

Heritage Festival Committee MINUTES of September 12, 2012

Meeting called to order 7:06 p.m.

PLEDGE OF ALLEGIANCE

ROLL CALL: Laurie Arroyo, Jim Cucalon, Veronica Harlan, G.R. Hodges, Bruce Hunt Jr., Bruce Hunt, Tommie Kalman, Janice Lacher Carole Nixon, Frank Perez, Anne Russell and Peggie Yamaguchi.

Absent: Gerry Carnevali

CITY STAFF: Jon Nicks, Deputy Director Community Services, and Veronica Ortiz, Community Services Coordinator

CHAMBER OF COMMERCE: Erin Green and Susan Wan-Ross

Guest: Tarlochan “Tar” Rakhra, Rotaract Club – CSUF Campus. There are 70 volunteers ready to help out in the Heritage Festival.

John McCauley, R.A.C.E.S. – Volunteers coming from LDS Church

Discussion **Carole** wants (1) volunteer at Valencia and Palm at the Band Review. **Carole** wants (2) volunteers at Golden and Kraemer

APPROVAL OF MINUTES: There are corrections to the minutes made by **Carole** under the Band Review the quote should be \$450.00 for a new pole banner from the foundation. There is another correction made by **Peggie** under Parade Committee it should read CVS donates for Explorers and Sheriff volunteer and a food vendor approach **Peggie**. Under discussion Laurie suggested going to businesses to solicit. **MOTION** to approve the minutes of August 15, 2012 as amended made by **Anne** and **SECOND** by **Carole**. Abstain made by **Bruce Hunt Jr.**, **Bruce Hunt** and **Frank Perez**.

TREASURERS REPORT: (**Carole**) distribute and reviewed the financial report for September 12, 2012 period covering August 16, 2012 through September 12, 2012. She states our Heritage Trust at City of Placentia is -\$7,793.88. The net change for Trust Account was -\$3,949.81. The Heritage Trust balance at the City is -\$11,743.69. File report for audit.

Income: check for \$300.00 from Placentia Neighborhood Watch for food booth earmark for the volunteers of Placentia Police Department and OC Sheriff Department.

Chamber of Commerce (**Erin**) there are six (6) business booths sold and does not look like it will meet the \$3,000.00 mark this year. The Yorba Linda Chamber of Commerce has announced that they will have their festival the same day we are having ours. They have (5) business registered.

Discussion: If the Chamber of Commerce alters the MOU it will be \$100/booth when selling 10 booths those being home-base businesses and dividing booths at \$50/booth. **Laurie** says the fees were set accordingly to the budget and mentioned one of the companies that Laurie approach was told that they had not heard from the Chamber of Commerce regarding the festival. **Laurie** says it is a big chunk to ask for table cloths and a pop-up canopy. **Erin** informed that the table cloths and pop-up canopy are costly, but the business showcase is our biggest money maker. **Susan** sent the business representatives invitations for the festival also; sometimes there are multiple business representatives. There was no word on lack of communication from any business. The Chamber of Commerce will not be able to match the same amount of booths from the previous years.

Discussion: **Frank** expresses his concern with not having the MOU taken care of from the beginning with the Chamber of Commerce. The Heritage committee should have done a better job on this matter as we are going to lose \$2000 to \$3000. **Bruce** commented we have a good faith budget, but we are not going to meet our budget this year as projected.

MOTION to accept the change of \$3,000.00 to \$100/booth to the minimum of \$1,000.00 after 10 booths sold at \$100.00 a booth for the year **SECOND** by **Carole**. All were in favor. Four members abstain from the motion. The motion passes.

Beer Garden: Mayor Yamaguchi recommended Southland Band. They are a 10-piece instrument band. They play contemporary and the 50's, 60's music. They are popular in the southland area and should give them a try for the beer garden. Mother's supermarket will be sponsoring the group.

MOTION made by **Bruce** to have the Southland Band come play in the Beer Garden and will provide them a booth **SECOND** by **Carole**. All were in favor.

SUBCOMMITTEE:

Band Review committee (**Carole**) there are 27 bands who have applied to march in the parade this year. We will need 2,000 water bottles from Yorba Linda Water. **Carole** will need two volunteers in the trophy area.

Discussion: **Laurie** is working with McDonalds to get breakfast for the judge's area. She will have red table cloths for the tables.

Game committee (**Anne**) **V. Ortiz** said the contracts are different, so they need to be return to the vendor. **Laurie** bought small white buckets with lids and they will be used for the tickets received.

Discussion: Home Depot clinic will be in the Game area for the children's woodwork carvings.

Craft committee (**V. Harlan**) the applications are coming in as there are 27 applicants received. She will need six (6) volunteers.

Advertising committee (**Tommie**) Advertising dateline is September 23 and the second dateline is October 1. The "Thank You" is due October 13. **Tommie** needs the car show artwork. The Pancake Breakfast fee not printed at this time.

Discussion: **Tommie** has a new band called the Mariachi Academy which can be playing in the park. There will be two (2) Masters of Ceremonies from El Dorado.

Special Events committee (**Jim**) Wendy Burch and her dog "Sofie" attending; Snoopy and the T-Bucket, and also the Halloween Hearse from Knottsberry Farm will attend. **Jim** does not have the exact count on how many Star Cars will attend. The 501st; R2D2; Make-A-Wish Foundation; Shriners clowns; Santa Ana Zoo; and trash can band attending.

Non-Profit committee (**Janice**); there are 18 applications received and she will need three (3) volunteers for the non-profit booth area.

Car show committee (**Bruce** and **Frank**) there are 90 pre-registered and 60 applications which is normal at this time **Bruce** hoping to receive 150 to 170 applications. There are (2) drag cars. There is a new art designer for the t-shirts. **Frank** needs the t-shirt check invoice by the 18th of September.

Discussion: The layout maps should be readily available and handed out by the City Staff when needed. No-smoking area restricted in the car show area. Police need to regulate Rolling Hills Street parking, and also around the park. The water sprinklers need to be turn off before the event comes around. Need appropriate porta-potties around the park.

Food committee-16 food vendor applications came in and two more received today.

Parade committee (**Bruce**) 24 entries thus far and **Anne** will need the scripts. Parade committee meeting on September 23 for doing the line-up and two (2) ATMS are confirmed

Volunteers committee (**Tar**) Rotary Club will donate food to the volunteers and Tar will need a canopy for the check-in area.

STAFF COMMITTEE:

V. Ortiz needs equipment supply list from each coordinator.

AGENDA ITEMS:

General agenda items for next meeting

ADJOURNMENT: meeting adjourned at 9:42 p.m. Next meeting is Wednesday, October 3, 2012 at 7:00 p.m. and the second one October 10, 2012.