

Heritage Festival Committee
MINUTES of September 25, 2013

Meeting called to order 7:05 pm

PLEDGE OF ALLEGIANCE

EXECUTIVE HERITAGE COMMITTEE: Bruce Hunt Jr., 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, Veronica Ortiz, Community Services Coordinator, and Michelle Munoz, Community Services Clerical Aide.

CHAMBER OF COMMERCE: None

GUESTS: Norma Rodriguez, Vocalist of the Pleasure Tones
Maria Cacriaga, Placentia Rotary

1. APPROVAL OF MINUTES: There were a few corrections made to the September 11, 2013 minutes. Jim pointed out that under the Subcommittee Reports section, Special Entertainment should be changed to Special Events and Bucket Tee should read as Tee Bucket. **MOTION** to approve the September 11, 2013 minutes as amended was made by Carole and **SECONDED** by Anne.

2. TREASURERS REPORT: The beginning balance in the account was \$1,347.36. The total income collected since the previous meeting was \$3,875.00 and the total expenses equaled \$627.39. The ending balance for the account now stands at \$-1,405.03. Carole received \$3,450 in band review entries and is expecting two more entries. The Committee awaits donations from the Placentia Community Foundation, Fairway Ford and Mother's Market. Carole commented that the Business Expo has been an excellent source of income as it has brought in \$3,750.00. The Home Based businesses have brought in \$1,360.00. Overall the committee is pleased with the budget and looks forward to receiving even more applications before the event.

3. BAND SPONSORSHIP: Mr. Nicks explained to the Committee that the Pleasure Tones had expressed interest in performing at the festival and that the band would be sponsored by Norma Rodriguez's company, In@Home Magazine. He mentioned that the band typically charges between \$1,000 and \$1,500 and has recently performed at a large amount of popular venues. Although the Committee previously established that there was no room in the budget for a band this year, Mrs. Rodriguez's offer seemed very pleasing. Jon spoke with the hired sound technician who priced sound for the band at an additional \$200.00 leaving the total sound expense for the festival at \$1,900.00. The band would play between the hours of 2:00pm and

4:00pm. Bruce was initially opposed to the idea due to the lack of time before the festival. In the end, Mr. Hunt and the Committee were convinced that hosting the Pleasure Tones would be excellent for the Heritage festival. A **MOTION** to approve the band was made by Tommie and **SECONDED** by Bruce Hunt. City Staff Veronica Ortiz and Jon Nicks plan on following up with Norma to complete a contract.

4. FUNDRAISING AND SPONSORSHIPS: No comments.

5. SUBCOMMITTEE REPORTS:

PARADE: Bruce Jr. currently has a total of 60 applicants. He informed the Committee that six drivers have committed to the parade, and that unfortunately only one elected official has registered to participate. Bruce Jr. also announced that the ATM would be coming to set up the Friday before the festival. The Committee discussed that golf carts from Alta Vista will be available for use, and agreed that they would use two at the car show, two at the park, and two at the parade. Janice mentioned that a few groups have been unhappy about the wait between the parade check-in and start. Bruce responded that there is no good solution for this issue and that parade groups should not plan on arriving before their scheduled time. Members of the Committee will be stuffing parade packets this Saturday, and Veronica Ortiz will supply packet necessities and City Staff.

BAND REVIEW: Carole currently has 29 bands signed up to participate. She received \$3,450 in band review entries and is expecting two more entries.

GAMES: Anne and Veronica are obtaining the proper insurance forms from the game vendors. They will also continue to work on signs and ticketing for the event. Andre has asked for five volunteers for the inflatable games.

ADVERTISING: Tommie brought the advertisement for the Home Mag and a draft of an advertisement for the Penny Saver. Flyers for the PYLUSD will be released tomorrow. Veronica will provide posters. Tommie also informed the Committee that a “thank you” advertisement must be ready by the Monday after the festival and suggested that a draft be finalized by the next meeting.

ENTERTAINMENT: The Committee is very excited to be hosting the Pleasure Tones. They have not yet heard from the Volunteer Clowns.

CAR SHOW: Bruce currently has 130 registered participants. After September 26, 2013, the Car Show fee will be increased to \$35.00. Bruce expressed concern with the grass at Tri-City and recommended they contact the County to ensure that the water would be shut off as soon as possible. Bruce concluded the comments by saying that he expects about fifty cars to register the day of the Festival.

FOOD: The application deadline for Food Vendors has been met and there are 19 registered vendors. Most of the vendors were approved at the Health Department meeting and some groups will be coming into City Hall in order to pick up their vendor packets.

VOLUNTEERS: Tar informed the group that he will be providing between 10 to 15 college age volunteers to help out around 1:00pm on Friday the 11. On the day of the Festival there will be 60 volunteers in the morning. Of those 60 morning volunteers 15 will be helping out with the Rotary, 10 with Vendor Check-in, three at the start of the parade, and six at parade check-in. 20 volunteers will stay throughout the day while the rest will be released until clean up at 4:15pm. Veronica mentioned that there will be water and pizza for the volunteers that will be included in the City Staff lunch.

SPECIAL ENTERTAINMENT: Jim will continue to work on the Star Car applications and scripts. He is expecting about five cars. They may begin announcing the Heritage Festival on KTLA 5 a few days before the event but nothing is guaranteed. A changing room must be provided for Snoopy. Veronica mentioned that they could perhaps provide a covered tent guarded by volunteers.

CRAFTS: There are 23 crafters registered. Carole will continue to call crafters from previous years.

NON- PROFITS: There are a total of 35 registered participants. Janice informed the group that Ready OC and Keep OC Safe would like to be placed in the same booth.

6. STAFF COMMENTS: Veronica mentioned that letters to the surrounding businesses would go out the following day. She also gave the committee parade packet items and volunteer labels. Veronica assured the Committee that Public Works staff and the County of Orange staff would take out the trash and supply the bathrooms on the day of the festival. She also mentioned that Public Works requests that vendors crush all boxes and bag their own trash to ensure a cleaner and quicker clean up process.

7. AGENDA ITEMS: Keep the same items on the agenda.

ADJOURNMENT: Meeting adjourned at 9:40pm. The next regular meeting will be held on Wednesday, October 9, 2013.