

Heritage Festival Committee  
MINUTES of February 8, 2012

Meeting called to order 7:10 p.m.

**PLEDGE OF ALLEGIANCE**

**ROLL CALL**, Anne Russell, Carole Nixon, Peggie Yamaguchi, Julie Martinez, Tommie Kalman, Gerry Carnevali, Laurie Arroyo, Frank Perez, Bruce Hunt Sr., G.R. Hodges,

**Absent** : Jim Cucalon, Bruce Hunt Jr. and Veronica Harlan

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

**CHAMBER OF COMMERCE:** None

Guests: Susan Wulff

**APPROVAL OF MINUTES:** There were no corrections to the previous meeting minutes. **MOTION** to approve the minutes of January 11, 2012 as amended made by **Carole** **SECOND** by **Tommie**.

**TREASURER REPORT:** (**Carole**) distributed and reviewed the financial report for the period of January 12, 2012 through February 6, 2012. She states our Heritage Trust at City of Placentia started out with a balance of -\$7,947.32. There was income submitted from food booth's contributions, a late band review entry and reimburse of an advance for the band review of \$21.45, which totaled \$496.95. The Heritage Trust balance at the City is currently -\$7,450.37. Treasurer's report filed for audit.

**Income:** Income included food booth contributions of \$352.50, Band review fee of \$150.00 and reimburse of advance for band review of \$21.45. Total income was \$496.95.

**THEME SELECTION:** (**Peggie**) suggested using "Pride in our Past, Faith in our Future" as a possible theme.

Discussion: **Anne** commented that the theme is too long to be placed on a banner and asked for suggestions to shorten it. **Laurie** suggested "Pride in Placentia" as a possible way to shorten it. **Bruce Sr.** suggested reviewing prior themes in order to ensure no repeats. **G.R.** suggested "Proud to be in Placentia" as a possible theme. **Peggie** also suggested "Placentia's Pride." **Laurie** mentioned that we could have the public make suggestions for themes for next year's festival. A suggestion box could be placed at the event or it could be advertised on the City website and on the City's cable channel to encourage interest in voting for the event theme. The Committee reviewed and discussed several possible themes. "Pride of Placentia" was later selected as the 2012 Heritage Festival theme by a unanimous vote.

**NOMINATIONS FOR EXECUTIVE BOARD:** (**Anne**) opened nominations for the available Executive Board member position.

Discussion: MOTION to nominate Gerry Carnevali for the position made by **Bruce Sr.**, SECOND by **Carole**. MOTION to close nominations made by **Bruce Sr.**, SECOND by **Carole**. **Anne** closed nominations for the Executive Board nominees. All five Executive Board members in attendance approved presenting Gerry Carnevali to the City Council for consideration to the Executive Board. **Peggie** recommends making sure that Gerry Carnevali qualifies to be an Executive Board member of the Heritage Festival Committee based on the Committee bi-laws. **Jon Nicks** commented that staff will confirm that Gerry Carnevali meets the qualifications with the City Clerk's office.

**FUNDRAISING COMMITTEE:** (**Anne**) mentioned that someone from the Heritage Committee should be in charge of applying for funds from the Community Foundation and there should be a fundraising sub committee organized to solicit sponsorships.

Discussion: **Carole** asked if the Community Foundation is accepting applications for funds at this time. **Jon Nicks** commented that the Community Foundation would be having a meeting during the week of February 13 in order to finalize the application process. **Frank** suggests going to Cal State Fullerton to offer students the opportunity to work on sponsorships for the event and in turn paying them some type of stipend for their services. The stipend could be a split of the sponsorships that would need to be pre arranged. **Frank** mentioned that we need to work on the information needed for businesses to consider our event for donations. **Bruce Sr.** commented we need to work with the Community Foundation on the process for donating monies to the Heritage Festival. **Frank** offered to attend the upcoming Community Foundation meeting to ask the necessary questions regarding how to obtain funds for the event. **Peggie** will attend the Community Foundation meeting as well with **Tommie** and **Gerry**. **Jon Nicks** will confirm if members of the Heritage Committee can attend the upcoming Community Foundation meeting.

#### **SUBCOMMITTEE REPORTS:**

Band Review: (**Carole**) to call SCSBOA to get the 2012 Heritage Festival on their calendar of events. (**Carole**) received an e-mail from El Monte High School regarding their 2011 parade cancellation due to a schedule conflict.

Discussion: The Band Review applications do not specify a refund process. **V. Ortiz** mentioned some applications do indicate a refund policy while others do not. Need to review applications and ensure that they are consistent regarding refunds. The \$150.00 entry fee will be refunded to El Monte High School.

Parade: (**Peggie**) working on possibilities for Grand Marshals. Kevin Costner and Sam Rubin may be available.

Discussion: **Laurie** asked if it would be possible to obtain Channel 5 footage of the 2011 Heritage Parade. **Jon Nicks** mentioned it could be a conflict because the footage belongs to Channel 5. **Peggie** suggests the Honorary Grand Marshall be the Girl Scouts.

Non-Profit Committee: (**Julie**) nothing new for Non-Profit area.

Advertising and Entertainment: (**Tommie**) will be contacting the Penny Saver and the OC Register for advertisement opportunities very soon. Jeff (the mime) will be returning. (**Tommie**) will be working on obtaining a DJ as well.

Food: (**Gerry**) two vendors have already contacted her regarding the event.

Discussion: **Bruce** asked questions regarding the clean up deposit fees for food vendors that were in place in previous years. The Committee discussed continuing not to charge the \$25.00 clean up fee and possibly increasing food vendor's fees. **Gerry** asked if Rainboway Goodies had contacted the Community Services Department regarding the contribution owed to the 2011 Festival. **V. Ortiz** commented that they have not contacted City staff nor have they responded to staff's phone messages. If that vendor returns, they will need to pay the contribution owed for the previous festival.

VIP Area: (**Laurie**) nothing new at this time.

Car Show: (**Frank**) flyers will be going out. (**Bruce**) paper will be delivered by Frank to the Community Services Department for printing of flyers.

Games: (**Anne**) contracts went out to vendors on February 8, 2012.

**STAFF COMMENTS:** (**V. Ortiz**) nothing new at this time.

**AGENDA ITEMS:** Selection of Fundraising Committee members, Budget

**ADJOURNMENT:** The meeting adjourned at 8:10 p.m. The next regular meeting will be Wednesday, March 14, 2012, at 7:00 p.m.

Veronica Ortiz,  
Community Services Coordinator/Heritage Festival Staff Liaison