



Heritage Festival Committee Agenda

March 21, 2018 – 6:30 p.m.

Adjourned Regular Meeting

Heritage Festival Committee

Paul Petty
Chair

Kenny Binnings
Vice Chair

Carole Nixon
Treasurer

Frank Perez

Janice Lacher

Bruce Hunt

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

REGULAR MEETING

March 21, 2018, 6:30 p.m. – Placentia City Hall

MEETING CALLED TO ORDER

PLEDGE OF ALLEGIANCE

EXECUTIVE COMMITTEE

ROLL CALL: Chair / Paul Petty
Vice Chair / Kenny Binnings
Treasurer / Carole Nixon
Frank Perez
Janice Lacher
Bruce Hunt

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. Adjourned Regular meeting
February 7, 2018
Recommended Action: Approve
2. Finalize and approve 2018 event budget – Staff and Committee to discuss and review the 2018 event budget.
3. City Council update – Staff to update Committee on Heritage presentation to City Council.
4. Volunteer Updates- Committee to provide updates on any volunteer opportunities.
5. Tuffree Middle School Parking – Staff and Committee to discuss possible alternative parking locations.

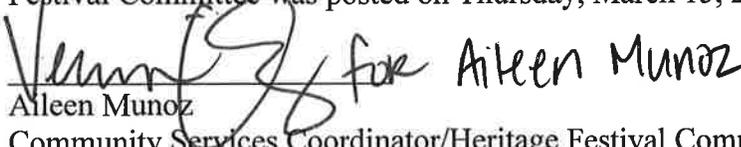
6. Grand Marshal- Staff and Committee to discuss possible candidates for Grand Marshal.
7. Sub-Committee Reports- Sub-Committees to review and discuss the areas of responsibilities.
8. Staff Comments – Staff to provide updates and discuss areas of responsibilities.
9. Agenda Building – Staff and committee to review agenda items for the next meeting.

ADJOURNMENT

The Heritage Festival Committee Adjourn to the next regular meeting on Wednesday, April 11, 2018 at 6:30 p.m. in the front conference room located at City Hall, 401 East Chapman Avenue, Placentia.

CERTIFICATION OF POSTING

I, Aileen Munoz, Community Services Coordinator/Heritage Festival Staff Liaison, hereby certify that the Agenda for the March 21, 2018 adjourned regular meeting of the Heritage Festival Committee was posted on Thursday, March 15, 2018.


Aileen Munoz

Community Services Coordinator/Heritage Festival Committee Staff Liaison

Heritage Festival Committee
MINUTES of February 7, 2018

Meeting called to order 6:32 p.m.

PLEDGE OF ALLEGIANCE

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

ABSENT: Kenny Binnings.

GUESTS: Patti Martin.

CITY STAFF: Aileen Munoz, Community Services Coordinator; Joanna Contreras, Office Assistant; Veronica Ortiz, Community Services Supervisor; Sandra Gonzalez, Director of Community Services.

ORAL COMMUNICATIONS: None.

COMMENTS AND REPORTS:

1. **MINUTES:** Minutes from January 17, 2018 were up for approval. Committee member Hunt **MOTIONED** to approve the January 17, 2018 minutes. Committee member Nixon **SECONDED** the motion. The January 17th minutes were **APPROVED**.
2. **2018 EVENT BUDGET:** Committee member Nixon presented a brief treasurer's report. There were no amounts or changes to report, rendering all amounts equal to zero. There were, however, typographical errors that were requested to be changed. Committee member Hunt **MOTIONED** for the treasurer's reports to be received and filed as amended. Committee member Lacher **SECONDED** the motion. The motion was **APPROVED**.

A separate copy of the 2017 event budget was presented to the Committee for review. Each division of the festival budget was discussed and changes were made to the parade, band review, car show, food, entertainment, advertising executive, city, and sponsorship expense budgets.

