



Heritage Festival Committee Agenda

March 12, 2014 – 7:00 p.m.

Regular Meeting

Heritage Festival Committee

Bruce Hunt Jr.
Chair

Anne Russell
Vice Chair

Carole Nixon
Treasurer

Jim Cucalon
2nd Vice Chair

Gerry Carnevali

Bruce Hunt

Tommie Kalman

Janice Lacher

Frank Perez

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

Community Services Department
Phone: (714) 993-8184
Fax: (714) 961-0283
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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

PLEDGE OF ALLEGIANCE

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
Janice Lacher

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. Regular meeting – February 19, 2014
Recommended Action: Approve
2. Treasurer's Report – Carole Nixon to provide an updated treasurer's report.
3. Breakfast and Beer Garden Vendor Applications – Staff and Committee to discuss and review vendor applications for the 2014 event breakfast and Beer Garden areas.
4. Budget – Staff and Committee to discuss the revised 2014 event budget.
Recommended Action: Approve
5. Celebrity Honorarium – Staff and Committee to discuss the possibility of the Heritage Committee working with the Placentia Community Foundation to offer an honorarium and obtain a celebrity as a Grand Marshal.

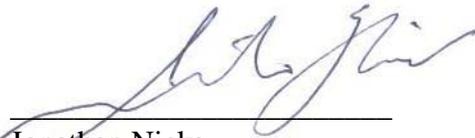
6. 2014 Event Ideas – Staff and Committee to discuss possible ideas for the 50th anniversary event.
7. Sub-Committee Report – Sub-Committee chairpersons to review areas of responsibilities for discussion.
8. Staff Comments – Staff to review areas of responsibilities.
9. Agenda Building – Staff and committee to review agenda items for the next meeting.

ADJOURNMENT

The Heritage Festival Committee Adjourn to a Regular Meeting on Wednesday, April 9, 2014 at 7:00 p.m. in the front conference room located at City Hall, 401 East Chapman Avenue, Placentia.

CERTIFICATION OF POSTING

I, Jonathan Nicks, Deputy Director of Community Services/Heritage Festival Staff Liaison, hereby certify that the Agenda for the March 12, 2014 meeting of the Heritage Festival Committee was posted on March 6, 2014.



Jonathan Nicks

Deputy Director of Community Services/Heritage Festival Committee Staff Liaison

Heritage Festival Committee
MINUTES of February 19, 2014

Meeting called to order

PLEDGE OF ALLEGIANCE

EXECUTIVE HERITAGE COMMITTEE: Anne Russell, Carole Nixon, Bruce Hunt, Tommie Kalman, Frank Perez, Tommie Kalman, Gerry Carnevali, and Janice Lacher

ABSENT: Bruce Hunt Jr., and Jim Cucalon

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

CHAMBER OF COMMERCE: None

GUESTS: Vivian Perez, Placentia Community Foundation, G.R. Hodges

1. APPROVAL OF MINUTES: It was noted under the food area of the minutes the word “nothing” is misspelled and currently says “noting.” A motion to approve the January 8, 2014 minutes as amended was made by Committee Member Tommie Kalman and seconded by Committee Member Gerry Carnevali.

2. TREASURERS REPORT: Committee member Nixon gave a brief report of the budget that included all income and expenditures through February 19, 2014. The balance started at \$1761.54. There was a total income of \$9.86. Final balance stands at \$1,771.40.

3. BUDGET: Staff and Committee reviewed and discussed the upcoming 2014 event budget by going through each individual area and comparing to the actual expenditures in the 2013 event budget. Each Committee member in charge of their individual area was given the opportunity to examine their own budget sheet and provide input on what they will need for the 2014 event. The parade budget was changed slightly to reflect an order for new banners and ribbons. Committee Member Anne Russell mentioned that if the Committee decides to invite former Grand Marshals and dignitaries to the 50th anniversary event, we will need more banners and therefore we will need more money for banners. The Honorary Grand Marshal banner will also need to be redone because it was changed during the 2013 event. Committee Member Frank Perez mentioned that because it is the 50th anniversary event, the Committee should look into possibly inviting a big celebrity to draw the community to the event. His suggestion was to look into how the Committee can offer an honorarium in their name to entice a celebrity to be part of the event. Anne Russell suggested we add it to the upcoming agenda for discussion. The parade budget was changed to reflect a possible honorarium for the 2014 budget. There were no changes to the Car Show budget, Nonprofit, Games, Crafts, Food or Entertainment budget. There was a suggestion

on adding line items on the budget to reflect in kind, donations and sponsorships. After a discussion, it was decided that due to the set up of the budget log and formulas, it should be left as is. Some changes to the equipment budget were made to reflect a possible increase in vendor participation for the 2014 event. Home based business and the Business Expo will now have separate budget sheets. Changes were made to the advertising budget to reflect the increases in prices from the Penny Saver and the Orange County Register. Frank suggested the Committee increase the advertising budget as it is the 50th anniversary event and we should look into doing more advertising. A suggestion was made to pursue getting an ad in the Auto Club Westways Magazine. The Band Review budget was also adjusted to reflect a possible increase in the band awards.

4. EVENT IDEAS: There was a discussion regarding ideas for the 2014 event. Vivian Perez of the Placentia Community Foundation shared her marketing ideas for the “Golden Year” anniversary. A suggestion to add gold as a color to the black and white logo was made by Vivian to assist in the marketing for the 50th anniversary. Committee Member Carole will contact Hunter Signs and find out how much it will be to add the gold to the black and white logo on the banners. Bruce will also look into how much 50th anniversary t-shirts will cost. Vivian also suggested looking into a new type of marketing/sponsorship idea that could be like the “Adopt a Flag” program. The program would invite businesses and individuals to sponsor a banner that can be hung throughout the City to advertise the 50th anniversary event. Carole will also ask Hunter Signs about the cost for new banners for this type of marketing. Janice will be contacting Jim Cucalon to discuss which celebrities he still has contacts for. (Committee member man) Suggested having Golden Elementary School do something for the festival like draw pictures and display them.

5. SUB-COMMITTEE REPORTS:

Band Review: On the calendar

Food: Nothing to report

Entertainment: Nothing to report

Games: Contracts need to be mailed out and need to figure out ticket issues

Non-Profit: Nothing to report

Car Show: Nothing to report

Parade: Nothing to report

5. STAFF COMMENTS: Staff Ortiz distributed a reminder to all in attendance regarding the February 27 Committee and Commission Appreciation Dinner at the Powell Building. She also

distributed drafts of the vendor applications to each of the Committee members for review. The only change requested on the applications was to take out the “& Parade” verbiage.

6. AGENDA BUILDING: Budget. Applications for food, breakfast vendors, and beer garden applicants. Report back on ideas for the 2014 Heritage Festival.

ADJOURNMENT: Meeting adjourned at 9:30 p.m. The next regular meeting will be held on Wednesday, March 12, 2014.