

Heritage Festival Committee  
MINUTES of January 17, 2018

**Meeting called to order 6:47 p.m.**

**PLEDGE OF ALLEGIANCE** – the Committee decided to waive the Pledge of Allegiance due to not having a flag present.

**EXECUTIVE HERITAGE COMMITTEE:** Carole Nixon, Paul Petty, Janice Lacher, Bruce Hunt, and Kenny Binnings.

**ABSENT:** Frank Perez.

**GUESTS:** OCFA, Chuck Fedak and Andy Kovacs; Placentia Police Department, Eric Point; 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:** Director Gonzalez introduce the new full-time staff in the Community Services Department, Aileen Munoz and Joanna Contreras.

**COMMENTS AND REPORTS:** Committee member Binnings noted that he has been in contact with the local high schools to arrange a continuous rotation of volunteers for the festival and parade. Committee member Binnings was encouraged to proceed with the meetings, and the role of volunteers will be discussed in later meetings.

- 1. MINUTES:** Minutes from November 8, 2017 were up for approval. Committee member Petty **MOTIONED** to approve the November 8, 2017 minutes. Committee member Nixon **SECONDED** the motion. The November 8<sup>th</sup> minutes were **APPROVED**.
- 2. ELECTION OF OFFICERS:** Supervisor Ortiz opened the floor for nominations of the Heritage Committee Chairperson. Committee member Hunt, Committee member Petty, Committee member Binnings, and Chairperson Lacer were all nominated. Committee member Hunt declined the nomination. Committee member Petty became the new chairperson by a vote of 3-1-1. Supervisor Ortiz closed the voting portion for the Committee Chairperson, and Committee member Petty was **APPROVED** as the new chairperson by a **VOICE VOTE** of 5-0-0. Nominations for Vice Chair were then opened. Committee member Binnings and Committee member Hunt were nominated. Committee member Hunt declined the nomination. Committee member Hunt **MOTIONED** to close the nominations for vice chair. The motion was **SECONDED** by Committee member Nixon. Committee member Binnings was **APPROVED** as the new vice chairperson by a **VOICE VOTE** of 5-0-0.

Chairperson Petty opened nominations for treasurer and nominated Committee member Nixon. Committee member Lacer **MOTIONED** to close nominations for treasurer, and the motion was **SECONDED** by Chairperson Petty. The motion was passed by a **VOICE VOTE** of 5-0-0.

3. **EVENT BUDGET:** Committee member Nixon gave a brief treasurer's report. As of December 21, 2017, the Committee had a deficit of \$15,410.71. The Committee had a total income of \$8,684.37 with total expenses amounting to \$5,484.14. The total expense for the festival itself amounted to a deficit of \$12,210.48. The 2016 and 2017 budgets were then distributed to the Committee and compared. The Committee also discussed the fees for booths at the festival. The booth application fees will be finalized at a later meeting. After review, Chairperson Petty **MOTIONED** to accept the document that had been reviewed as the document of expenditures for the 2017 festival. Committee member Hunt **SECONDED** the motion. The motion passed by a **VOICE VOTE** of 5-0-0.
4. **2018 EVENT THEME, DATE, AND PARADE LOGISTICS:** Supervisor Ortiz, on behalf of the City, proposed that the date of the event be the second Saturday of October, which is October 13, 2018. Supervisor Ortiz also proposed that the theme for the event coincide with the Mayor's State of the City address. The Committee then began a discussion about a proposed route change for the event's parade. Supervisor Ortiz presented a tentative PowerPoint with the area of the parade route outlines. The parade's start time was also under discussion, and the Committee proposed that the Band Review begin at 9 a.m. with the parade beginning at 9:15 a.m. Chairperson Petty noted that the proposed start time times are flexible during the next couple of Committee meetings. The Committee also spoke about emergency response procedures. Representative of OCFA noted that their chief would be on duty during the event and that an incident action plan would be developed with the help of the Police Department to be presented to the Committee at a later meeting. The OCFA representative also noted that they will solicit support from their explorer and reserves program since some of the Police Department's Explorers will be occupied with an event that takes place the same day. Committee member Hunt stated that he would like to have a dedicated ambulance for the event as well. Committee member Hunt **MOTIONED** that the parade route adjustment be recommended to City Council in a formal presentation that includes additional slides with a detailed image of Palm Drive and Yorba Linda as well as a slide with a layout of potential triage stations for emergency responses. Committee member Lacher **SECONDED** the motion. After further discussion, the motion was formulated to include pending improvements to the presentation, such as CERT participants and volunteers that may help with medical responses. The motion passed a **VOICE VOTE** with the discussion topics as amended 5-0-0.
5. **2018 CITY COUNCIL ITEM:** The Committee was invited to the next City Council meeting that will be held Tuesday, February 6, 2018. The Committee will take its proposed recommendations to present at a City Council meeting for approval. Director Gonzalez

suggested that the presentation include potential cost savings that could be attained by some of the proposed changes. For example, if the parade start location were to change to an area on Palm Drive that feeds directly to Yorba Linda Boulevard as the Committee has discussed, it would change the amount of personnel required to blockade the area because the route would be shortened of its previous distance. Chairperson Petty will present to the Council the proposed date, theme, and logistics for the festival and parade. Director Gonzalez noted that the Council has asked questions during the presentation in the past and may involve logistical information. For example, there may be an inquiry about changing the timeline of the band performance that usually occurs at the end of the event. Moreover, the Committee will present a proposed budget to the Council.

6. **STAFF COMMENTS:** Director Gonzalez notified the Committee that a letter has been sent out to Food vendors to inquire how much money has been made, how much has been given to the non-profit organizations with which they associate, and how much of that money given to non-profits is used in Placentia. So far, about four responses have been received. Director Gonzalez intends to send a follow-up letter, and Committee member Hunt suggested that the follow-up include that the monetary information sought will be used to communicate with City Council how the money that is expended from the City aids non-profit programs in Placentia.
7. **AGENDA BUILDING:** Keep the same and add the creation of 2018 budget, Council update, vendor applications, and volunteer updates.

**ADJOURNMENT:** Committee member Binnings **MOTIONED** to adjourn the meeting. The motion was **SECONDED** by Committee member Nixon. The meeting was adjourned at 9:00 p.m. to the next regular meeting on Wednesday, February 14, 2018 at 6:30 pm. with anticipation of a special meeting on Wednesday, February 7, 2018 at 6:30 p.m.