



Heritage Festival Committee Agenda

February 8, 2017 – 6:30 p.m.

Regular 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)

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

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.

REGULAR MEETING

February 8, 2017, 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 COMMITTEE AGENDA

1. Minutes
 - a. Special meeting
November 30, 2016
Recommended Action: Approve
2. Treasurer's Report – Carole Nixon to provide an updated treasurer's report.
3. 2017 Event Update – Staff and Committee to discuss the possible event and parade changes.
4. Sub-Committee Reports– Sub-Committees to review and discuss the areas of responsibilities.
5. Staff Comments – Staff to provide updates and discuss areas of responsibilities.
6. Agenda Building – Staff and committee to review agenda items for the next meeting.

ADJOURNMENT

The Heritage Festival Committee Adjourn to a Regular Meeting on Wednesday, March 8, 2017 at 6:30 p.m. in the front conference room located at City Hall, 401 East Chapman Avenue, Placentia.

CERTIFICATION OF POSTING

I, Veronica Ortiz, Community Services Supervisor/Heritage Festival Staff Liaison, hereby certify that the Agenda for the February 8, 2017 regular meeting of the Heritage Festival Committee was posted on February 2, 2017.



Veronica Ortiz

Community Services Supervisor/Heritage Festival Committee Staff Liaison

Heritage Festival Committee
MINUTES of November 30, 2016

Meeting called to order at 6:38pm.

PLEDGE OF ALLEGIANCE

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

ABSENT: Dwayne De Rose

CITY STAFF: Aileen Salazar, Program Coordinator, Veronica Ortiz, Community Services Supervisor, and Sandra Gonzalez, Director of Community Services.

GUESTS: Vivian Perez

ORAL COMMUNICATIONS: None.

1. TREASURER'S REPORT:

Committee member Nixon gave a brief treasurer's report. The November 30, 2016 report shows a remaining balance in the Heritage Festival account as -\$117.04. There were expenses of \$5,585.71 income of \$3,650.00. The total balance in the Heritage Festival account is currently -\$2,052.75 as of November 30, 2016.

A complete listing of expenses for the 2016 Heritage Festival was also presented to the Committee by City staff which includes all City expenses incurred for the Festival. Per the total budget, event costs were \$80,312.95. This includes all supply, equipment and staff costs associated with the event. Total event revenues were \$45,834.85. The actual deficit amount is -\$34,478.10 for the 2016 event.

2. BUDGET:

A separate copy of 2016 event budget was presented to the Committee for review. The budget does not include the City's expenses for staff or media. Each division of the festival budget was discussed and changes were made to the games, food, advertising and capital expense budgets. The Committee requested that there be a separate line item for the Pancake Breakfast and Beer Garden areas. Discussion was made regarding changing the fees for the food booths to include a deposit for cleanup and to add a requirement that all food vendors complete and return an event survey. The Committee was in agreement that a survey needs to be provided to the food booth vendors in order to better gather information regarding the profits being collected at the event. This information can be useful when soliciting sponsorships for future events.

Discussion was made regarding each event area and the following items were increased for the 2017 budget:

Under advertising, the amount allocated for the High School Football Programs was raised to \$250.00 from \$210.00 and general advertising was raised to \$1,150.00 from \$800.00 for the 2017 year. Under the capital expense budget, the amount allocated for parade barricades was raised to \$4,000.00 from \$3,500.00. The printing expense was raised from \$800.00 to \$1,000.00. The electrical equipment rental was raised to \$3,500.00 from \$2,500.00. The rest of the budgeted items were not changed.

3. 2017 EVENT THEME, DATE, AND PARADE LOGISTICS:

It was suggested to continue using the Mayor's State of the City topic as the theme for the 2017 Festival to promote unity. October 14, 2017 is the tentative date for the festival. It was also suggested that the Committee ask Stan Freese (the "Tuba Man") if his son would like to be the 2017 event Grand Marshal. Discussion was made on the parade route and it was decided that a previously used route would be better suited for the 2017 event. The possible route would allow for band busses to still park on Golden Ave. The band review would be located at 2050 Valencia Ave. (United Methodist Church). The Parade entries would stage at El Dorado High School and travel north on Valencia, west on Bastanchury, and north onto Kraemer Blvd. In addition, the bands would then travel south on Valencia, west on Bastanchury and north on Kraemer Blvd. The parade would still conclude at Tri City Park. This suggested change, would allow for a shorter parade route. A shorter route would help to alleviate any major heat related issues.

4. STAFF COMMENTS: None.

5. AGENDA BUILDING: Add Minutes and Sub-Committee Reports.

ADJOURNMENT: Committee member Lacher **MOTIONED** to adjourn meeting. The motion was **SECONDED** by Committee member Nixon. The meeting was adjourned at 8:43 pm. The next adjourned regular meeting will be held on Wednesday, January 11, 2017 at 6:30 pm.