

Heritage Festival Committee
MINUTES of August 8, 2018

Meeting called to order 6:34 p.m.

PLEDGE OF ALLEGIANCE

SWEARING IN CEREMONY: Patti Martin took the Oath of Office to become a Heritage Festival Committee Member. Supervisor Ortiz prompted the Oath of Office. Patti Martin signed the Oath and was officially installed into the Heritage Festival Committee.

EXECUTIVE HERITAGE COMMITTEE: Paul Petty, Kenny Binnings, Carole Nixon, Janice Lacher, Bruce Hunt, Frank Perez, Patti Martin.

ABSENT: None

GUESTS: Gina Graze

CITY STAFF: Aileen Munoz, Community Services Coordinator, Joanna Contreras, Community Services Office Assistant, Veronica Ortiz, Community Services Supervisor, Sandra Gonzalez, Director of Community Services.

ORAL COMMUNICATIONS: Gina Graze, with the Orange County Black History Parade Committee of Anaheim, was present to seek guidance and insight on how the Heritage Committee formulates the Heritage Festival. Gina asked the Committee if they would like a high-stepping high school band from the Los Angeles area included in the parade. The Committee said they are interested, and advised Gina to submit an application for the parade, as well as an application to be a food vendor to raise funds for the band.

COMMITTEE COMMENTS AND REPORTS: None.

- 1. MINUTES:** Minutes from the July 11th meeting were up for approval. Committee Member Lacher **MOTIONED** to approve the July 11th minutes as amended. Committee Member Hunt **SECONDED** the motion. The July 11th minutes were **APPROVED** by a **VOICE VOTE** 4-0-2.
- 2. TREASURER'S REPORT:** Committee Member Nixon gave a brief treasurer's report. She stated that the Committee had received \$5,235 by the August meeting and has received an additional \$2,750 for craft show, home-based business, business expo, band review, food booth, non-profit, and car show registrations. Expenses for car show prizes, band review supplies, and advertising totaled \$729.29. There is now \$7,255.71 total revenue in the committee account. Committee Member Hunt **MOTIONED** to accept the financial

report. The motion was **SECONDED** by Committee Member Martin. The motion was **APPROVED** by a **VOICE VOTE** 7-0-0.

3. **VOLUNTEER UPDATES:** Committee Member Binnings confirmed that he received the volunteer request forms submitted by the other committee members. He will plan to meet with El Dorado High School and Valencia High School to get them informed of the process. Committee Member Binnings additionally suggested that the school representatives be invited to a Heritage Festival Committee meeting. Volunteer attire was decided to be their spirit wear, or organizations shirts.

Chairperson Petty expressed the concern of needing more people to direct bus routes.

Committee Member Hunt asked for an update on college volunteers. Staff Member Munoz shared that she is working with Hailey Hunt from CSUF. Hailey needs to know how many volunteers are needed from CSUF and for what time frame. She also notified Staff Member Munoz that the volunteers would not be able to stay all day, and would volunteer in shifts. Committee Member Lacher suggested mixing college and high school students at each location.

The Committee was directed to email all volunteer request forms to Committee Member Binnings and Staff Member Munoz. Final volunteer requests are to be submitted by the September regular meeting of the Committee.

4. **GRAND MARSHAL:** Director Gonzalez shared that Lee Castner informed City staff that he is retiring, and that this will be his last year of doing the sound. It is suggested that the Committee consider Lee Castner for Grand Marshal next year. In addition, Director Gonzalez spoke with Steve Pischel, who stated that he will not be a Grand Marshal before Lee Castner fills the role.

Committee Member Hunt suggested asking the two Placentia Pony League teams that were finalists in the World Series, to be the Honorary Grand Marshal. The two teams would encompass up to 30 children, and would not be provided transportation. Committee Member Lacher offered to reach out to the team. Staff Member Brand is to provide Committee Member Lacher the contact information for the coach, as well as the parade application form.

