



# Heritage Festival Committee Agenda

September 21, 2016 – 6:30 p.m.

## Special Meeting

### Heritage Festival Committee

**Janice Lacher**  
Chair

**Bruce Hunt**  
Vice Chair

**Carole Nixon**  
Treasurer

**Dwayne De Rose**

**Frank Perez**

**Vacant**

**Vacant**

#### **Procedures for Addressing the Heritage Festival Committee**

Any person who wishes to speak regarding an item on the agenda or on a subject within the City's jurisdiction during the "Oral Communications" portion of the agenda should fill out a "Speaker Request Form" and give it to the recording secretary BEFORE that portion of the agenda is called.

The Heritage Festival Committee encourages free expression of all points of view. To allow all persons the opportunity to speak, please keep your remarks brief. If others have already expressed your position, you may simply indicate that you agree with a previous speaker. If appropriate, a spokesperson may present the views of an entire group. To encourage all views, Heritage Festival Committee discourages clapping, booing or shouts of approval or disagreement from the audience.

PLEASE SILENCE ALL PAGERS, CELL PHONES, AND OTHER ELECTRONIC EQUIPMENT WHILE COMMITTEE IS IN SESSION.

#### **Special Accommodations**

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Services Department at (714) 993-8184. Notification 48 hours prior to the meeting will generally enable City staff to make reasonable arrangements to ensure accessibility.  
(28 CFR 35.102.35.104 ADA Title II)

Copies of all agenda materials are available for public review in the Office of the City Clerk. Persons who have questions concerning any agenda item may call the Community Services Department, (714) 993-8184, to make inquiry concerning the nature of the item described on the agenda.

In compliance with Senate Bill 343, any writings or documents provided to a majority of the City Council regarding any item on this agenda that are not exempt from disclosure under the Public Records Act will be made available for public inspection at the City Clerk's Office at City Hall, 401 East Chapman Avenue, Placentia, during normal business hours.

**City of Placentia**  
401 E Chapman Avenue  
City of Placentia, CA 92870

**Community Services Department**  
Phone: (714) 993-8184  
Fax: (714) 961-0283  
Website: [www.placentia.org](http://www.placentia.org)

## SPECIAL MEETING

September 21, 2016, 6:30 p.m. – Placentia City Hall

### MEETING CALLED TO ORDER

### PLEDGE OF ALLEGIANCE

### EXECUTIVE COMMITTEE

**ROLL CALL:** Chair / Janice Lacher  
Vice Chair / Bruce Hunt  
Treasurer / Carole Nixon  
Dwayne De Rose  
Frank Perez  
Vacant  
Vacant

### ORAL COMMUNICATIONS

At this time, the public is invited to address the Heritage Festival Committee concerning any agenda item, which is not a public hearing item or other items under the jurisdiction of the Heritage Festival Committee.

### COMMITTEE COMMENTS AND REPORTS

The purpose of these reports is to provide information on projects that are discussed at sub-committee meetings. No decisions are to be made on these issues. If a Committee member would like formal action on any of the discussed items, it will be placed on a future Agenda.

### HERITAGE FESTIVAL AGENDA

1. Minutes
  - a. Regular meeting – September 7, 2016  
Recommended Action: Approve
2. Treasurer's Report – Carole Nixon to provide an updated Treasurer's report.
3. Sub-Committee Reports – Sub-Committee chairpersons to review areas of responsibilities for discussion.
  - a. Car show- Bruce/Frank
  - b. Parade/Band review- Carole/Janice
  - c. Food- Carole
  - d. Crafts- Carole
  - e. Games- Volunteer needed
  - f. Entertainment- Volunteer needed

Actions	
Janice Lacher	~Contact food vendors from last two years asking if they would like to return to the festival.  ~Reach out to CSUF contact to get advertising on the marquee.  ~Reach out to Joe Rasic from Craftsman asking if they would like to be a food vendor. Also ask him about volunteers.
Matt Brand	Reach out to user groups asking if they would like to be food vendors.

4. Staff Comments – Staff to review areas of responsibilities.
5. Agenda Building – Staff and committee to review agenda items for the next meeting.

#### **ADJOURNMENT**

The Heritage Festival Committee Adjourn to an Adjourned Regular Meeting on Wednesday, September 28, 2016 at 6:30 p.m. in the front conference room located at City Hall, 401 East Chapman Avenue, Placentia.

