

Heritage Festival Committee
MINUTES of April 8, 2015

Meeting called to order at 7:43pm.

PLEDGE OF ALLEGIANCE

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

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

CITY STAFF: Aileen Salazar, Community Services Parks and Recreation Coordinator, Aileen Munoz, Clerical Aide, Veronica Ortiz Community Service Coordinator

GUESTS: None

ORAL COMMUNICATIONS: None

1. APPROVAL OF MINUTES: Committee member Lacher motioned to approve the minutes of March 11, 2015 meeting. Committee member Hunt seconded. The minutes were approved.

2. TREASURERS REPORT: Committee member Nixon gave a brief treasure's report. The 2015 balance in the Heritage Festival account was \$0. There was an income of \$635.00 and expenditures of \$35.41 making the total balance as of April 8, 2015 \$559.59.

3. BUDGET:

Parade: Parade car rentals were not accounted for in last year's budget and may have been charged to the City's account. Ribbons will be left at \$850.00, sign/banners will be decreased to \$500.00 and an Honorarium will be left at \$1,000 in case one is selected. Sound equipment will be removed from the parade budget and left in the general budget.

Band Review- The budget for the band review judges will increase to \$3,000. All other items will remain the same as the previous budget.

Car Show- All budgeted items will remain the same as the 2014 event budget.

Crafters- The craft vendors' budget will be adjusted to reflect the average number of booths for the last four years.

Food- All budgeted items will remain the same as the 2014 event budget.

Non-Profit- All budgeted items will remain the same as the 2014 event budget.

Business Expo- Budgeted items will change to \$7,250 for the 2015 event.

Home Based- All budgeted items can remain the same as the 2014 event budget and a separate budget sheet will be kept to log revenues from this area of vendors.

Entertainment- All budgeted items will remain the same as the 2014 event budget.

Advertising- Committee member Nixon will confirm the prices for the OC Register and the Penny Saver. The high school football ads will return to \$210.00.

Executive Committee Budget- Remove the 50Th Anniversary T-Shirts from the budget. Increase the Police Explorer to \$800 and add \$350 for parking tags.

Capital Expense- Increase the signs/banners budget to \$1,000 and barricades to \$3,500.

4. EVENT THEME: Committee member Lacher suggested various themes including “Innovation towards the Future,” “Our Now, Our Future,” “Investing in Our Future,” and “Stepping into the New Age.” A motion was made by Committee member Perez to approve “Our Now, Our Future.” The motion was seconded by Committee member Hunt. The motion was approved.

5. SUB-COMMITTEE REPORTS: All applications have been updated to include the event date and the theme will be added as well. Applications will be reposted and mailed out in the weeks to follow. A suggestion was made by Committee member Perez that Staff member Ortiz obtains a list of businesses within the City so that business expo applications could be mailed to them. Committee member Nixon confirmed that the 2015 Heritage Band Review is on the books with the Southern California School Band and Orchestra Association, but she will not be hearing about the fees until June. Staff member Ortiz will work with Committee members Lacher and Nixon to contact the entertainers and the Penny Saver to begin the process of placing the advertisements. Committee member Nixon reminded the other Committee members that a flat bed truck is needed for the parade judges.

6. STAFF COMMENTS: Staff member Ortiz informed the committee that there is going to be a Volunteer Appreciation Luncheon on April 22, 2015 at the Aguirre Building. A flyer was distributed about the event.

7. AGENDA BUILDING: Remove the event theme section but keep rest the same.

ADJOURNMENT: A motion to adjourn was made by Committee member Hunt and seconded by Committee member Lacher. The meeting adjourned at 8:34pm. The next regular meeting will be held on Wednesday, May 13, 2015 at 7:00pm.