

Heritage Festival Committee
MINUTES of May 14, 2014

Meeting called to order at 7:00pm

PLEDGE OF ALLEGIANCE

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

ABSENT: Jim Cucalon, Janice Lacher, and Anne Russell.

CITY STAFF: Veronica Ortiz, Community Services Coordinator, Felipe Zambrano Community Services Coordinator

GUESTS: None

1. APPROVAL OF MINUTES: Committee member Bruce Hunt Jr. made the correction under adjournment that the next meeting should be listed May 14, 2014 instead of June 11, 2014. Committee Member Carole Nixon motioned to approve and Committee Member Gerry Carnevali seconded.

2. TREASURERS REPORT: Committee member Nixon gave a brief treasure's report. There was \$540.00 of expenditure and income of \$2,040.00. The account currently has \$1,500.00. Carole provided an invoice for the parade banners to Community Services staff, Ortiz and two estimates for the parade trophies.

3. EVENT IDEAS: There was a discussion on who will be working on the order for the 50th anniversary t-shirts. It was decided that staff member Ortiz will work with City staff to create a possible 50th anniversary logo and e-mail it out to the Committee members for review. Staff member Ortiz will work with Stith printing to gather estimates on t-shirt prices and sizing. The goal is to sell these t-shirts as an event marketing tool during the summer Concerts in the Park series. The Committee discussed some ideas for the 50th anniversary t-shirt logo that staff member Ortiz will work on creating. Staff member Ortiz updated the committee that Jon Nicks contacted Mary Granger to see if Michelle Granger is available to attend the parade this year. Michelle Granger will be checking her schedule and will let us know. Steve Pischel will be contacting Janet Evans. City staff is still waiting to see if Chris Buck is available for Grand Marshal. He has been contacted and is currently checking his schedule. Staff members will be looking through Heritage files that date back to the 1990's in order to find information on the past several Heritage Festivals. The Committee members have requested information on year, theme, and Grand Marshals from the Heritage files. Some celebrities that were mentioned to invite are; Julie Swell, Brett Tomko, Sean Ray, CSUF Baseball Team, EDHS football Team, DJ's from the Fish, and Ed Arnold. Staff Member Ortiz mentioned that The Sauce Printing can print and do a design for the 50th anniversary flyer this year instead of having it printed in house. The design cost is \$250.00. The

Committee agreed to move forward with the professionally made flyer to celebrate the big year. City staff will work with The Sauce to get a draft flyer. Committee member Tommie Kalman is working on the restaurant fundraisers. Staff member Zambrano provided her with the City's tax ID number per her request. Tommie is also working on confirming the organization of the "Casino Night" event through the Roundtable Women's Club of Placentia. She is currently working on those details with them and will continue to provide updates to the Committee.

4. SUB-COMMITTEE REPORTS:

Band Review: Nothing new to report.

Food: Applications have come in and Staff Member Ortiz will print them out and give them to Committee Member Gerry Carnevali.

Entertainment: Committee member Tommie Kalman suggested we contact Southland Band again for the concert performance. The Committee agreed to move forward with that contact. Tommie will approach Tlaquepaque and El Faralito's to participate in the restaurant fundraisers. Tommie mentioned that Anne suggested the Committee contact another balloon artist vendor. The Committee decided it would be a good idea to talk to the current balloon artists and get their feedback on how busy they are during the event in order to find out if a third balloon artist would be needed.

Crafters: 4 applications have been turned in. Community Services staff have been working with Carole to approve craft, Home Based and Business Expo vendors.

Games: Nothing new to report.

Non-Profit: Nothing new to report.

Car Show: Committee member Bruce Hunt inquired about how many car show flyers have been made and suggested we keep a running total on those copies. There was a brief discussion on possibly transitioning the Car Show pre registrations to an online system through the new Community Services registration software; Active Net for next year.

Parade: Committee Member Carole Nixon discussed the parade theme banner. Committee member Bruce Hunt Jr. would like an updated parade spreadsheet once a month of the updated applications.

5. STAFF COMMENTS: 1 non profit application has come in. MOU's have been sent to the Breakfast vendors and Beer Garden vendor. Staff member Ortiz distributed the updated 2014 sponsorship brochure for the Committee's review. City staff has been in communication with Chris Buck. He will be getting back to us.

6. AGENDA BUILDING: Keep all items the same.

ADJOURNMENT: The meeting adjourned at 8:15pm. The next regular meeting will be held on Wednesday, June 11, 2014.