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#### **CERTIFICATION OF POSTING**

I, Veronica Ortiz, Community Services Supervisor/Heritage Festival Staff Liaison, hereby certify that the Agenda for the September 21, 2016 special meeting of the Heritage Festival Committee was posted on September 19, 2016.

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Veronica Ortiz

Community Services Supervisor/Heritage Festival Committee Staff Liaison

Heritage Festival Committee  
MINUTES of September 7, 2016

**Meeting called to order at 6:33pm.**

**PLEDGE OF ALLEGIANCE**

**EXECUTIVE HERITAGE COMMITTEE:** Carole Nixon, Bruce Hunt, Janice Lacher, Dwayne De Rose, and Frank Perez.

**CITY STAFF:** Aileen Salazar, Program Coordinator, Veronica Rodarte, Community Services Coordinator, Matthew Brand, Community Services Coordinator, Maria Elena Maurer, Community Services Coordinator, Felipe Zambrano, Community Services Coordinator Veronica Ortiz, Community Services Supervisor, and Sandra Gonzalez, Director of Community Services.

**GUESTS:** Mark Garrett, RACES and Dennis Blake, Downtown Merchants Association.

**ORAL COMMUNICATIONS:** None.

**1. APPROVAL OF MINUTES:** Chairperson Lacher wanted a note to the August 10, 2016 minutes stating any absent members of the executive board. Committee member Perez **MOTIONED** to approve the August 10, 2016 minutes. The motion was **SECONDED** by Committee member De Rose. The minutes were approved by a Voice Vote of 5-0-0-0.

**2. TREASURER'S REPORT:** Committee member Nixon gave a brief treasurer's report. The September 1, 2016 report shows a remaining balance in the Heritage Festival account as \$5,075.00. There were expenses of \$9,351.00 but an income of \$8,135.00 making the total balance as of September 1, 2016 \$3,859.00.

**3. SUB-COMMITTEE REPORTS:**

**Parade:** Staff member Ortiz informed the committee that there are a total of 16 parade entries. Applications have been sent to dignitaries and the grand marshals. The number of entries is down from the previous year. Quotes for new pole banners were obtained by Committee members De Rose and Perez. The City will review each quote and determine which quote to recommend to the Committee.

**Band Review:** Committee member Nixon informed the Committee that 36 bands will be in the parade. She also requested more assistance near the church to keep bands moving forward. No water donations have been obtained as of now.

**Car Show:** 99 applications have been received and processed but more are expected. Car show packets will be mailed out by September 29. The Car Show DJ has been contacted for his invoice.

**Craft:** 19 applications have been received.

**Food:** 12 applications have been received and approved by Committee member Nixon. More are still needed. Staff member Ortiz has reached out to IHop and is waiting for a response regarding food vendor participation. The Downtown Merchants Association has confirmed they will be selling beer, wine, hot dogs and bratwursts.

**Games:** Andre from Non-Stop Fun has submitted his contract but still needs to submit insurance documentation. He has proposed to bring six inflatables and the rock wall. He will also provide startup cash, tickets, and staff for each game.

**Non-Profit:** 27 non-profit applications have been received.

**Home Based:** 12 applications been received.

**Business Expo:** 15 applications approved.

**Entertainment:** Discussion was made on changing fees for the entertainers. The Darden Sisters will play from 2:00pm-4:00pm and music from the car show DJ will be pushed through the park during the event.

**Advertising:** The Football program advertisements for El Dorado and Valencia were sent. The OC Register needs artwork by September 15.

**Grand Marshal:** Michael Gogin and Placentia Pony Baseball Team have both agreed to be Grand Marshals.

**4. STAFF COMMENTS:** Staff member Ortiz explained she has reached out to the Rotoract and Interact contacts and has not received a response. Chairperson member Lacher will reach out for volunteers.

Director of Community Service, Sandra Gonzalez confirmed the upcoming meetings with the committee.

**5. AGENDA BUILDING:** Keep the same.

**ADJOURNMENT:** Committee member Lacher **MOTIONED** to adjourn meeting. The motion was **SECONDED** by board member Hunt. The meeting was adjourned at 8:28pm. The next special meeting will be held on Wednesday, September 21, 2016 at 6:30pm.