



**AGENDA**  
**REGULAR MEETING OF THE MAYWOOD YOUTH COMMISSION**  
**WEDNESDAY, MAY 13, 2026 AT 4:30 PM**

Maywood City Council Chambers  
4319 E. Slauson Avenue, Maywood, CA 90270  
www.cityofmaywood.com

**I. CALL TO ORDER/ROLL CALL**  
CALL TO ORDER  
ROLL CALL

**II. YOUTH COMMISSION OFFICIALS**

CHAIR  
Eliud Gonzalez

VICE-CHAIR  
Roy Hernandez

COMMISSIONERS  
Hailey Montenergo  
Valentina Ortiz  
Pedro Velez

STAFF  
John Thornton, Community Services  
Supervisor

Ivan Rodriguez, Recreation Leader

**III. MEETING PROCEDURES**

THIS MEETING WILL BE HELD IN PERSON.

THE MEETING WILL BE AVAILABLE FOR VIEWING VIA ZOOM:

<https://us02web.zoom.us/j/89441471614> AND VIA THE CITY'S FACEBOOK PAGE.

Public Participation Options:

1. **In-Person:** Council Chambers located at 4319 E. Slauson Avenue, Maywood, CA
2. **Before the Meeting:** Public comment will be accepted for the record in advance by 3:00 p.m. the day of the meeting by email to

[john.thornton@cityofmaywood.org](mailto:john.thornton@cityofmaywood.org); or if you are unable to email, please call the Community Services Office at (323) 562-5722. Your comment will be made part of the written record but will NOT be read verbally at the meeting.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in the Youth Commission Meeting, please contact the Community Services Office at (323) 562-5722 within 72 hours of the meeting.

**IV. COMMISSIONER COMMENTS**

**V. PUBLIC PARTICIPATION (Time allotted: 3 minutes)**

Speakers wishing to address the Youth Commission may use the instructions provided in section **III. MEETING PROCEDURES** beginning on page 1 of this agenda.

**VI. CONSENT CALENDAR**

*All matters listed under CONSENT CALENDAR are considered to be routine and can be acted on by one roll call vote. There will be no separate discussion of these items unless members of the Commission request specific items to be removed from the Consent Calendar for separate discussion or action.*

**1. MINUTES OF APRIL 8, 2026, YOUTH COMMISSION MEETING**

**VII. DISCUSSION/ACTION ITEMS**

**2. CONSIDERATION OF A 2026 SUMMER YOUTH PROGRAM OUTREACH CAMPAIGN**

**VIII. STAFF COMMENTS**

**IX. ADJOURNMENT - The next Regular Meeting of the Maywood Youth Commission is scheduled for Wednesday, June 10, 2026, at 4:30 p.m. in the City Council Chambers.**

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**PUBLIC ACCESS TO MEETING AGENDA AND AGENDA PACKETS**

I, \_\_\_\_\_, City Clerk or Deputy City Clerk hereby certify that this agenda was duly posted by law at 4319 E. Slauson Avenue, Maywood, CA 90270 and the City Website. Any public record, relating to an open session agenda item, that is distributed within 72 hours prior to the meeting, is available for public inspection at the Maywood City Hall, 4319 E. Slauson Avenue, Maywood CA 90270. If you challenge in court any discussion or action taken concerning an item on this Agenda, you may be limited to raising only those issues you or someone else raised during the meeting or in written correspondence delivered to the City at or prior to the City's consideration of the item at the meeting. In compliance with the ADA, if you need special assistance for the meeting, call (323) 562-5714 within 72 hours prior to the meeting so the City can make reasonable arrangements to ensure accessibility.



**AGENDA REPORT**  
CITY OF MAYWOOD



**AGENDA ITEM NO. 1.**

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**DATE:** May 13, 2026

**TO:** HONORABLE MEMBERS OF THE YOUTH COMMISSION

**FROM:**

**BY:**

**SUBJECT:** MINUTES OF APRIL 8, 2026, YOUTH COMMISSION MEETING

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**RECOMMENDATION:**

**BACKGROUND:**

**DISCUSSION:**

**FISCAL IMPACT:**

**ATTACHMENT(S)**

**AGENDA REPORT**  
CITY OF MAYWOOD



**AGENDA ITEM NO. 2.**

**DATE:** May 13, 2026

**TO:** HONORABLE MEMBERS OF THE YOUTH COMMISSION

**FROM:** JOHN THORNTON, COMMUNITY SERVICES SUPERVISOR

**BY:** JOHN THORNTON, COMMUNITY SERVICES SUPERVISOR

**SUBJECT:** CONSIDERATION OF A 2026 SUMMER YOUTH PROGRAM OUTREACH CAMPAIGN

**RECOMMENDATION:**

Staff recommend that the Youth Commission discuss, provide input, and approve the development and implementation of the “Summer of Opportunity” Campaign.

**BACKGROUND:**

The City of Maywood offers a variety of summer programs and services each year, including recreational activities, youth engagement opportunities, and this year the city will be offering free Summer Meals for young people ages 1 year–18yrs old. Historically, outreach has been conducted through flyers, social media, and community partners. However, there is an ongoing need to increase awareness and participation among youth and families.

The Youth Commission has identified an opportunity to take a more active leadership role in outreach by developing a youth-led campaign that promotes these programs in a way that is engaging, relatable, and accessible. The “Summer of Opportunity” Campaign will build on previous outreach efforts by incorporating peer-to-peer engagement, social media strategies, and direct community interaction to better reach the target audience.

**DISCUSSION:**

The Youth Commission will lead the development and implementation of the “**Summer of Opportunity**” Campaign, a youth-driven initiative designed to increase awareness, access, and participation in City of Maywood summer programs. This includes recreational programs, youth activities, and the Summer Meals Program. The campaign will focus on outreach, engagement, and peer-to-peer promotion to ensure youth and families are informed of available opportunities throughout the summer.

**Purpose & Goals:**

- Increase registration and participation in summer programs
- Promote awareness of the Summer Meals Program
- Ensure equitable access to programs for all youth in the community
- Strengthening youth leadership through active involvement in outreach efforts

Target Audience:

- Youth ages 12–18 (primary)
- Families with school-aged children

- Students attending local schools within Maywood and surrounding areas

Campaign Strategies:

**1. Social Media Outreach**

- Develop a campaign theme, hashtag, and messaging (e.g., SummerInMaywood)
- Create and post content weekly (flyers, reels, testimonials)
- Highlight program schedules, locations, and benefits

**2. School & Community Outreach**

- Distribute flyers and QR codes at schools, parks, and community centers
- Coordinate with school staff and partners for announcements
- Participate in tabling opportunities at events

**3. Youth Ambassador Program**

- Youth Commissioners serve as ambassadors to promote programs
- Share information through peer networks and social platforms
- Assist at events and outreach efforts

**4. Community Partnerships**

- Collaborate with local organizations (e.g., YMCA, SELA Youth Hub, LAUSD)
- Leverage partnerships to expand outreach and engagement

**Roles & Responsibilities:**

- Youth Commission: Lead campaign ideas, outreach, and ambassador efforts
- Staff: Provide support, materials, and coordination
- Partners: Assist with promotion and community connections

**Timeline:**

- May: Campaign planning and content development
- June: Campaign launch and outreach begins
- July–August: Ongoing promotion and engagement

**Performance Measures:**

- Number of program registrations and attendance
- Social media engagement (views, likes, shares)
- Number of outreach efforts completed (schools, events, etc.)
- Participation in Summer Meals Program

**FISCAL IMPACT:**

**ATTACHMENT(S)**