



# Heritage Festival Committee Agenda

May 14, 2014 - 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

**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  
Website: [www.placentia.org](http://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

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**MEETING CALLED TO ORDER**

**PLEDGE OF ALLEGIANCE**

**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  
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**

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1. Minutes
  - a. Regular meeting – April 9, 2014  
Recommended Action: Approve
2. Treasurer's Report – Carole Nixon to provide an updated treasurer's report.
3. 2014 Event Ideas – Staff and Committee to discuss the progress of the 50<sup>th</sup> anniversary event ideas.
4. Sub-Committee Report – Sub-Committee chairpersons to review areas of responsibilities for discussion.
5. Staff Comments – Staff to review areas of responsibilities.
6. Agenda Building – Staff and committee to review agenda items for the next meeting.

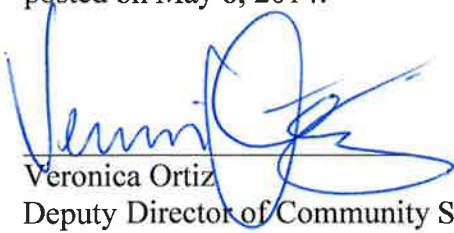
## **ADJOURNMENT**

The Heritage Festival Committee Adjourn to a Regular Meeting on Wednesday, June 11, 2014 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 May 14, 2014 meeting of the Heritage Festival Committee was posted on May 8, 2014.



Veronica Ortiz  
Deputy Director of Community Services/Heritage Festival Committee Staff Liaison

Heritage Festival Committee  
MINUTES of April 9, 2014

**Meeting called to order at 7:05pm**

**PLEDGE OF ALLEGIANCE**

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

**ABSENT:** Frank Perez

**CITY STAFF:** Veronica Ortiz, Community Services Coordinator, Jon Nicks, Deputy Director of Community Services.

**GUESTS:** Richard Hardy, Kiwanis Club of Placentia.

**1. APPROVAL OF MINUTES:** The February meeting minutes were accidentally attached to the March agenda. That was corrected. There were no corrections noted to the March 12 meeting minutes. A motion to approve the March 12, 2014 minutes was made by Committee member Kalman and seconded by Committee member Carole Nixon.

**2. TREASURERS REPORT:** Committee member Nixon gave a brief updated 2014 treasurer's report and noted that there were Car Show expenditures of \$540.00. No new revenues have come in or expenditures have come in.

**3. BEER GARDEN AND BREAKFAST VENDOR APPLICATIONS:** Staff member Ortiz reviewed the Rotary Club, Kiwanis, and Friendly Center applications with the committee for the breakfasts and beer garden areas. Bruce commented that the Friendly Center should make sure to communicate what type of food they will be providing at the event to the Food chairperson as to avoid duplicate items. Bruce Hunt made a motion to accept the applications with the previously stated provisions and Anne Russell seconded that motion. The Committee members recommended that the three applicants that submitted applications for the breakfast and beer garden areas move on in the process for approvals.

**4. EVENT IDEAS:** Committee Member Male discussed getting Parade Grand Marshall. Brett Tomko from the Kansas City Royals will come and be part of the Parade if he is available. Committee Member Tommie Kalman discussed the Casino Night with some ladies from Placentia Women's Round Table, and they are still working on who can help them with it. Tommie mentioned that the Round Table members suggested that if they assist with the Casino Night event, they should also receive the revenue. The Committee agreed that the Round Table Women's Club could receive the revenue of the event provided that they work the event and tie

it closely to the Heritage Festival. Committee Member Kalman asked if the restaurant fundraiser flyer will need to mention the Placentia Community Foundation because it is a non-profit organization. Staff member Nicks, explained that it will not need to include the foundation and it will be acceptable to state the proceeds will be collected for the benefit of the Heritage Festival. It was clarified that proceeds would go to the City of Placentia's Heritage Festival. Committee Member Kalman also reported that two clowns will be coming to the park. There was a discussion about mailing out applications to previous vendors. It was decided that City staff will send out postcard reminders to the 2012 and 2013 Heritage Festival vendors to remind them that the event is coming up and the vendor applications are now available online at [www.placentia.org](http://www.placentia.org) instead of mailing out each individual application. Jim Cucalon will be contacting Channel 5 this year again to try and get as many of the previous participants to come back to the parade. Jim will also be working on contacting other special entertainers for the event.

## **7. SUB-COMMITTEE REPORTS:**

**Band Review:** Need to contact the water company and will be sending applications to last year's bands.

**Food:** Discussed the importance of getting the revenue information from the food vendors every year to assist the solicitation of big sponsors for the event.

**Entertainment:** Committee members discussed sound equipment and the possibility of obtaining a band for a concert to be held from 2 pm – 4pm as in prior years. Dave Thornbury and Jeff Abbit will be returning.

**Games:** Both contracts were signed for WOW Inflatable's and Kiddie Amusements. WOW Inflatable's will be charging \$1.00 per ticket and use WOW Inflatable's ticket booth with a City staff to assist them with sales.

**Non-Profit:** Discussed mailing out postcards to participants that applications are available. Janice will continue to contact the vendors as they come in.

**Car Show:** Car show postcards will go out sometime in June.

**Parade:** Nothing to report.

**8. STAFF COMMENTS:** Staff Member Ortiz brought a copy of last year's sponsorship brochure to get feedback on it from the Committee members. Committee and Staff Members discussed ways to change the flyer. It was agreed that color changes should be made.

**9. AGENDA BUILDING:** Keep all items the same.

**ADJOURNMENT:** Meeting adjourned at 8:20 p.m. The next regular meeting will be held on Wednesday, June 11, 2014.