

Heritage Festival Committee MINUTES of September 10, 2014

Meeting called to order at 7:08pm.

PLEDGE OF ALLEGIANCE

EXECUTIVE HERITAGE COMMITTEE: Bruce Hunt Jr., Carole Nixon, Bruce Hunt, Janice Lacher, Frank Perez, and Anne Russell.

ABSENT: Jim Cucalon, Tommie Kalman, and Gerry Carnevali.

CITY STAFF: Matthew Brand, Community Services Sports Coordinator, Aileen Salazar, Community Services Parks and Recreation Coordinator, Aileen Munoz, Clerical Aide, Veronica Ortiz, Community Services Coordinator, Jonathan Nicks Community Services Director.

GUESTS: Carol Kennedy, Placentia Rotary Club, Tar Rakhra, Cal State Fullerton's Rotoract Club, Cynthia Durry, Friendly Center, Ward Smith, Placentia Police Department, Mark Garrett, RACES, Peggie Yamaguchi, Placentia Women's Round Table.

1. APPROVAL OF MINUTES: There was a correction made to the August 13 meeting minutes on page two, in the band review section of sub-committee reports it should state that money was received from one of the two bands that turned in their applications. Committee member Russell motioned to approve the minutes. Committee member Hunt seconded. The minutes were approved as amended.

2. ORAL COMMUNICATIONS:

RACES: Mark Garrett from RACES updated the committee regarding parade logistics and assignments for his RACES members. He stated that he currently has 14 available people. He also that they would be available to assist with Festival logistics if needed after the parade.

Casino Night Fundraiser at the Placentia Women's Roundtable Club: Peggie Yamaguchi from Placentia Women's Round Table updated the committee about Casino Night on October 3 starting at 7:00pm and ending at 11:00pm. Some tickets have been sold and are continuing to be sold, staff member Ortiz agreed that tickets can also be sold at the Community Services Department counter.

3. TREASURERS REPORT: Committee member Nixon gave a brief treasure's report. The balance in the Heritage Festival account as of the end of August was -\$1,661.70. There was a total income of \$4,443.40 and expenditures of \$11,311.28. There is now a balance of -\$8,529.58 in the Heritage Festival account. A bill for the parade trophies was received for \$1616.22 and a bill for the Band Review Trophies was also received in the amount of \$2773.93. The trophies will no longer have engraved logos. The Heritage logos will now be in mylar in order to show

off the color better. The A check was received from the Whole Enchilda Restaurant Fundraiser for a total of \$271.83.

4. EVENT IDEAS: Staff member Ortiz discussed the upcoming restaurant fundraisers, the next will be at Tlaquepaque on Wednesday, September 17 from 11:00am to 9:00pm and the second at Craftsman Wood Fire Pizza on Tuesday, September 23 from 11:00am to 9:00pm. Staff member Ortiz also discussed that some responses from the past Grand Marshals have been received. Responses from Disney and Cal State Fullerton Athletics have been received. Staff member Ortiz explained that the Heritage T-Shirts were being displayed and sold at the Community Services desk. She also discussed possibly lowering the price from \$15 to \$12 for the adult sizes and \$10 to \$8 for youth sizes. Committee member Hunt suggested that one shirt be sold for \$15 and two shirts for \$25. Another suggestion from Staff member Ortiz was to possibly getting in contact with the local CVS and Walgreens stores and selling the shirts at those stores. Peggie Yamaguchi also suggested contacting a member of the Lions Club and asking them to sell the shirts at their gift shop located near the Starbucks on Valencia and Imperial.

5. SUB-COMMITTEE REPORTS:

Band Review: Committee member Nixon explained that she has received ten high school and middle school bands applications with payment and six more are expected to be turned in. Committee member Nixon asked the committee if anyone else had Michael Ebenhoch's contact information because she has not been able to get in contact with him to discuss announcing for the band review. She has also not heard any information back from the head judge for the band review. Committee member Nixon stated she had a band review donation of \$500 and a band review entry fees of \$1300.50. She also notified staff member Ortiz know that she needs a refund check for \$75.00 for Foothill High School band because they accidentally paid for a colorgaurd team but they do not have a colorgaurd team.

Food: Twenty-two food vendor applications have been submitted and the area is almost full. Food vendors that may produce smoke and let off grease are asked to be moved away from the car show area so as not to damage any cars. Food vendors will need to attend the health department meeting on Thursday, September 25 at 4:00pm. Carol Kennedy of the Rotary Club updated the committee about the pancake breakfast. They will begin setup at 5:00am and should be ready to start breakfast by 6:00 or 6:30am, they will continue serving until the parade arrives at the park around 10:00am. It was also discussed that the Kiwanis Club will not be participating as a pancake breakfast vendor but may have a booth during the festival in the non-profit area.

