

Heritage Festival Committee  
MINUTES of May 8, 2013

Meeting called to order 7:09 p.m.

**PLEDGE OF ALLEGIANCE**

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

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

Absent: Frank Perez

**CHAMBER OF COMMERCE:** None

**GUESTS:** G.R. Hodges, Denis O' Hern, and Richard Hardy

**APPROVAL OF MINUTES:** There was a correction to the April 10, 2013 minutes. On page 2, the alternate locations for the parade pancake breakfasts should be El Torito parking lot or the Bradford House not the Post Office. **MOTION** to approve minutes as amended made by **Anne** and **SECOND** by **Tommie**.

**TREASURERS REPORT:** (**Carole**) reported the account balance started out at -\$7981.46. There was income from the car show for one entry of \$60.00. The account balance is for the 2013 event as of now is -\$7921.46.

**1. MOU's:** Veronica explained to the committee that the MOU's for the Pancake Breakfasts and Business Showcase will be ready by the next meeting in June.

**Discussion:** Rich Hardy mentioned that the Kiwanis Club is concerned that the MOU terms will require the Kiwanis Club to contribute 20% of net sales after the pancake breakfast instead of the initial 10% that was presented to the committee on their breakfast vendor application. Bruce clarified that the suggestion was made to ask for a 20% contribution from future breakfast vendors based on the outcome of this year's event. Veronica assured Rich that the Kiwanis Club will see the MOU before it is approved.

**2. FUNDRAISING AND SPONSORSHIP:** Veronica distributed copies of the Heritage Festival sponsorship brochure for the Committee members to begin distributing.

**Discussion:** Tommie mentioned she will attend the upcoming Chamber of Commerce board meeting to begin passing out sponsorship brochures and she will also attend the Placentia Community Foundation meeting in June as well. Bruce mentioned that Mother's Market is also interested in coming back as a festival sponsor again this year. Bruce will be in communication

with Rick Ellis, from Mother's Market in order to obtain a sponsorship. Janice requested a letter for sponsorship to be attached to the existing sponsorship brochures. Veronica mentioned that we should have an existing letter that we can use for distribution. Veronica will look for the letter and send it to Janice.

## **6. SUBCOMMITTEE REPORTS:**

**Discussion:** Bruce asked if all the vendor applications were available yet on the City website. Veronica mentioned that they have all been posted for download. The hard copies have not been mailed out as of yet. Veronica suggested mailing out hard copies to the vendors from the 2011 and 2012 festivals as we have addresses for all those groups. Gerry and Carole agreed to mail those applications out for the crafters and food vendors. Bruce will provide a list of parade entries to Veronica for hard copy mailings.

**Parade:** Carole asked if both large street banners were hung up to advertise the event last year. Veronica explained that only one street banner was hung up on Kraemer because the poles on Chapman Ave. are not functional at this time. Carole explained that Hunter Signs updated both large street banners last year and we did not need the second banner since we are not currently using the Chapman Ave. poles. Carole will inform Hunter Signs this year that we will only need one large banner updated for this year.

**Band Review:** Carole had Hunter Signs provide a draft of theme banner.

**Discussion:** There was a suggestion to change the font on the theme banner because it is difficult to read. It was suggested to make the ribbons orange this year. Tommie asked how much Carole would need for a trophy sponsorship. Carole explained that the prices have increased on the Brea Trophy quote because they are under new management, however, they also quoted us on 150 ribbons and most likely we will not need that many ribbons. As of now the parade trophies quote is \$1577.00 which is over our budget and the Band Review trophies quote is \$40.00 more than last year at \$2600.00. Carole is going to seek sponsorships to help cover the costs and possibly reduce the amount of ribbons. Carole will also send sponsorship letters to the finance company that has typically sponsored us. Carole is also trying to contact Steve Brown from Golden State Water to obtain water for the explorer's and for the band participants.

**GAMES:** Nothing to report

**ADVERTISING:** The Penny Saver is re-booked.

**ENTERTAINMENT:** Almost all entertainers are re-booked.

**CAR SHOW:** Three entries have been submitted.

**FOOD:** Nothing to report.

**SPECIAL ENTERTAINMENT:** Jim is working on re-booking some of the previous year's entertainment. He currently doesn't have any confirmations.

**7. STAFF COMMENTS:** None.

**8. AGENDA ITEMS:** Review and finalize signed MOU's for the following areas: Beer Garden, Pancake Breakfasts, and Business Showcase.

**ADJOURNMENT:** Meeting adjourned at 8:00pm. The next regular meeting will be held on Wednesday, May 8, 2013 at 7:00 p.m.