

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, and Janice Lacher.

**ABSENT:** Dwayne De Rose and Bruce Hunt

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

**GUESTS:** Council Member Ward Smith

**ORAL COMMUNICATIONS:** None.

**1. TREASURER'S REPORT:**

Committee member Nixon gave a brief treasurer's report. The January 11 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.