

Heritage Festival Committee
MINUTES of July 12, 2017

Meeting called to order 6:33pm.

PLEDGE OF ALLEGIANCE

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

ABSENT: Kenny Binnings.

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

ORAL COMMUNICATIONS: None.

1. MINUTES: Chair Person Lacher called for a motion to approve the June 21, 2017 minutes. Committee member Nixon asked for a revision to the Band Review section, it should read that the “Band Review Judges fees went up to \$3,080.” Committee member Petty **MOTIONED** for their approval with the revision. The motion was **SECONDED** by Committee Member Nixon. The minutes were approved by a Voice Vote of 4-0-1-1.

2. ELECTION OF OFFICERS: The Committee decided to table the election of officers until the next meeting with all of the Committee members present. Chairperson Lacher informed the Committee that Committee member De Rose has resigned. Discussion was made regarding Committee member attendance rules.

3. TREASURER’S REPORT: Committee member Nixon gave a brief treasurer’s report. The June report shows a remaining balance in the Heritage Festival account of \$4,025.00. There were expenses of \$117.99 and income of \$970.00. The total balance in the Heritage Festival account is currently \$4,877.01 as of July 12, 2017. Chairperson Lacher asked City staff when the Placentia Community Foundation Grant recipients would be selected. Community Services Supervisor Ortiz explained that the Community Foundation would select the recipients in August.

4. SUB-COMMITTEE REPORTS:

Parade: Committee Member Petty informed the Committee that he is still reaching out to the local Wounded Warrior Families as a possible resource for Grand Marshals. City staff to continue to place a blurb in the OC Register for more float entries.

Car Show: Community Service Supervisor Ortiz informed the Committee that they have received 48 Car Show entries at this time. Committee Member Perez informed the Committee that he is working on the Car Show shirts and may have a sponsor for them. Clerical Aide

Munoz informed the Committee that Lee Castner has agreed to provide sound for the Festival. City staff informed the Committee that a Tupperware Vendor has requested to be placed in the Car Show Vendor area.

Advertising: City staff informed the Committee that they are too late to be in the Auto Club Magazine unless they would like to pay for space. Committee member Nixon informed the Committee that the football program ad for El Dorado is due August 1. City staff gave the Committee copies of the Sponsorship Brochures for them to distribute. Community Services Coordinator Brand presented a copy of the draft flyers for review and revision that were created by the Sauce Creative Services. He also presented an estimate for the flyers.

- Event Banner- Committee member Hunt requested that the 53rd be removed from the event banner to make it easier to update each year.
- Billboard- The Committee requested the band photo be changed to a Placentia band and possibly update the look every month.
- Flyers- It was requested to remove the Beer Garden if there are no beer garden vendor applications by September.

Band Review: Committee member Petty informed the Committee that Nestle has agreed to provide 1,000 bottles of water for the parade. He said he would continue to reach out to Sparkletts and Yorba Linda Water for more donations. Committee member Nixon informed the Committee that she has been sending out reminders to Schools that have participated in the Parade in previous years.

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 would reach out to Bernie Pearl.

Food: The Placentia Rotary has submitted an application for the Pancake Breakfast. No applications have been received for the Beer Garden. It was suggested by Committee member Perez that the Committee reach out the local brewery and have them partner with a Non-Profit.

Crafts: 10 applications have been received. Nothing new to report.

Home Based: 9 applications have been received. Nothing new to report.

Non-Profit: 10 applications have been received. Nothing new to report.

Business Expo: 7 applications have been received. Nothing new to report.

Games: Community Service Supervisor Ortiz stated that we will have family style games such as; watermelon eating contest, potato sack races, and balloon toss. It was suggested by

Committee member Perez to find a vendor who could provide all the equipment for those types of games and have staff to run them. Staff member Ortiz suggested they also get new bids for the inflatables vendor.

5. STAFF COMMENTS: Community Services Supervisor invited the Committee to the ribbon cutting ceremony for the Santa Fe Park Exercise Equipment on July 19.

6. AGENDA BUILDING: Keep the same.

ADJOURNMENT: Committee member Hunt **MOTIONED** to adjourn the meeting. The motion was **SECONDED** by Committee member Nixon. The meeting was adjourned at 7:59pm. The next regular meeting will be held on Wednesday, August 9, 2017 at 6:30 pm.