLINE: October 31, 2018**

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**The Mardi Gras Royalty will perform the following duties:**

- Participate in interviews with various media entities to promote the Mardi Gras Light Parade and Street Fair
- Participate in the City of El Centro’s Mardi Gras King and Queen Coronation reception on January 17, 2019
- Issue an Official Proclamation of Carnival declaring the date of the celebrations and inviting their subjects to gather in the City of El Centro to celebrate the Mardi Gras Light Parade and Street Fair on Saturday, February 23, 2019
- Ride on the last float of the parade on February 23, 2019
D’Poly is a name that can be recognized in the Imperial Valley. D’Poly opened about twenty years ago in Calexico and about five years ago opened a Taqueria also in Calexico. But this year D’Poly expanded their business into El Centro and about one month ago opened D’Poly Taco Grill and Beer.

“We are doing very well in El Centro! It is actually overwhelming with the response that our restaurant received from the community. We couldn’t be happier!” says Ferdinando Galeana with his wife Tere. D’Poly Taco Grill and Beer is a lively restaurant with colorful art work on the walls while serving up some of the most authentic Mexican food to be found in the community. “The City of El Centro has been so helpful to us. All of them (City employee’s) get involved to help make this happen.” Galeana stated.

With the success of D’Poly over the years and especially now in El Centro, the family hopes to continue to expand their business within the city. You can visit D’Poly Taco Grill and Beer at 1573 Main Street in the Valley Plaza across from Rite Aid.
For Juan Vargas, the owner of Headquarters Barber Shop, learning to cut hair was somewhat by accident. “Well it all started when I was 19 years old, just a young kid from job to job and I ran into a friend of mine and asked him what he had been up to since high school.

He told me, he had been to barber school and I thought that was a pretty cool trade so I decided to enroll in barber school myself.”

That was the start that led Juan to learning the barber trade and opening Headquarters Barber Shop inside the Imperial Valley Mall in August. The shop is doing well after being open just a short time and employs eighteen people total. Sixteen barbers and two Receptionists.

Although this is Vargas’ first business he states “I would highly recommended starting a business in El Centro because El Centro is a growing city. There is a lot of room for business that wants to come to El Centro. New business will benefit everybody, the people living in the city of El Centro and the people that want to do the business.” Vargas has dreams to expand his business in El Centro because “El Centro is my hometown. I grew up here since I was a kid and I’m pretty well known and I feel that is a pretty big reason why my business is growing!”. Headquarters Barber Shop is at the Imperial Valley Mall across from J.C. Penney.
Black Cherry Tart, Banana Pudding with Nilla Wafers or maybe Angel Food Cake are just a few of the tempting flavors you can pick from when you visit Menchie’s Frozen Yoghurt at The Plaza across from the Imperial Valley Mall.

Owner Firas Qanbar explains “It was a long process to find the right place for Menchie’s Frozen Yoghurt. We were very fortunate to have found this location at The Plaza”. “Although we’ve been open for about two months, it took four to five months to get our building built and ready to open to serve the community” says Qanbar.

Menchie’s Frozen Yoghurt not only serves their own proprietary flavors made with their custom recipes that you won’t find anywhere else but also has frozen yoghurt (FRO-YO) cakes that you can chose from.

There are toppings too such as Bursting Boba, chocolate dipped strawberries, blueberries, mango, marshmallow and the list goes on and on. Menchie’s employs eight employees, four of which are full-time. Menchie’s Frozen Yoghurt is located at 508 E. Danenberg Drive, #7 across from Olive Garden.
Paleteria La Cachanilla

Summer is no better time to open a business with ice cream and especially here in the City Of El Centro! When you get to talk with business owner Oscar Aguilar you can understand his enthusiasm about his business.

“I’ve been wanting to start something of my own and noticed that a business like paleteria, a Mexican ice cream shop, was not around here”.

When you walk into Oscar Aguilar’s store you will get a good sense of all the cool and comforting varieties of ice cream, flavored ice and agua fresca’s you can choose from. Paleteria La Cachanilla has been open since early June and the store is fully stocked and business is going well.

“I have a total of four part-time employees and I hope to hire a few more people in our community” states Oscar. There are several reasons why Oscar Aguilar chose to open his business in El Centro but “The City of El Centro is a great city and they were really helpful with my process and with me owning a business for the first time. It was step by step and they were helping me out on how to file licenses and permits.”

Paleteria La Cachanilla hopes to someday expand his operations with another store in El Centro. Paleteria La Cachanilla is located at The Valley Plaza at 1643 Main Street in El Centro.
FOOD TRUCK
Fiesta on Main Street
Saturday, November 3, 2018
Town Square from 6 PM to 10 PM • 679 W. Main Street

Christmas Tree Lighting & Street Fair
Friday, November 30, 2018
Main Street & 11th Street • 5:00 p.m. to 9:00 p.m.

Mardi Gras 2019 LIGHT PARADE & STREET FESTIVAL
Join us for the City of El Centro’s Signature Event
SATURDAY, FEBRUARY 23, 2019
Main Street, El Centro • 5:00 p.m. to 10:00 p.m. • FREE
Explore the Mexican Culture!

The City of El Centro invites you to the 4th Annual

**Día De Los Muertos**

**Celebration**

All Workshops are Free • 11:00 am to 2:30 pm

Saturday, October 6th - Art on Canvas  
Saturday, October 13th - How to décor and paint a skull  
Saturday, October 20th - How to create a Mosaic Skull

Open to all ages!

Children under 12 years must be accompanied by a parent or guardian.

Students finished art will be displayed at the

**Día De Los Muertos Celebration**  
Saturday, October 27, 2018 at 1:00 pm

Music, Catrina Contest, Face Painting, Altar, Artist of the Year Art Exhibition  
Old Post Office Pavillion - Casa de la Cultura, 230 So. 5th Street

If you are interested in a free workshop or for more information, please call (760) 540-9056.