5. **SUB-COMMITTEE REPORTS:** Committee Member Nixon reported that there are currently four middle schools and eleven high schools participating in the band review. Committee Member Nixon shared the trophy quotes she received for the band review. Brea Trophy bid \$2,973.90, Awards by Paul bid \$2,854.35, and Leon Trophy bid \$2,284. Leon Trophy would not be able to do the ribbons, which disqualifies them from being a contender. Committee Member Martin **MOTIONED** to accept the estimate and services

of Brea Trophy. The motion was **SECONDED** by Committee Member Binnings. The motion was **APPROVED** by a **VOICE VOTE** 7-0-0.

- **BUSINESS EXPO**

Staff Member Munoz shared that there are 5 vendors registered for the Business Expo. City Staff just sent out a mailer, and will send another mailer in September.

- **CAR SHOW**

Committee Member Hunt shared that there are 48 car show registrations.

Car Show trophy samples were presented to the Committee. Los Altos created a deep-etching, sandblast, sample that would be \$998.28. Los Altos also created a laser sample, which would be \$891.36. Awards by Paul provided a laser sample, which would be \$995.61. Make It Personal provided a laser sample, which would be \$708.14. These prices are based on 21 trophies. The Committee viewed the samples, and after discussion, asked that Los Altos provide a price to fill the design and add Best of Show to the deep-etching trophy. A final decision is to be made at the next regular Heritage Committee Meeting.

Committee Member Perez shared that J.B. Bostick will be making a \$1,000 donation, Cars Inc. will be making a \$500 donation, and two speed shops will be making donations in the range of \$300 to \$500 each. These donations will be used to pay for the car show shirts. Committee Member Perez also talked with St. Jude about sponsoring.

- **PANCAKE BREAKFAST/ BEER AND WINE GARDEN**

Committee Member Hunt questioned the status of the pancake breakfast. Supervisor Ortiz notified the Committee that an application to sponsor the pancake breakfast has not been received. City Staff will ask the Rotary Club if they would like to sponsor the pancake breakfast again. An update will be provided at the next regular meeting.

Supervisor Ortiz notified the Committee that we have yet to receive an application for the beer and wine garden. However, the Placentia Community Foundation does plan to submit an application to host the beer and wine garden. They have been hosting a beer and wine garden for the Concerts in the Park.

- **CRAFTS**

Committee Member Nixon reported having 17 craft vendors thus far. She will be sending reminders to past vendors. In past years, there have been 36 to 43 total.

- **FOOD**

Staff Member Munoz reported having 5 food vendors. The normal total is 16 to 20. City Staff will be making phone calls to food vendors, as the deadline is sooner than the rest of the vendors, due to needing a Health Department meeting and completing paperwork. The Health Department meeting will be in mid-September. Therefore, applications need to be completed by end of August.

- GAMES

Staff Member Munoz shared that a dunk tank is not allowed at Tri-City Park, due to liability. Per the last meeting, Staff Member Munoz received the price to have the Strong Man bell-ring. Including the cost of the bell-ring, Fun Services will cost \$1,284.50. Committee Member Martin **MOTIONED** to accept the bid and services of Fun Services. The motion was **SECONDED** by Committee Member Nixon. The motion was **APPROVED** by a **VOICE VOTE 7-0-0**.

Staff Member Munoz notified the Committee that she was contacted by a vendor with Euro Bungee, to provide their services. It would be a pay to play of \$10 for 8 minutes. The Committee decided not to use Euro Bungee's services, due to liability.

- HOME BASED

Staff Member Munoz reported that there are 7 vendors for Home-Based Business. In past years there have been 19 vendors. City Staff recently sent another mailer to past participants.

- NON PROFIT

Staff Member Munoz reported that there are 5 Non-Profits registered. Typically, there are 40 to 50 non-profits.

- PARADE

Staff Member Munoz reported that 3 parade applications have been received. In past years, there have been about 70 parade entries, in addition to the 30 bands. Committee Member Binnings requested approval of the Committee to get a caravan of WWII Veterans. The Committee was all in favor.

- ENTERTAINMENT

Staff Member Munoz notified the Committee that the Darden Sisters are officially booked as the band for the concert.

