



# Heritage Festival Committee Agenda

July 12, 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**

**Paul Petty**

**Kenny Binnings**

#### **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](http://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.

**ADJOURNED REGULAR MEETING**  
July 12, 2017, 6:30 p.m. – Placentia City Hall

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**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  
Paul Petty  
Kenny Binnings

**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**

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1. Minutes
  - a. Regular meeting  
June 21, 2017  
Recommended Action: Approve
2. Election of officers – Staff and Committee to nominate and elect officers.
3. Treasurer’s Report – Carole Nixon to provide an updated treasurer’s report.
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, August 9, 2017 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 July 12, 2017 adjourned regular meeting of the Heritage Festival Committee was posted on July 6, 2017.

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Veronica Ortiz

Community Services Supervisor/Heritage Festival Committee Staff Liaison

## **Action Items from June 21, 2017 meeting:**

- \*Paul Petty to speak with Steve Pischel, liaison to the City of Placentia Veteran's Committee.**
- \*Janice Lacher to reach out to St. Jude for their sponsorship of the Heritage Festival.**
- \*City staff provide Councilman Smith a copy of the Heritage Committee Sponsorship Letter.**
- \*City staff to release a blurb to the press to encourage entries for parade floats.**
- \*City to obtain information from the City Clerk's office in regards to the Brown Act and what is considered to be an excused/unexcused absence.**

Heritage Festival Committee  
MINUTES of June 21, 2017

**Meeting called to order 6:37pm.**

**PLEDGE OF ALLEGIANCE**

**EXECUTIVE HERITAGE COMMITTEE:** Carole Nixon, Frank Perez, Janice Lacher, and Paul Petty.

**ABSENT:** Bruce Hunt, Dwayne De Rose and Kenny Binnings.

**CITY STAFF:** Aileen Salazar, Program Coordinator; Aileen Munoz, Clerical Aid; Matt Brand, Community Service Coordinator; Veronica Ortiz, Community Services Supervisor.

**GUESTS:** Ward Smith, Councilman and Turgut Cakiraga (TC), President of the Placentia Rotary Club.

**ORAL COMMUNICATIONS:** President of the Placentia Rotary Club asked the Committee for information regarding becoming a Heritage Festival Pancake Breakfast vendor. The Committee explained that he needs to fill out a Pancake Breakfast Application and return it to the Community Service's Department before the deadline. It was explained that the application could be found on the City's website or can be printed for him.

**1. MINUTES:** Chair Person Lacher called for a motion to approve the May 10, 2017 minutes. Committee member Petty **MOTIONED** for their approval. The motion was **SECONDED** by Committee Member Perez. The minutes were approved by a Voice Vote of 4-0-3-0.

**2. TREASURER'S REPORT:** Committee member Nixon gave a brief treasurer's report. The May, report shows a remaining balance in the Heritage Festival account of \$740. There were expenses of \$0 and income of \$3,285.00. The total balance in the Heritage Festival account is currently \$4,025.00 as of June 21, 2017.

**3. SUB-COMMITTEE REPORTS:**

**Parade:** Committee Member Nixon provided the Committee with a final copy of the parade banner for review. Committee Member Petty gave the Committee an update on his communication with the Wounded Warrior Families.

**Car Show:** Community Service Supervisor Ortiz informed the Committee that they have received 39 Car Show entries at this time. Committee Member Perez stated that 650 flyers were mailed out to previous participants.

**Advertising:** Committee Member Nixon stated that advertising is already in Craft Master, Festivalnet.com and she sent a blurb to ABC 7's Weekend Planner. She said that something still needs to be sent to Auto Club Magazine, the local High School Football Programs and Craigslist. She mentioned that she is unclear if Committee Member DeRose has sent anything to the OC Register. Community Services Supervisor informed the Committee that an ad was sent to the OC Register regarding floats for this year's parade.

**Band Review:** Committee Member Nixon informed the Committee that the Band Review Judges fees went up to \$3,000. Committee Member Petty let the Committee know that Nestle would be meeting on July 10 to decide how many water bottles would be donated to the Band Review.

**Entertainment:** Community Service Supervisor Ortiz explained that the City will be reaching out to the same entertainers that they have had in the past. She asked the Committee if they would like to reach out to the same band, the Darden Sisters, or if they would like someone new. Committee Member Perez said he had a contact for Bernie Pearl and stated that because he is a bigger name that he could potentially bring in more sponsors.

**Food:** No food applications have been received yet but the deadline is August 10. Community Service Supervisor Ortiz stated that another mailer will be sent out to past non-profit food vendors.

**Crafts:** 5 applications have been received. Nothing new to report.

**Home Based:** 8 applications have been received. Nothing new to report.

**Non-Profit:** 9 applications have been received. Nothing new to report.

**Business Expo:** 6 applications have been received. Nothing new to report.

**Games:** Nothing new to report.

**4. STAFF COMMENTS:** Community Services Supervisor asked the Committee if they would like to have the business cards reprinted with the Heritage Committee logo. They all agreed that they would like to have them reprinted. Per the Committee's request, staff will confirm what constitutes as an excused and unexcused absence for meetings.

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

**ADJOURNMENT:** Committee member Petty **MOTIONED** to adjourn the meeting. The motion was **SECONDED** by Committee member Nixon. The meeting was adjourned at 7:30pm. The next adjourned regular meeting will be held on Wednesday, July 12, 2017 at 6:30 pm.