



# Heritage Festival Committee Agenda

July 10, 2013 – 7:00 p.m.

## Regular Meeting

### Heritage Festival Committee

**Bruce Hunt Jr.**  
Chair

**Anne Russell**  
Vice Chair

**Carole Nixon**  
Treasurer

**Jim Cucalon**  
2<sup>nd</sup> Vice Chair

**Bruce Hunt**

**Tommie Kalman**

**Frank Perez**

**Gerry Carnevali**

#### **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)

**City of Placentia**  
401 E Chapman Avenue  
City of Placentia, CA 92870

**Community Services Department**  
Phone: (714) 993-8184  
Fax: (714) 961-0283  
Website: [www.placentia.org](http://www.placentia.org)

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

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**MEETING CALLED TO ORDER**

**EXECUTIVE COMMITTEE**

**ROLL CALL:** Chair / Bruce Hunt Jr.  
Vice Chair / Anne Russell  
2<sup>nd</sup> 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**

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1. Minutes
  - a. Special meeting – June 19, 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 and Sponsorships – Staff and Committee to discuss fundraising opportunities and the Business Expo.
5. Event Sound Equipment – Staff and Committee to discuss options for event sound equipment and what will be needed.
6. Sub-Committee Report – Sub-Committee chairpersons to review areas of responsibilities for discussion.

7. Staff Comments – Staff to review areas of responsibilities.
8. 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, August 14, 2013 at 7:00 p.m. in the front conference room located at City Hall, 401 East Chapman Avenue, Placentia.

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## **CERTIFICATION OF POSTING**

I, Veronica Ortiz, Community Services Coordinator/Heritage Festival Staff Liaison, hereby certify that the Agenda for the July 10, 2013 meeting of the Heritage Festival Committee was posted on July 3, 2013.



Veronica Ortiz  
Community Services Coordinator/Heritage Festival Committee Staff Liaison

Heritage Festival Committee  
MINUTES of June 19, 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, Jim Cucalon and Frank Perez

**CITY STAFF:** Jon Nicks, Deputy Director of Community Services and Riley Malane, Community Services Lifeguard.

Absent: None

**CHAMBER OF COMMERCE:** None

**GUESTS:** ??

**APPROVAL OF MINUTES:** There were no corrections to the May 8, 2013 minutes. **MOTION** to approve minutes as amended made by **Anne** and **SECOND** by **Gerry**.

**TREASURERS REPORT:** (**Carole**) reported the account balance started out at -\$7921.46. There was income of \$840.00. The account balance is for the 2013 event as of now is -\$7081.46.

**Discussion:** It was discussed that we should modify the treasurer's report to reflect what expenses and revenues are coming in for only the 2013 event. Bruce Hunt Jr. suggested the Committee and City keep the fund balance deficit of -\$7081.56 recorded, but we should also show this year's budget separately. Carole mentioned she will modify the treasurer's report to show the running balance of the 2013 event.

**1. MOU's:** Jon explained that the MOU for the Beer Garden area is complete and signed off. The breakfast vendors MOU's for the Rotary Club of Placentia and The Kiwanis Club have been sent out the appropriate representatives and he is waiting for them to be returned.

**Discussion:** Jon mentioned he met with Denis O' Hern from the Kiwanis Club to ensure all the details of the MOU were approved. Denis will take the MOU to his board and return it when it is signed off. The MOU that is not complete is the Chamber of Commerce MOU for the Business Showcase because the Chamber has decided they will not be able to organize the Business Showcase this year. Jon received a call from the Chamber of Commerce President explaining that as an organization they are not doing as well as they would hope and cannot afford to plan the Showcase. Jon and Bruce spoke about the possibility of the Committee and the City working together to provide a small type of Business Showcase and treat those vendors similar to the other vendors in the park. The Chamber of Commerce will provide the list of vendors that

participated in the Showcase for the last two years. Jon will provide a letter with a simple vendor application to interested business vendors. The Chamber of Commerce Business Showcase process for last year's event was \$400.00 for a basic level booth, \$600.00 for a corner booth and \$275.00 for a home based business booth. It was discussed that those were a bit too high in price range and we should look at possibly charging businesses approximately \$200.00 for a booth. Carole suggested we set up the home based businesses in a separate area and charge them less than the actual businesses but a little more than the crafters for a booth space. There was a discussion on what canopies, tables and chairs would cost for the business vendors. G.R. mentioned RMD will still be participating. We will need to change the name from The Chamber of Commerce Business Showcase to the Business Expo. The sponsorship brochures will need to be changed to reflect the change in the name. The Committee agreed that taking on the Business Expo is a good idea and should be beneficial to the event. Mother's Market is still interested in being a Business vendor at the event. Bruce suggested we change the website to reflect the change from the Chamber of Commerce Business Showcase to the Business Expo.