Beer Garden: Cynthia Durry of the Friendly Center updated the committee about the Beer Garden. She stated that they have five to six volunteers trained in serving alcohol but have many more volunteers to assist with other work at the Beer Garden. The Friendly Center is in the process of getting all the signs needed for the Beer Garden. She stated that they will be selling

bratwurst and pretzels at the Beer Garden which will no longer conflict with the “Y’s Men” as they will no longer be participating in the festival as a food vendor.

Entertainment/Advertising: Committee member Nixon presented the full-page advertisement from the El Dorado football magazine. Committee member Russell explained that Westgate Magazine runs advertisements for events during the month that the event will be held in. She is unsure of when the October issue will be released and is hoping that it is before the Heritage Festival and not after. Committee member Perez suggested getting Cal State Fullerton and Don a Vee Jeep to post information on about the festival on their electronic signs above the freeway. All the entertainment will be back this year. Volunteer clowns are still unclear if they are going to come but will let the committee know after their board meeting. The Southland Band contract has been mailed along with all of the other contracts for the entertainers.

Crafters/Home Based/Business Expo: Thirty Crafters, sixteen Home Based and eleven Business Expo have already been submitted and more are expected to be received. RMD was not available to come this year and is requesting a letter be sent out early next year to make sure that they will have the funding needed to take part next year. Fairway Ford is still going to participate as Business vendor and will also still assist with gathering vehicles for the parade.

Games: Committee member Russell explained that games insurance paperwork still needs to be submitted. When she receives the information about how many tickets each game will charge she will pass that information along to the staff member Ortiz.

Non-Profit: Twenty-three non-profit vendors have already been received. Vendor packets will be sent out to vendors after the application deadline has passed.

Car Show: There are 81 cars registered and more are being received. The deposits for these will be added to the next month’s deposits. Committee member Perez showed the committee the art work for the Car Show T-Shirts. The T-Shirts will be ordered by the end of September. The awards have been ordered and the dash plaques have been ordered and paid for. Committee member Hunt requested that City Staff contact Jim Rice at CPP and ask if they would donate products for the Car Show opportunity drawings. The DJ invoice for the car show has also been received. Committee member Hunt explained that one of the comments from last year’s Car Show patrons was that the porta potties near the car show need to be serviced throughout the day and that more should be added to accommodate the crowds. Staff member Brand explained that it shouldn’t be an issue to service them throughout the day but there could be an issue trying to refill the wash stations. Staff member Ortiz suggested that hand sanitizer be placed at the wash stations when the water runs out. Committee member Perez expressed the need for more volunteers to monitor the Car Show area for skateboarders and bicyclists. Committee member Hunt also wanted to remind the committee that the path up towards the Beer Garden should be blocked off so that no cars can drive through the park after the festival. Committee member Hunt

wanted to make a note to make sure that sprinklers need to be shut off earlier so that the ground is not too soft for the cars to drive on.

Parade: There are over thirty applications for the parade but does not include the school district or some elected officials. Committee member Hunt stated that the closures on Kraemer need to be done earlier.

Volunteers: There are about one hundred volunteers but forty are going to be used. They will assist with trophies, one for the information booth and three to five for crowd control in the games area. Committee member Russell also requested start-up cash and a cash box to sell the shirts during the festival in the information booth.

6. STAFF COMMENTS: Staff member Ortiz stated she received a quote from Action Embroidery for new shirts for the committee members, shirts sizes small to extra large will cost \$15.50, XXL shirts will cost \$16.50 and XXL shirts will cost \$18.50. The committee agreed that the new shirts with the Heritage logo will be royal blue. Staff member Ortiz also gave quotes for other equipment that would be used during the festival. Haz Party Rentals, Traffic Management, and AJ Porta Potties all quoted prices that were similar to that of last year. Sunstate quoted about \$100 more than last year. MP Entertainment was the lowest quote given for sound at \$2300.00 and had very good reviews from other cities that have used them in the past. Staff member Brand stated he spoke to a representative from City of Montebello and they stated that MP Entertainment provided them with “the same product for half the price of the other guys” and a representative from the City of Walnut said “they go out of their way to understand your vision.” Committee member Lacher asked the committee if there was anything that they wanted to add to the gift baskets for the Grand Marshals. Sunday, September 28 at 10:00am was set aside to stuff packets and do the lineup.

7. AGENDA BUILDING: Keep everything the same.

ADJOURNMENT: A motion to adjourn was made by Committee member Lacher and seconded by Committee member Nixon. The meeting adjourned at 9:09pm. The next regular adjourned meeting will be held on Wednesday, September 24, 2014 at 7:00pm.