

Heritage Festival Committee
MINUTES of March 27, 2013

Meeting called to order 7:05 p.m.

PLEDGE OF ALLEGIANCE

EXECUTIVE HERITAGE COMMITTEE: Bruce Hunt Jr., Anne Russell, Carole Nixon, Tommie Kalman, Gerry Carnevali, Jim Cucalon, and Frank Perez

HERITAGE COMMITTEE: Janice Lacher

CITY STAFF: Jon Nicks, Deputy Director Community Services, and Michelle Munoz, Community Services Clerical Aide

Absent: Bruce Hunt

CHAMBER OF COMMERCE: Pam Tancordo

PLACENTIA ROTARY CLUB: Roy Redman, G.R. Hodges

PLACENTIA Kiwanis Club: Denis O'Hern, Richard Hardy

APPROVAL OF MINUTES: There is one correction to the February 13, 2013 minutes. On page 3 the word inflatable's was spelled wrong. **MOTION** to approve minutes as amended made by **Anne** and **SECOND** by **Tommie**.

TREASURERS REPORT: (**Carole**) reported the account balance started out at -\$8111.46 for the 2013 event with no extra income or expenses. Carole mentioned that the money owed to Bob Beauchamp from the 2012 festival has been paid and was in the amount of \$58.69.

1. BUDGET: Carole distributed copies of the 2013 event budget for each Committee Chairperson to review. Carole stated the \$100.00 requested by Bruce Hunt for the Car Show has been included in the budget. Carole also noted that if the Committee needed to cover all expenses that appear in the 2013 budget, it would be necessary to raise \$36,677.77 in fundraising funds to break even. Crafts and non-profits budgets will remain as is. No other changes from any other Committee members were requested.

2. BREAKFAST VENDOR APPLICATIONS: Jon informed the Heritage committee that there were three applications turned in to become breakfast vendors at the Heritage Festival, but the El Dorado Boosters club withdrew their application. The two remaining applications were discussed which allowed representatives from the Kiwanis Club and the Rotary Club time to present their plans for the event. It was noted that the Kiwanis Club preferred a location in the south end of the parade, and the Rotary Club preferred their location located at the north end of the park. It was stated by Bruce Jr. since both clubs were interested in separate locations the

possibility of having both clubs as breakfast vendors were high. It was decided by the committee that voting on the matter would take place at the next regular meeting on April 10, 2013.

3. VENDOR APPLICATIONS: Jon distributed vendor applications to each subcommittee chair so they could review the applications and return them on April 10, 2013 for the next meeting with the appropriate corrections.

4. FUNDRAISING AND SPONSORSHIP: Jon presented the committee with a sample of the tri-fold brochure that was created for perspective sponsors. The committee discussed various corrections for the brochure, and suggested that the payments be made out to the Heritage foundation not the City of Placentia. Jon informed the committee that once the brochure is finalized they would be printed and distributed. The committee suggested they be distributed to the various Non-Profit groups as well like Kiwanis, Rotary, and Placentia Round Table.

Discussion: Jon presented the various sponsorship levels on the brochure. It was suggested that The Placentia Heritage Foundation be noted as the recipients of the funds so the public knows they are supporting a Non-Profit group. The committee discussed having a section on the donation brochure where an activity in particular could be sponsored. Bruce asked about a possibility of partnering up with E Waste to help sponsor Heritage. Jon stated Placentia Disposal and The Placentia Public Works department are the ones who work directly with E Waste so he doesn't think they would be able to sponsor the Heritage Festival. Business logos were also discussed and having them added to the thank you ad or several ads in the Register as long as they were in the correct format. The committee agreed to look over the brochure and make any changes necessary and bring it to the next meeting once approved the brochures will be distributed.

5. EXECUTIVE BOARD POSITION VACANCY: Frank Perez nominated Janice Lacher for the open vacancy Bruce Hunt Jr. second the nomination. The committee will suggest Janice for the open vacancy to the City Council to begin the process of her admittance into the executive committee. Bruce Hunt Jr. moved to close the nominations for the vacancy spot Anne Russell second. The committee voted unanimously considering Janice Lacher as an executive member of the Heritage Committee.

6. SUBCOMMITTEE:

Crafts: Carole informed the committee of a past craft vendor who did not abide by the rules last year, and she stated that if invited back this year she would need to be made aware of what she can and cannot sell.

MOU's: Jon Nicks presented the details of the Chamber of Commerce Business Showcase MOU. Jon mentioned that he attended the Chamber Board of Directors meeting and discussed details regarding the 2013 MOU. At the Chamber Board of Directors meeting Jon mentioned that he presented the idea of having the Chamber of Commerce provides \$3000.00 for the first

30 booths they acquire as the agreement had been in prior years. After presenting this idea, Jon informed the Committee that the Chamber of Commerce President later called him to further discuss the guidelines and suggested it be changed to providing a minimum of 20 booths at \$2000.00 and \$100.00 for every booth thereafter. Once the count is 30 booths, the Chamber of Commerce is requesting to provide \$75.00 per each of those booths to the Committee. After some discussion, the Committee agreed to the terms requested by the Chamber of Commerce.

7. STAFF COMMENTS: None

8. AGENDA ITEMS: Voting on Pancake Breakfast vendors and locations, finalize sponsorship brochure, finalize and approve vendor applications.

ADJOURNMENT: Meeting adjourned at 8:15pm. The next regular meeting will be held on Wednesday, April 10, 2013 at 7:00 p.m.