**2. FUNDRAISING AND SPONSORSHIP:** We will need to get a letter and brochures sent out to the businesses interested in participating. The Committee also needs to complete the application for the Placentia Community Foundation grant.

**Discussion:** Jon suggested that the Committee submit a similar application to the Placentia Community Foundation as was submitted last year in order to obtain sponsorship. Tommie will work on the application process again this year.

## **6. SUBCOMMITTEE REPORTS:**

**Parade:** 7 parade applications have come in.

**Discussion:** Discussion on the VIP area. It was discussed that this area takes quite a bit of preparations and a lot of time. Janice will try to contact Laurie to see if she will like to return to work on the VIP area. If we cannot find anyone to be in charge of the VIP area, we will not be able to accommodate them with a VIP area. We will, however, provide the VIP's with a flyer and map for the Kiwanis Pancake breakfast. Janice suggested having some City staff help with the VIP area. The Committee wants to contact Tar to see if he will be returning to help out with volunteers as he did last year. G.R. suggested also having the Chamber of Commerce parking lot as another alternative location to the KFC parking lot for the Kiwanis breakfast. Bruce mentioned we will need to find out if the Committee can still provide elected officials vehicle's for the parade because there could be a conceived possible conflict of interest.

**Band Review:** Carole provided Jon with an updated estimate from Hunter Signs for the updates on the street banner

**Discussion:** Carole presented the updated theme banner sample from Hunter Signs to the Committee. It was suggested to capitalize the O in the word Our. Carole will be ordering ribbons

and spoke to Peggie Yamaguchi regarding how many ribbons were given away during the 2012 parade. Peggie returned 9 ribbons of the 125 the Committee had last year. Peggie also mentioned to Carole that Laurie Arroyo used the older ribbons from previous years for the drivers. Therefore, this year it would be a good idea to order to 150 ribbons. Carole will work on completing that order. Carole also turned in a food booth application for the Y's Men. Carole mentioned the Committee will need to begin discussing who will be working on the VIP's area very soon. Carole sent out emails to the bands who have participated in the event previously and she has already received 8 responses to her email.

**GAMES:** Nothing new to report.

**ADVERTISING:** Tommie is meeting with the OC Register to set up the advertisements soon. She will also begin working on the school flyer and will also be doing the football adds as well.

**ENTERTAINMENT:** All the same from the previous month.

**CAR SHOW:** 21 entries have been submitted to Bruce. Bruce requested copies of the addresses on the checks submitted from the participants to ensure his addresses are accurate. He doesn't have them for any of the 21 participants. Frank mentioned Stith Printing will be sending an estimate for the art work for the t-shirts to Frank and Veronica via email. Bruce has a possible sponsorship for the Car Show. He will let the Committee know if it works out.

**FOOD:** 3 applications have been submitted. Carole submitted the Y's Men application during the meeting.

**SPECIAL ENTERTAINMENT:** Jim has the Star's Cars committed. He's not sure which cars will be coming as of yet. He has a tentative commitment from KTLA's Mark Kristi and Jennifer Gould. They can't commit until mid July, but they are confident they can provide us with someone from KTLA even if Mark Kristi and Jennifer Gould cannot make it. Jim is also working with Knott's Berry Farm. They are going to send to someone or something. Jim is hoping for the stagecoach and Knott's would like a booth possibly in the games' area. Jim requested the date for the 50<sup>th</sup> event because he has some special entertainment in mind for that day. The event will be held on October 14, 2014.

**NON-PROFIT:** 8 non-profit applications have come in. It is a mixture of non-profit groups and government agencies. Janice will be calling them to introduce herself.

**7. STAFF COMMENTS:** None.

**8. AGENDA ITEMS:** Review and discuss sound equipment needed for the event.

**ADJOURNMENT:** Meeting adjourned at 8:20pm. The next regular meeting will be held on Wednesday, July 10, 2013 at 7:00 p.m.