

Heritage Festival Committee
MINUTES of March 12, 2014

Meeting called to order at 7:20pm

PLEDGE OF ALLEGIANCE

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

ABSENT: Anne Russell, Jim Cucalon, and Janice Lacher

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

CHAMBER OF COMMERCE: None

GUESTS: Cathy Seeling, The Friendly Center, Roy Redman, Placentia Rotary Club and Richard Hardy, Kiwanis Club of Placentia.

1. APPROVAL OF MINUTES: There were no corrections noted to the February 12 meeting minutes. A motion to approve the February 12, 2014 minutes was made by Committee Member Tommie Kalman and seconded by Committee Member Gerry Carnevali.

2. TREASURERS REPORT: Committee member Nixon gave a brief updated 2014 treasurer's report. Carole explained that the new report is only reflective of the 2014 Heritage Festival revenues and expenses. Therefore, the balance for the new event currently stands at \$0.00 until new revenues and expenses are submitted. The 2013 event budget is now closed.

3. BEER GARDEN AND BREAKFAST VENDOR APPLICATIONS: Staff member Ortiz, distributed copies of the applications that were submitted by the March 11 deadline for the Heritage Festival pancake breakfast areas and for the Beer Garden area for Committee review. Representatives from the Friendly Center, The Placentia Rotary Club and the Kiwanis Club of Placentia were all in attendance to answer any questions from the Committee. Bruce Hunt suggested that the Friendly Center make sure they coordinate with City staff regarding what type of food will be sold in the Beer Garden area if they are the vendor selected to participate in order to ensure there are limited duplicates. Cathy from the Friendly Center gave a brief overview of what her plan is to run the Beer Garden area if her organization is selected. Committee member, Frank Perez mentioned that it is still very important that we gather the revenue numbers from the non-profit groups that participate yearly in order to obtain bigger sponsors. The Committee agreed that we need to come up with some way to ensure the non-profits provide those revenue numbers. Bruce Hunt inquired about the pancake breakfast locations. The two vendors that submitted applications gave their brief overview of how they plan to run their areas if they are

selected as the breakfast vendors. A correction was made to the Kiwanis Club of Placentia application adding that tables and chairs will be needed at the breakfast location. Committee member Frank Perez mentioned that the groups should always plan ahead in case the City's grill is not functional or in use by another group. Staff member Nicks, stated that the grill does belong to the City and it is on first come, first serve basis.

4. BUDGET: Committee member Carole Nixon, provided an updated 2014 event budget packet to the Committee including all the individual budgets for each area of the event. The Committee and staff discussed the final details of the 2014 budget. There was a brief discussion on the pricing for the 50th anniversary t-shirts. The idea will be to sell them at a relatively low price to make sure they all sell out. A motion to approve the 2014 Heritage Festival event budget was made by Committee member Frank Perez and was seconded by Gerry Carnevali.

5. CELEBRITY HONORARIUM: There was a discussion regarding the possibility of providing a Celebrity Honorarium. Committee member Bruce Hunt posed some questions about how the honorarium will be paid and if it will be a one time commitment. Staff member Ortiz, explained that if the Committee decides to explore the possibility of a Celebrity Honorarium, it will need to be routed through the Placentia Community Foundation and it will need to be submitted through an application process. The Committee will need to submit their proposal to the Placentia Community Foundation and request a grant fund amount of \$6,000.00 to help cover the cost of the event and the honorarium. Committee member Frank Perez suggested working with Committee member, Jim Cucionalon and obtaining the honorarium from Channel 5.

6. EVENT IDEAS: Committee member Carole Nixon, explained she has spoken to Vicki Hunter from Hunter Signs regarding the pole banners for the "Adopt a Banner" sponsorship idea. The cost of the banners would be \$295.00 each. The Committee decided that this would not be a very cost effective idea for the event. Committee member Bruce Hunt suggested we look into the possibility of obtaining small flags in yellow with a black Heritage Festival logo for a similar type of sponsorship idea. Committee and staff will look into a vendor who could possible provide 50th anniversary Heritage Festival Flags for an "Adopt a Flag" type of fundraising program. Committee member Frank Perez suggested looking into planning a casino night event a week before the 50th Heritage Festival to generate excitement and promote the event. Committee member Tommie Kalman, offered to assist in gathering information by approaching her contacts at the Placentia Women's Roundtable and the Placentia Rotary Club to see if anyone would be interested in assisting the Committee in the Planning process. The Committee agreed if we do move forward with planning a casino night, another community group should organize the event and possibly sponsor it. Committee member Tommie Kalman suggested working with our local restaurants to get some sponsorships by asking them if they would be willing to donate 20% of their sales on certain day's possibility starting in May. Tommie will begin working on contacting the restaurants and staff member, Veronica Ortiz will help create a flyer for the fundraiser.

7. SUB-COMMITTEE REPORTS:

Band Review: Bob Lyons will be returning.

Food: No updates.

Entertainment: The Mariachi Kids group will be returning.

Games: No updates.

Non-Profit: No updates.

Car Show: Kevin from Stith Printing will be sending his invoice.

Parade: No updates.

8. STAFF COMMENTS: Staff member Jon Nicks mentioned he recently received a call from former City of Placentia staff, Jim Soto regarding a possible Grand Marshal candidate. Mr. Soto has a contact through El Dorado High School who knows Mr. Chris Buck (the director of the Disney animated film, Frozen). Staff member Jon Nicks explained that Mr. Buck would be a great option for a Grand Marshal if the Committee would like to explore that opportunity. The Committee agreed that staff member Jon Nicks, should pursue that possibility. Vendor applications have been updated and will be posted at the end of March. Sponsorships brochures will be updated as well.

9. AGENDA BUILDING: Select vendors for the breakfast areas and for the beer garden area based on the applications that were submitted. Report back on the progress of the ideas for the 2014 Heritage Festival.

ADJOURNMENT: Meeting adjourned at 9:30 p.m. The next regular meeting will be held on Wednesday, April 9, 2014.