Under the parade budget, the allocated amount for ribbons was increased from \$800.00 to \$1,000.00 and the amount for signs and banners was increased from \$500.00 to \$700.00. The amount budgeted for water was eliminated from the parade section. Committee member Nixon questioned whether there would be a parade entry donation, and Director Gonzalez recommended that the \$25 suggested donation remain in place. Under the band review budget, the amount allocated for the awards was increased by \$500.00. The amount designated for the judges was increased by \$100.00. Postage expenses also changed in the budget, increasing

from \$60.00 to \$100.00. The amount allotted for water was eliminated from the band review section and moved to the executive committee budget. Under the car show budget, the amount allocated to the disk jockey was increased from \$475.00 to \$500.00. The amount for t-shirts was also increased from \$4,000.00 to \$4,500.00. The Committee also decided to add a line item to provide goodie bags, which received a budgeted amount of \$500.00. Under the food vendor budget, the Committee agreed to eliminate deposit fees. Under the entertainment budget, the amount was increased from \$4,000.00 to \$4,500.00. The advertising budget was adjusted so that the amount allocated for the street banner decreased from \$1,000.00 to \$500.00. Under the executive committee budget, the amounts for the wrap up dinner and the sponsorship brochures were increased to \$500.00 and \$400.00 respectively. Water was also added as a line item in the budget for a totaled amount of \$500.00. Under the city's festival expenses, amounts budgeted for Porta Potties, miscellaneous supplies, and equipment rentals were increased to \$3,500.00, \$1,500.00, and \$5,000.00 respectively. The City's subsidized festival expense budget was adjusted by eliminating the estimated costs for City supplies. Under the general festival sponsorship budget, the amount for a sponsor banner was increased from \$1,000.00 to \$2,000.00. The rest of the budgeted items were not changed. The Committee requested that the budget be amended as discussed.

3. **CITY COUNCIL UPDATE:** Supervisor Ortiz reported that the Committee was unable to give a presentation for the 2018 Festival and Parade at the last Council meeting. The Committee will be able to present their proposal for the 2018 Festival and Parade to Council on Tuesday, February 20, 2018.
4. **VENDOR APPLICATIONS:** Chairperson Petty questioned the verbiage on some applications that states that the parade "dispenses" into the park. It was suggested that it read that the parade "progresses" to the park instead.

The application deadline for the Band Review Application was changed to be September 20, 2018. "Tall Flags" and "Tall Flag Advisor" was also changed to read "Colorguard" instead. The application was also adjusted to state, "Entry is limited to support vehicles only. No Exceptions. Placards will be issued."

The Committee decided to adjust the parade application to state that trophies will be awarded for up to 15 participants. The sentence that specified that middle and high school bands would compete in the band review be eliminated from the parade application since there is a separate application for the band review. The signature at the bottom of the application was also adjusted to give regards from the Heritage Festival Committee instead of from Chairperson Petty specifically.

The Car Show application was adjusted to have no deadline. Cash will be accepted up to the day of the event.

Director Gonzalez notified the Committee that the Food Vendor application will now state that the food vendors are expected to report any profits made.

No theme has yet been decided but will soon be given by the Mayor in his state of the city address.

5. **VOLUNTEER UPDATES:** Committee member Binnings was not present to provide updates. It was noted that volunteers need to be found and organized for the event.
6. **TUFFFREE MIDDLE SCHOOL PARKING:** Director Gonzalez reported that the school district decided to withhold the use of Tuffree fields for Heritage Festival parking because of perceived wear and tear. Director Gonzalez reiterated the process by which the City uses the field, which includes an attentive walk through before and after the event to note areas that must be flagged for repair. The Committee discussed the possibility of formally requesting the use of the field from the school board.
7. **STAFF COMMENTS:** None.
8. **AGENDA BUILDING:** Keep the same and add grand marshal and committee reports.

ADJOURNMENT: Committee member Lacher **MOTIONED** to adjourn the meeting. The motion was **SECONDED** by Committee member Nixon. The meeting was adjourned at 9:10 p.m. to the next regular meeting on Wednesday, March 21, 2018 at 6:30 p.m.