

Heritage Festival Committee  
MINUTES of March 8, 2017

**Meeting called to order 6:35pm.**

**PLEDGE OF ALLEGIANCE**

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

**ABSENT:** None.

**CITY STAFF:** Aileen Salazar, Program Coordinator; Aileen Munoz, Clerical Aid; Sandra Gonzalez, Director of Community Services; Veronica Ortiz, Community Services Supervisor.

**GUESTS:** Ward Smith, Councilman.

**ORAL COMMUNICATIONS:** None.

**1. INTRODUCTION AND SWEARING IN:** Community Services Supervisor Veronica Ortiz swore in Paul Petty after he gave a brief introduction of himself. Kenny Binnings also gave a brief introduction of himself. He was then sworn in. Contact information for the new committee members was updated. The bylaws will also be sent out to the committee members. Each committee member gave a brief introduction of their history and their roles within the committee. The City's staff also introduced themselves to the committee.

**2. MINUTES:** Chair Person Lacher called for a motion to approve the February 21, 2017 minutes. Committee member Petty **MOTIONED** for their approval. The motion was **SECONDED** by Committee Member Nixon. The minutes were approved by a Voice Vote of 5-0-0-2.

**3. TREASURER'S REPORT:** Committee member Nixon gave a brief treasurer's report. The January and February, report shows a remaining balance in the Heritage Festival account as \$0. There were expenses of \$0 and income of \$0. The total balance in the Heritage Festival account is currently \$0 as of March 8, 2017. Supervisor Veronica Ortiz notified Committee member Nixon that Heritage t-shirts were purchased, and that the amount for the t-shirts would appear on the next treasurer's report.

**4. 2017 EVENT UPDATE:** The Director of Community Services, Sandra Gonzalez, informed the committee of what had transpired during the City Council meeting held on February 21, 2017 in regards to some possible changes in the event, such as the parade route. Although the initial idea was not accepted by the City Council, Director Gonzalez emphasized the possibility of making some beneficial changes for the event to be held in 2018. Those potential changes would have to be evaluated at the same time as the planning of the 2017 event. The theme for the event

will be “We’re Getting Better and Moving Forward” and the event will be held October 14, 2017. Director Gonzalez also mentioned that it would be best for the committee members to receive and review all pertinent documents for upcoming meetings before the meeting itself. Chairperson Lacher proposed that the committee members receive the documents at least two weeks before the scheduled meeting. Committee member Petty inquired about a roster for contact information. The roster will be updated.

**5. APPROVAL OF EVENT APPLICATIONS:** Director Gonzalez suggested that the application deadline be changed to August 31, 2017, which would allow City Staff more time to create the layout for the various sections. City Staff will not stop taking applications after that has passed unless the designated section is full. Committee member Hunt stated that the Committee reach out to the various schools’ booster clubs before the end of the school year. Committee member Petty volunteered to find out the times and dates for the various booster club meetings. Staff member Ortiz reminded the Committee that the application for Non-Profit will now state that Non-Profits will need to pay for another space for large displays or display vehicles. Another application change will be made to the Food Vendor application. It will include a note stating that “Non-Profit groups will get \$25 back when the completed survey is returned” as an incentive to get the surveys back. Another notable change is to the Parade application, which will now state that “No vehicles or drivers will be provided to any participants.” It will have a suggested donation of \$25. Committee member Hunt stated that the Committee only gets five cars and five drivers for the City Council Members. Committee member Perez suggested that the only parade participant that should get a car or a driver is the Grand Marshal. A **MOTION** was made by Committee member Petty to only provide the Placentia City Council Members and Grand Marshal and Honorary Grand Marshal a vehicle and a driver for the Heritage Parade. The motion was **SECONDED** by Chairperson Lacher. The motion was approved by a Voice Vote of 6-0-1-0. It was suggested that the application fee for the Beer Garden and Pancake Breakfast be changed. Committee member Hunt does not like that they are also food vendors but they pay a different fee. In past meetings the Rotary Club stated that all the money raised goes to the community and scholarships. They also state that many of the guests that they feed during the breakfast are volunteers. Councilman Smith suggested that the Committee keep the fee at \$500 and remind the Rotary Club to not give free breakfasts to volunteers. Committee member Hunt suggested lowering the price of the fee but also include a fee for the use of the grill. Committee member Perez suggested that the grill should be left off the application so that there are no complications with other vendors. Director Gonzalez informed the Committee that all applications state that all fees are due at time of reservation to avoid any issues on the day of the event. A **MOTION** was made by Committee member Petty to approve the revised applications. The motion was **SECONDED** by Committee member Nixon. The motion was approved by a Voice Vote of 6-0-1-0.

**6. SUB-COMMITTEE REPORTS:** Committee member Petty added that Nestle may be providing water for the event. He is waiting to hear from the company. Committee member Hunt

informed the Committee that a representative from the Chapman Family would like to help out with the parade. Staff member Ortiz suggested having them as a Grand Marshal. Committee member Nixon informed the Committee that El Dorado High School has an Interact Club, but they help out at the Pancake Breakfast. She then informed the Committee that she personally knew the liaison to the Valencia Interact Club and would make sure they are available to assist during the parade and festival. Staff member Ortiz stated that the applications will be revised and sent out. Committee member Hunt asked if Lee Castner will be providing sound again this year; it is unclear at this time but the City will reach out to him. Chairperson Lacher stated that she has reached out to Stan Freese to ask if he and his sons would be interested in being the Grand Marshals of the Parade. Chairperson Lacher informed the Committee that he stated it would be too early to tell if they would all be available. She encouraged the Committee to reach out to anyone they know that would be a suitable candidate for Grand Marshal.

**7. STAFF COMMENTS:** Director Gonzalez informed the Committee that she received a phone call from a Photography Teacher at El Dorado who stated that some of her students and members of her daughter's Girl Scout Troop would like to present to the Committee the possibility of having a historical float. They have their own truck and trailer but would like some suggestions from the Committee on the design of the float. Director Gonzalez would also like to reach out to the Yorba Linda Riders to have them participate in the parade to add variety.

**8. AGENDA BUILDING:** Remove swearing in and introductions and applications to replace it with fundraising and float discussion.

**ADJOURNMENT:** Committee member Petty **MOTIONED** to adjourn meeting. The motion was **SECONDED** by Committee member Binnings. The meeting was adjourned at 8:19pm. The next adjourned regular meeting will be held on Wednesday, April 12, 2017 at 6:30 pm.