



Heritage Festival Committee Agenda

June 19, 2013 – 7:00 p.m.

Regular Meeting

Heritage Festival Committee

Bruce Hunt Jr.
Chair

Anne Russell
Vice Chair

Carole Nixon
Treasurer

Jim Cucional
2nd Vice Chair

Bruce Hunt

Tommie Kalman

Frank Perez

Gerry Carnevali

City of Placentia
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City of Placentia, CA 92870

Community Services Department
Phone: (714) 993-8184
Fax: (714) 961-0283
Website: www.placentia.org

Procedures for Addressing the Heritage Festival Committee

Any person who wishes to speak regarding an item on the agenda or on a subject within the City's jurisdiction during the "Oral Communications" portion of the agenda should fill out a "Speaker Request Form" and give it to the recording secretary BEFORE that portion of the agenda is called.

The Heritage Festival Committee encourages free expression of all points of view. To allow all persons the opportunity to speak, please keep your remarks brief. If others have already expressed your position, you may simply indicate that you agree with a previous speaker. If appropriate, a spokesperson may present the views of an entire group. To encourage all views, Heritage Festival Committee discourages clapping, booing or shouts of approval or disagreement from the audience.

PLEASE SILENCE ALL PAGERS, CELL PHONES, AND OTHER ELECTRONIC EQUIPMENT WHILE COMMITTEE IS IN SESSION.

Special Accommodations

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Services Department at (714) 993-8184. Notification 48 hours prior to the meeting will generally enable City staff to make reasonable arrangements to ensure accessibility.
(28 CFR 35.102.35.104 ADA Title II)

Copies of all agenda materials are available for public review in the Office of the City Clerk. Persons who have questions concerning any agenda item may call the Community Services Department, (714) 993-8184, to make inquiry concerning the nature of the item described on the agenda.

In compliance with Senate Bill 343, any writings or documents provided to a majority of the City Council regarding any item on this agenda that are not exempt from disclosure under the Public Records Act will be made available for public inspection at the City Clerk's Office at City Hall, 401 East Chapman Avenue, Placentia, during normal business hours.

REGULAR MEETING
7:00 p.m. – Placentia City Hall

MEETING CALLED TO ORDER

EXECUTIVE COMMITTEE

ROLL CALL: Chair / Bruce Hunt Jr.
Vice Chair / Anne Russell
2nd Vice Chair Jim Cucalon
Treasurer/Carole Nixon
Bruce Hunt
Tommie Kalman
Frank Perez
Gerry Carnevali

PLEDGE OF ALLEGIANCE

ORAL COMMUNICATIONS

At this time, the public is invited to address the Heritage Festival Committee concerning any agenda item, which is not a public hearing item or other items under the jurisdiction of the Heritage Festival Committee.

COMMITTEE COMMENTS AND REPORTS

The purpose of these reports is to provide information on projects that are discussed at sub-committee meetings. No decisions are to be made on these issues. If a Committee member would like formal action on any of the discussed items, it will be placed on a future Agenda.

HERITAGE FESTIVAL AGENDA

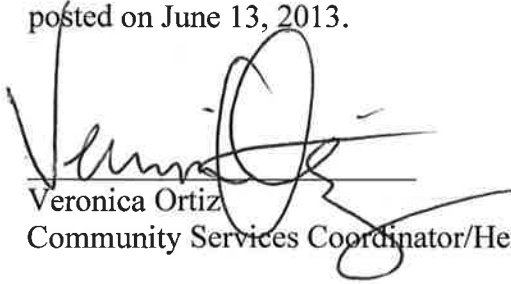
1. Minutes
 - a. Special meeting – May 8, 2013
Recommended Action: Approve
2. Treasurer's Report – Carole Nixon to provide an updated treasurer's report.
3. MOU's – Update on the status of the Memorandums of Understanding.
4. Fundraising an sponsorships – Staff and Committee to discuss possible fundraising opportunities.
5. Sub-Committee Report – Sub-Committee chairpersons to review areas of responsibilities for discussion.
6. Staff Comments – Staff to review areas of responsibilities.
7. Agenda Building – Staff and committee to review agenda items for the next meeting.

ADJOURNMENT

The Heritage Festival Committee Adjourn to a Regular Meeting on Wednesday, July 10, 2013 at 7:00 p.m. in the front conference room located at City Hall, 401 East Chapman Avenue, Placentia.

CERTIFICATION OF POSTING

I, Veronica Ortiz, Community Services Coordinator/Heritage Festival Staff Liaison, hereby certify that the Agenda for the June 19, 2013 meeting of the Heritage Festival Committee was posted on June 13, 2013.

