

Heritage Festival Committee  
MINUTES of September 7, 2016

**Meeting called to order at 6:33pm.**

**PLEDGE OF ALLEGIANCE**

**EXECUTIVE HERITAGE COMMITTEE:** Carole Nixon, Bruce Hunt, Janice Lacher, Dwayne De Rose, and Frank Perez.

**CITY STAFF:** Aileen Salazar, Program Coordinator, Veronica Rodarte, Community Services Coordinator, Matthew Brand, Community Services Coordinator, Maria Elena Maurer, Community Services Coordinator, Felipe Zambrano, Community Services Coordinator Veronica Ortiz, Community Services Supervisor, and Sandra Gonzalez, Director of Community Services.

**GUESTS:** Mark Garrett, RACES and Dennis Blake, Downtown Merchants Association.

**ORAL COMMUNICATIONS:** None.

**1. APPROVAL OF MINUTES:** Chairperson Lacher wanted a note to the August 10, 2016 minutes stating any absent members of the executive board. Committee member Perez **MOTIONED** to approve the August 10, 2016 minutes. The motion was **SECONDED** by Committee member De Rose. The minutes were approved by a Voice Vote of 5-0-0-0.

**2. TREASURER'S REPORT:** Committee member Nixon gave a brief treasurer's report. The September 1, 2016 report shows a remaining balance in the Heritage Festival account as \$5,075.00. There were expenses of \$9,351.00 but an income of \$8,135.00 making the total balance as of September 1, 2016 \$3,859.00.

**3. SUB-COMMITTEE REPORTS:**

**Parade:** Staff member Ortiz informed the committee that there are a total of 16 parade entries. Applications have been sent to dignitaries and the grand marshals. The number of entries is down from the previous year. Quotes for new pole banners were obtained by Committee members De Rose and Perez. The City will review each quote and determine which quote to recommend to the Committee.

**Band Review:** Committee member Nixon informed the Committee that 36 bands will be in the parade. She also requested more assistance near the church to keep bands moving forward. No water donations have been obtained as of now.

**Car Show:** 99 applications have been received and processed but more are expected. Car show packets will be mailed out by September 29. The Car Show DJ has been contacted for his invoice.

**Craft:** 19 applications have been received.

**Food:** 12 applications have been received and approved by Committee member Nixon. More are still needed. Staff member Ortiz has reached out to IHop and is waiting for a response regarding food vendor participation. The Downtown Merchants Association has confirmed they will be selling beer, wine, hot dogs and bratwursts.

**Games:** Andre from Non-Stop Fun has submitted his contract but still needs to submit insurance documentation. He has proposed to bring six inflatables and the rock wall. He will also provide startup cash, tickets, and staff for each game.

**Non-Profit:** 27 non-profit applications have been received.

**Home Based:** 12 applications been received.

**Business Expo:** 15 applications approved.

**Entertainment:** Discussion was made on changing fees for the entertainers. The Darden Sisters will play from 2:00pm-4:00pm and music from the car show DJ will be pushed through the park during the event.

**Advertising:** The Football program advertisements for El Dorado and Valencia were sent. The OC Register needs artwork by September 15.

**Grand Marshal:** Michael Gogin and Placentia Pony Baseball Team have both agreed to be Grand Marshals.

**4. STAFF COMMENTS:** Staff member Ortiz explained she has reached out to the Rotoract and Interact contacts and has not received a response. Chairperson member Lacher will reach out for volunteers.

Director of Community Service, Sandra Gonzalez confirmed the upcoming meetings with the committee.

**5. AGENDA BUILDING:** Keep the same.

**ADJOURNMENT:** Committee member Lacher **MOTIONED** to adjourn meeting. The motion was **SECONDED** by board member Hunt. The meeting was adjourned at 8:28pm. The next special meeting will be held on Wednesday, September 21, 2016 at 6:30pm.