Staff Member Munoz reminded the Committee that last year the Mobile Petting Zoo and Reptile Show was paid \$1,098. Per previous direction from the Committee, Staff Member Munoz received a quote for just the petting zoo, which is \$724. In addition to the Petting

Zoo, would be the Kreepy Kreatures. The Kreepy Kreatures vendor sold hats last year. At the previous meeting, the Committee made a request to ask for a \$1 profit per hat sold. If a \$1 profit is taken from the hat sales, the Kreepy Kreatures vendor will charge \$1,187 for 6 hours. Last year, without a percentage of his profits, the vendor charged \$600 for 4 hours. For this year, with taking a profit for the hats the vendor will charge \$780 for 4 hours, or \$1,170 for 6 hours. Without taking a profit for the hats, the vendor will charge \$900 for 4 hours. The Committee had discussion of using the Petting Zoo and Reptile Show, instead of using the Kreepy Kreatures vendor. Staff Member Munoz was asked to get a bid for the Mobile Petting Zoo and Reptile Show. Committee Member Binnings **MOTIONED** to accept the bid and services of the Mobile Petting Zoo and Reptile Show, if the price is at or under \$1,200. The motion was **SECONDED** by Committee Member Martin. The motion was **APPROVED** by a **VOICE VOTE** 7-0-0.

6. **REVENUE OPPORTUNITIES:** Chairperson Petty reported that he has not yet heard back from Suburban Propane. He also spoke with The Whole Enchilada, and will be taking them a sponsorship application.
7. **FESTIVAL LAYOUT:** Some of the Committee Members met at Tri-City Park during the previous week to discuss the layout of the event. From the walk-through, Staff Member Munoz drafted two options for the layout, which were presented to the Committee. After discussion, Committee Member Perez **MOTIONED** to accept the layout of map number one. The motion was **SECONDED** by Committee Member Hunt. The motion was **APPROVED** by a **VOICE VOTE** 7-0-0.

Committee Member Nixon asked when the logo will be needed from Crescendo. Supervisor Ortiz stated that logos for the sponsors need to be submitted by August 20th. Such sponsors currently include Crescendo and J.B. Bostick.

Committee Member Nixon asked when the ad will be going to El Dorado High School. Supervisor Ortiz stated that the ad will be sent out to El Dorado the following day. In addition, City Staff are working with Valencia High School to do an ad.

8. **STAFF COMMENTS:** Staff Member Munoz updated the Committee that the face painter, who's initial offer was not accepted by the Committee, is now offering an alternative. The face painter would like to pay for a booth in the games area, and have people pay for her services. The Committee decided that the cost for a games booth is \$85, based on the price for a home-based business vendor.

Staff Member Munoz distributed a draft of the flyer. A quarter page ad for the high schools needs to be created based on the flyer. Feedback included: changing the car show time frame to be 9 a.m.-3 p.m., adding the Celebrity Grand Marshal's name, and setting the theme as "Rich Heritage, Bright Future". Committee Member Hunt **MOTIONED** to

accept “Rich Heritage, Bright Future” as the theme for the 2018 Heritage Festival. The motion was **SECONDED** by Committee Member Lacher. The motion was **APPROVED** by a **VOICE VOTE** 6-1-0. Committee Member Martin **MOTIONED** to accept the flyer as amended to be used as the quarter page advertisement for the high schools. The motion was **SECONDED** by Committee Member Perez. The motion was **APPROVED** by a **VOICE VOTE** 7-0-0.

City Staff are to contact CPP and the Miss. Placentia program.

9. **AGENDA BUILDING:** Sub-topics to be included are: Final volunteer needs, and car show trophies. The festival layout and entertainers are to be removed from the agenda, since they have been approved.

ADJOURNMENT: Committee Member Binnings **MOTIONED** to adjourn the meeting. The motion was **SECONDED** by Committee Member Lacher. The meeting was adjourned at 8:53 p.m. to the next regular meeting on Wednesday, September 12, 2018 at 6:30 p.m.