A handwritten signature in black ink, appearing to read 'Veronica Ortiz', is written over a horizontal line. The signature is stylized and cursive.

Veronica Ortiz
Community Services Coordinator/Heritage Festival Committee Staff Liaison

Heritage Festival Committee
MINUTES of May 8, 2013

Meeting called to order 7:09 p.m.

PLEDGE OF ALLEGIANCE

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

CITY STAFF: Veronica Ortiz, Community Services Coordinator and Michelle Muñoz, Community Services Clerical Aide.

Absent: Frank Perez

CHAMBER OF COMMERCE: None

GUESTS: G.R. Hodges, Denis O' Hern, and Richard Hardy

APPROVAL OF MINUTES: There was a correction to the April 10, 2013 minutes. On page 2, the alternate locations for the parade pancake breakfasts should be El Torito parking lot or the Bradford House not the Post Office. **MOTION** to approve minutes as amended made by **Anne** and **SECOND** by **Tommie**.

TREASURERS REPORT: (**Carole**) reported the account balance started out at -\$7981.46. There was income from the car show for one entry of \$60.00. The account balance is for the 2013 event as of now is -\$7921.46.

1. MOU's: Veronica explained to the committee that the MOU's for the Pancake Breakfasts and Business Showcase will be ready by the next meeting in June.

Discussion: Rich Hardy mentioned that the Kiwanis Club is concerned that the MOU terms will require the Kiwanis Club to contribute 20% of net sales after the pancake breakfast instead of the initial 10% that was presented to the committee on their breakfast vendor application. Bruce clarified that the suggestion was made to ask for a 20% contribution from future breakfast vendors based on the outcome of this year's event. Veronica assured Rich that the Kiwanis Club will see the MOU before it is approved.

2. FUNDRAISING AND SPONSORSHIP: Veronica distributed copies of the Heritage Festival sponsorship brochure for the Committee members to begin distributing.

Discussion: Tommie mentioned she will attend the upcoming Chamber of Commerce board meeting to begin passing out sponsorship brochures and she will also attend the Placentia Community Foundation meeting in June as well. Bruce mentioned that Mother's Market is also interested in coming back as a festival sponsor again this year. Bruce will be in communication

with Rick Ellis, from Mother's Market in order to obtain a sponsorship. Janice requested a letter for sponsorship to be attached to the existing sponsorship brochures. Veronica mentioned that we should have an existing letter that we can use for distribution. Veronica will look for the letter and send it to Janice.

6. SUBCOMMITTEE REPORTS:

Discussion: Bruce asked if all the vendor applications were available yet on the City website. Veronica mentioned that they have all been posted for download. The hard copies have not been mailed out as of yet. Veronica suggested mailing out hard copies to the vendors from the 2011 and 2012 festivals as we have addresses for all those groups. Gerry and Carole agreed to mail those applications out for the crafters and food vendors. Bruce will provide a list of parade entries to Veronica for hard copy mailings.

Parade: Carole asked if both large street banners were hung up to advertise the event last year. Veronica explained that only one street banner was hung up on Kraemer because the poles on Chapman Ave. are not functional at this time. Carole explained that Hunter Signs updated both large street banners last year and we did not need the second banner since we are not currently using the Chapman Ave. poles. Carole will inform Hunter Signs this year that we will only need one large banner updated for this year.

Band Review: Carole had Hunter Signs provide a draft of theme banner.

Discussion: There was a suggestion to change the font on the theme banner because it is difficult to read. It was suggested to make the ribbons orange this year. Tommie asked how much Carole would need for a trophy sponsorship. Carole explained that the prices have increased on the Brea Trophy quote because they are under new management, however, they also quoted us on 150 ribbons and most likely we will not need that many ribbons. As of now the parade trophies quote is \$1577.00 which is over our budget and the Band Review trophies quote is \$40.00 more than last year at \$2600.00. Carole is going to seek sponsorships to help cover the costs and possibly reduce the amount of ribbons. Carole will also send sponsorship letters to the finance company that has typically sponsored us. Carole is also trying to contact Steve Brown from Golden State Water to obtain water for the explorer's and for the band participants.

GAMES: Nothing to report

ADVERTISING: The Penny Saver is re-booked.

ENTERTAINMENT: Almost all entertainers are re-booked.

CAR SHOW: Three entries have been submitted.

FOOD: Nothing to report.

SPECIAL ENTERTAINMENT: Jim is working on re-booking some of the previous year's entertainment. He currently doesn't have any confirmations.

7. STAFF COMMENTS: None.

8. AGENDA ITEMS: Review and finalize signed MOU's for the following areas: Beer Garden, Pancake Breakfasts, and Business Showcase.

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