

Heritage Festival Committee
MINUTES of September 11, 2013

Meeting called to order 7:05 pm.

PLEDGE OF ALLEGIANCE

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

COMMITTEE: Janice Lacher

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

Absent: Bruce Hunt Jr.

CHAMBER OF COMMERCE: None

GUESTS: Mark Garrett, RACES

APPROVAL OF MINUTES: There were corrections to the August 14 minutes under Band Review it should state that Carole asked the Community Services staff to send out Band Review applications to those bands who had not yet submitted their forms. **MOTION** to approve the August 14, 2013 minutes as amended was made by Tommie and **SECOND** by Carole.

TREASURERS REPORT: The beginning balance in the account was -\$564.84. The total income collected since the previous meeting was \$6,280.00 and the total expenses (not including the entertainment expenses) equaled \$4367.80. The ending balance for the account now stands at \$1,347.36. Carole obtained a \$300.00 donation for the Band Review trophies from Music & Arts. Carole also mentioned that she has submitted invoices for the trophies for the parade and band review. The parade trophies will be \$1,550.61 and the band review trophies will be \$2,660.31.

1. FUNDRAISING AND SPONSORSHIP: Tommie mentioned that the Heritage Festival Committee has submitted their application to the Placentia Community Foundation for the \$5,000 grant. It was approved and the Committee will receive the money for the 2013 event.

Discussion: The Business Expo and Home Based business section still continues to be very popular. As of now there are 26 vendors signed up. Jon mentioned that RMD has submitted the application and is sending their \$1000 check. Carole will work on getting a sponsorship from Fairway Ford. She will be delivering another letter to the manager at Fairway Ford.

EVENT SOUND EQUIPMENT: Jon Nicks explained that there have been 3 event sound quotes submitted and we have met with all the vendors at the park to review the set up that will be needed.

Discussion: The quote from AVI-SCL is \$4,261.00 for 18 speakers. Alliance Audio also provided a quote for the same amount of speakers for \$1,900. The final quote was provided from MP Entertainment and is \$1,600. MP Entertainment is providing less equipment and it doesn't seem that they will be providing the appropriate sound coverage needed for the event. AVI-SCL has provided the highest quote because their labor costs are very high. The sound techs will cost \$40.00 per hour and the project manager will cost \$50.00 per hour. Based on the amount of equipment and the quotes provided, the recommendation is to move forward with Alliance Audio as the sound company for the 2013 event. Motion to recommend Alliance Audio as the sound company was made by Frank and **SECOND** by Bruce.

2. SUBCOMMITTEE REPORTS:

PARADE: 32 applications have been submitted. 6 drivers and at least 4 are already booked. We may need to ask anyone who still wants to be in parade to provide their own vehicles.

BAND REVIEW: Carole currently has 11 bands signed up, 12 more applications will be coming in and 3 more are possible. There could be more bands this year in the Band Review than last year. There have been bands coming in from all over California.

Discussion: Carole has secured the water for the explorers from CVS. Carole will also be contacting Michael Ebenhoch to announce the Band Review.

GAMES: Anne needs to know if the insurance documents that the vendors have submitted are acceptable or if they need tone changed. Veronica will review them and let her know.

ADVERTISING: Tommie mentioned that the advertising is all set with the OC Register and Penny Saver. The flyer will also be sent out to the PLYUSD schools as well. The Home Mag is offering advertising in their publication in exchange for a booth at the Festival in the Business expo area. Tommie will contact the representative from The Home Mag and work with her on that.

ENTERTAINMENT: All entertainer contracts have been sent out. Some have not yet been turned in and Tommie will be calling them to let them know they need to be submitted as quickly as possible so we can process their payments.

CAR SHOW: 87 total cars are registered. Bruce mentioned that the dash plaques and trophies are ordered. Bruce and Frank reviewed their equipment list and reminded City staff that the County of Orange will need to ensure that the water is off at the park during the week of October 7. They will also need to ensure that the restrooms will be clean the day of the event. Jon and Veronica will be meeting with the County of Orange soon to discuss the details of the event.

FOOD: There are 14 vendors approved. We still have space and we will continue to accept vendors as long as we are not full. More vendors have expressed interest in being part of the event. The Health Department food vendor meeting will be on Tuesday, September 24, 2013 at 4:30pm. Gerry will call the current vendors to notify them of the meeting date.

VOLUNTEERS: Tar will have more coordinators assisting him with the volunteers. He will set up shifts for them so they are not there all day. Tar anticipates having about 60 volunteers for the event to help set up, clean up, work the pancake breakfast, and help unload items.

SPECIAL EVENTS: Jim is expecting about 5-6 star cars. Knott's Berry Farm will be sending Snoopy again in the Tee Bucket and they will also send the Haunted Hearse which will be set up in the car show area after the parade. Knott's Berry Farm will need a secluded spot for Snoopy to change in and out of his costume. Tommie will contact the podiatrist's office off of Kraemer to see if would be able to accommodate a changing area for Snoopy. Knott's Berry Farm will have a booth in the games area to promote Knott's Berry Farm. Make-A-Wish will also have a booth as well. Vera Jimenez will be the representative from KTLA this year. The 501st Legion will not be in attendance and R2D2 will possibly still be at the park.

CRAFTS: There are 15 crafters registered. Carole will be calling more crafters that have yet to submit their application.

3. STAFF COMMENTS: Veronica distributed copies of last year's equipment lists to the committee to confirm all needed equipment.

4. AGENDA ITEMS: Keep everything the same as the previous agenda and only remove the sound and equipment item.

ADJOURNMENT: Meeting adjourned at 8:44pm. The next regular meeting will be held on Wednesday, September 25, 2013.