



Heritage Festival Committee Agenda

August 13, 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 – July 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 50th 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, August 13, 2014 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 August 13, 2014 meeting of the Heritage Festival Committee was posted on August 7, 2014.

Veronica Ortiz

Community Services Coordinator/Heritage Festival Committee Staff Liaison

Heritage Festival Committee
MINUTES of July 9, 2014

Meeting called to order at 7:05pm

PLEDGE OF ALLEGIANCE

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

ABSENT: Jim Cucalon, and Bruce Hunt Jr.

CITY STAFF: Veronica Ortiz, Community Services Coordinator, Felipe Zambrano Community Services Coordinator

GUESTS: Richard Hardy, Kiwanis Club of Placentia.

1. APPROVAL OF MINUTES: There were no corrections made to the May 14 meeting minutes. Committee member Nixon motioned to approve the minutes and Committee member Carnevali seconded. There was a correction made to the June 11 meeting minutes on page two, the word X-Men should be added to indicate Paul Petty and the X-Men will be helping on the day of the event. A motion to approve the June meeting minutes as amended was made by Committee member Lacher and seconded by Committee member Hunt.

2. TREASURERS REPORT: Committee member Nixon gave a brief treasure's report. The balance in the Heritage Festival account as of the end of June was -\$1909.47. There was income of \$1,060.00 and expenditures of \$1075.00. There is now a balance of -\$1924.47 in the Heritage Festival account. Committee member Nixon submitted the \$100.00 membership renewal fees for payment for Southern California School Band and Orchestra Association along with the contract for the judges for the band review in the amount of \$2750.00.

3. EVENT IDEAS: Staff member Ortiz updated the committee on the 50th anniversary t-shirt order. She stated that Stith printing provided a quote for a 100 white t-shirts with the 50th anniversary Heritage Festival logo of \$1380.44. The shirts were not yet ordered because a price for the first 100 shirts was not approved by the Committee at the June meeting. Committee member Hunt, made a motion to allow City staff to order the shirts within a \$1500.00 budget for the first 100 shirts to be sold at the Concerts in the Park events, Movies in the Park events and National Night Out. Committee member Lacher seconded the motion. The logo that will be used will be slightly altered to create a more ribbon like look on the t-shirts. The total t-shirt budget for the event is \$4000.00. There was a discussion on how much the 50th anniversary shirts should be sold for. The Committee came to the conclusion to sell the youth sizes for \$10.00 and the adult sizes for \$15.00 in order to ensure the profit covers the cost of the shirts and the artwork set-up. Committee member Perez made a motion to allow City staff to purchase up to 50 more

50th anniversary t-shirts in the event that the first 100 sell out before the August meeting. Committee member Hunt seconded the motion. There was a suggestion that as the event gets closer, we should order some anniversary t-shirts for the Committee to wear at the event and just change the color to pale blue. Committee member Kalman is finalizing the restaurant meal fundraisers. She has been working with Whole Enchilada, Tlaquepaque, Craftsman Pizza, El Farolito, and Marie Calendar's to work out dates. There was some discussion on when these could be held and it was decided to spread them out throughout the next several weeks before the event date. Committee member Kalman will finalize the details with the restaurants and report back to the Committee on the final dates. Committee member Kalman reported back that the Women's Roundtable of Placentia is open to running the Casino Night event at their facility on any Friday night in September or the beginning of October. The event will serve as fundraiser for the 50th anniversary Heritage Festival event and t-shirts can be sold there as well. There was a suggestion to hold the Casino night on Friday, September 26. Committee member Kalman also mentioned that the Historical Committee members have drafted the history articles for the OC Register. She is still working on getting a hold of the OC Register staff to finalize the articles. She has also submitted a blurb of the event to the AAA Westways magazine. Committee member Ortiz gave an update on the 50th anniversary event flyer. She mentioned that it will be finalized in the next few weeks for distribution in September. A copy of the flyer was distributed for viewing. Posters will also be printed so the businesses can put them up in their store windows. Committee member Perez inquired about adding the 50th anniversary flyer to the high school football ads. Committee Kalman explained that a full color, full page ad in the football ads would be \$500.00 and a full color; half page ad would be \$250.00. There was some discussion on which ad to purchase and it was decided to go with the full color, full page ad in order to celebrate the 50th anniversary event. The file will need to be either a PDF or JPEG file at 300 Dpi when it's emailed to the high schools.

4. SUB-COMMITTEE REPORTS:

Band Review: Yorba Linda Water District will be providing water for the bands.

Food: Several food applications have come in and Community Services staff has been very careful about duplicate food items. There is a good variety of food this year so far.

Entertainment: Committee member Kalman confirmed that Southland Band will be available to perform at the event. She also mentioned that the band offered their sound services for the festival if needed. There was some discussion on how much Southland Band will charge for the event. Committee member Kalman reported that it's estimated they will charge us \$800.00 to \$900.00 for their performance. There was also was some discussion on sound services and who will be able to provide those. Community Services staff will confirm sound services details with management staff.

Crafters/Home Based/Business Expo: Crafter applications continue to come in. There are 12 crafters in so far. Only 4 are returning vendors. 2 more returners should be coming in soon. There are 10 Home Based Business applications in so far and 6 of those are returners.

Games: Nothing new to report.

Non-Profit: 2 more applications have come in. They are OC Animal Care and Keep OC Safe. Both vendors are returners. There was some discussion on a non-profit vendor who would like to sell dry packaged soup at the event. It was decided that they would better a fit in the non-profit area than the food area.

Car Show: Community Services staff Ortiz provided Committee member Hunt with a list of the most current car show registrants and the original car show application forms.

Parade: Nothing new to report. Applications continue to come in.

5. STAFF COMMENTS: There was some discussion on possibly moving to online vendor registration in the future through the new Active Network software now in use by the Community Services Department. So far 2 sound quotes have been received. The first company that bid also bid last year and the second company is a new bid. McNally Enterprises submitted a bid for \$4065.53 and MP Entertainment submitted a bid for \$2100.00. The difference in costs is related to their labor and staffing costs.

6. AGENDA BUILDING: Keep everything the same.

ADJOURNMENT: The meeting adjourned at 8:30pm. The next regular meeting will be held on Wednesday, August 13, 2014 at 7:00pm.