

Heritage Festival Committee
MINUTES of July 10, 2013

Meeting called to order 7:05 p.m.

PLEDGE OF ALLEGIANCE

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

COMMITTEE: Janice Lacher

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

Absent: Jim Cucalon

CHAMBER OF COMMERCE: None

GUESTS: Rich Hardy, Placentia Kiwanis Club

APPROVAL OF MINUTES: There were no corrections to the June 19, 2013 minutes.
MOTION to approve minutes as they are made by **Anne** and **SECOND** by **Carole**.

TREASURERS REPORT: (Carole) Carole distributed revised copies of the treasurer's reports from February 2013-July 2013 showing only the 2013 account balance. The beginning for the Heritage Festival was \$913.00. There was \$350.00 income and an expense was submitted for the band review judges in the amount of \$2475.00. This expense has not yet been paid and will not be paid until the day of the event. Carole submitted an expense of \$100.00 for the dues and memberships fees for the SCSBOA.

1. MOU's: Jon explained that the MOU's for the Beer Garden, and the Pancake Breakfasts are all signed and complete.

Discussion: City staff met with the Denis O' Hern and Rich Hardy of the Kiwanis Club at the Kentucky Fried Chicken property to discuss the logistics of the parade Pancake Breakfast with the property owner. The property owner was very receptive to the event and will work with City staff to finalize the details. The meeting went well and was productive.

2. FUNDRAISING AND SPONSORSHIP: City staff distributed the updated sponsorship brochures that have been corrected to indicate that the Heritage Committee and City will now take the lead on the Business vendor area. It will now be called the Business Expo instead of the Business Showcase. City staff distributed a draft application for the Business Expo vendors.

Discussion: Committee members and City staff discussed what the differences are between Home Based Businesses, Crafters and Business Expo vendors. It was decided to create two different applications for the Home Based Businesses and for the Business Expo vendors. The Home Based Businesses will be charged \$85.00 to participate and the Business Expo Vendors will have the option to select different sponsorship levels based on the sponsorship brochure. Jon mentioned that the Chamber of Commerce emailed him lists of the Business Showcase participants for the last three years. Once the applications are finalized, City staff will mail out applications to the businesses on the lists. The Home Based Businesses will be put into their own area at the park. Bruce Jr. will contact Mother's Market to finalize their sponsorship soon. Jon explained that the Community Foundation still wants to do an opportunity drawing at the Festival. However, it will now be a vacation package that can be won instead of a car.

EVENT SOUND EQUIPMENT: Jon explained that we would need some sound equipment on the parade, at the festival and at the Car Show.

Discussion: Bruce mentioned that he has spoken to a possible sound person that could potentially provide sound for the event, but he would need to know what we need so we can communicate that to the vendor. City staff also put together three price quotes for sound equipment rentals for the parade route only. Bruce explained that there are several locations that need sound equipment at the park and many factors need to be taken into consideration when selecting a sound equipment vendor(s). Jon mentioned that the parade has a fairly simple set up and equipment would be rented along with generators. There could also be more than one vendor selected to cover the sound needs. Tommie mentioned that a way to save money would be to not book a band this year. Jon, Frank and Bruce will work together to come up with a sound plan for the event. They will set up at logistics meeting at the park. It would be a good idea to contact the surrounding cities to get information on which company they use for their sound needs at their events.

6. SUBCOMMITTEE REPORTS:

Parade: 12 parade applications have come in.

Band Review: Yorba Linda Water will be providing water for the bands. Carole will also be getting help with the busses from Paul Petty.

Discussion: The water booth will most likely need to be moved farther down Golden to have enough space for their set up. Carole also spoke to Don Shepherd to secure trucks for the announcing stands. The band review trophy bases will be purple this year. As of now, 17 bands are confirmed to attend. Carole sent out sponsorship requests for the band review.

GAMES: Nothing new to report.

ADVERTISING: Tommie has sent out advertisements to West Ways, Sunset, and ABC-Channel 7. She is currently working on the high school football ads. Tommie will also start working on the flyer for the schools. She is also working to get an ad in At Home Magazine and in the OC Register.

ENTERTAINMENT: The same entertainers will be coming back as last year. Tommie suggested we don't book a band this year and we could possibly have a battle of the bands for the 50th year.

CAR SHOW: 1 more entry has been submitted. We should see more coming in very soon as the month of June was a big month for Car Show advertising. Bruce will be sending out flyers to all the past participants very soon.

FOOD: 5 applications have been submitted. We have had several inquiries for booth as well.

SPECIAL ENTERTAINMENT: Jim is still working on the Grand Marshall. Jim should have an update at the next meeting.

NON-PROFIT: 10 non-profit applications have come in. It is a mixture of non-profit groups and government agencies. Janice will be calling them to introduce herself.

CRAFTS: 5 applications have come in. Carole will assist in getting the information to the crafters. Bruce will recommend a probable crafter.

7. STAFF COMMENTS: None.

8. AGENDA ITEMS: Fundraising and sponsorships.

ADJOURNMENT: Meeting adjourned at 8:05pm. The next regular meeting will be held on Wednesday, August 14, 2013 at 7:00 p.m.