



Heritage Festival Committee Agenda

May 09, 2018 – 6:30 p.m.

Regular Meeting

Heritage Festival Committee

Paul Petty
Chair

Kenny Binnings
Vice Chair

Carole Nixon
Treasurer

Frank Perez

Janice Lacher

Bruce Hunt

Vacant

City of Placentia
401 E Chapman Avenue
City of Placentia, CA 92870

Community Services Department
Phone: (714) 993-8184
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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.

REGULAR MEETING

May 09, 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
April 11, 2018
Recommended Action: Approve
2. Treasurer's Report- Treasurer to provide an updated treasurer's report.
3. Volunteer Updates- Committee to provide updates on any volunteer opportunities.
4. Grand Marshal- Staff and Committee to discuss possible candidates for Grand Marshal.
5. Sub-Committee Reports– Sub-Committees to review and discuss the areas of responsibility.
6. Revenue Opportunities- Staff and committee to discuss sponsorship updates.
7. Staff Comments – Staff to provide updates and discuss areas of responsibilities.

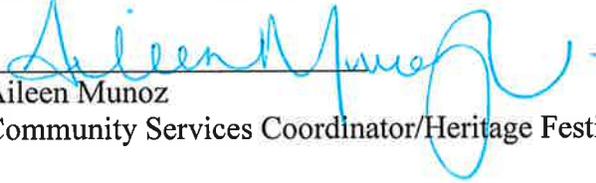
8. Agenda Building – Staff and committee to review agenda items for the next meeting.

ADJOURNMENT

The Heritage Festival Committee Adjourn to the next regular meeting on Wednesday, June 13, 2018 at 6:30 p.m. in the Admin 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 May 09, 2018 regular meeting of the Heritage Festival Committee was posted on Thursday, May 3, 2018.



Aileen Munoz

Community Services Coordinator/Heritage Festival Committee Staff Liaison

Heritage Festival Committee
MINUTES of April 11, 2018

Meeting called to order 6:36 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; Letty Gali, L.O.T. 318 representative; Marc Eisenberg, Guardians of the Children

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

ORAL COMMUNICATIONS: Letty Gali of L.O.T. 318 provided a brief history of the La Jolla outreach program, which focuses on education and community development for children and families that are at risk for gang involvement. L.O.T. 318 would like to march in the Heritage Parade and have a booth at the Heritage Festival to promote the organization and increase awareness within the City. The Committee responded affirmatively. Marc Eisenberg of Guardians of the Children also provided a brief history of his organization, which focuses on resources and healing for abused children and families. Mr. Eisenberg noted that the members of the organization have been trained to deal with the variety of ways in which children undergo abuse. Guardians of the Children serves in a subsidiary capacity to other organizations such as Child Protective Services, Police Departments, and foster care units. Mr. Eisenberg would like for the organization's members to ride their motorcycles in the Heritage Parade as well as have a booth at the Heritage Festival to provide information to the community. The Committee noted that they will discuss the implementation of motorcycles into the parade so that it does not interfere with the marching bands or the equestrian performances. Guardians of the Children and L.O.T. 318 can expect to receive applications for the parade and festival from the City.

COMMENTS AND REPORTS: The Committee discussed the organizations' presentations, noting that they were in favor of their participation.

Committee Member Nixon gave a brief treasurer's report. She stated that the Committee began with no money and has received \$35 for their first car show registration. Committee Member Hunt **MOTIONED** that the financial report be accepted. The motion was **SECONDED** by Committee Member Lacher. The motion was **APPROVED** by a **VOICE VOTE 5-0-0**.

1. **MINUTES:** Minutes from the April 11, 2018 meeting were up for approval. Committee Member Perez **MOTIONED** to approve the April 11, 2018 minutes. Committee Member Hunt **SCONDED** the motion. The April 11th minutes were **APPROVED**.
2. **VOLUNTEER UPDATES:** Staff person Munoz updated the Committee on the current efforts to obtain volunteers. Staff person Munoz reached out to Haley Hunt, the former president of the Business Honors group at California State University Fullerton. Although Miss Hunt no longer serves as the President, she informed staff person Munoz that she would communicate with the new President to facilitate communication between the club and the City. Staff person Munoz stated that she would forward Miss Hunt's contact information and any other contact information received to the Committee Members who would like to have it. The Committee will discuss volunteer updates at the next meeting with Vice Chairperson Binnings present.
3. **GRAND MARSHAL:** Chairperson Petty reported that Vice Chairperson Binnings has reached out to the newscaster for the celebrity Grand Marshal position. Chairperson Petty also noted that he has spoken with the potential Grand Marshal, Lee Castner. Mr. Castner has concerns regarding his participation in the car show and maintaining the responsibilities he has taken as a volunteer. Chairperson Petty will follow-up once more with Mr. Castner, who was nominated as the Honorary Grand Marshal. Committee Member Nixon would like for the Committee to keep Bob Lyons in mind for the Honorary Grand Marshal position should Mr. Castner decline.
4. **SUB-COMMITTEE REPORTS:** Staff person Munoz reported that there is one registered participant for the car show. The vendor applications have been posted on the City's website, and staff person Munoz stated that there would soon be a push to mail out vendor applications to vendors who have participated in the Festival within the last two years. Committee Member Nixon notified the Committee that the Homebased and Craft vendor applications have been sent. Committee member Nixon will soon send out the Band Review applications. The Committee had some discussion about the new route for the parade, and it was decided that the bands will learn of their designated start points and the new route as the event date approaches.

Committee Member Perez discussed the car show. He stated that there are prospective vendors who have car haulers and large vehicles. Committee Member Perez would like to find out the clearance allowed for car haulers and large vehicles that approach Tri-City Park. Supervisor Ortiz responded by saying that the City would talk to the County to find out what is allowed to access the park.

Committee Members Nixon and Hunt reported that Bruce Hunt Jr. would be available to assist with the parade and the staging. Bruce Hunt Jr. would like to stage vehicles on the streets. The Committee would like for the streets to be barricaded from Bradford Avenue to Valencia

Avenue for staging and route purposes. Committee Member Nixon also noted that Anne Russell is going to prepare script books again.

5. **STAFF COMMENTS:** Staff person Munoz provided some updates for the Committee. Staff person Munoz was able to obtain a list of previous C.E.R.T. participants, but because it has likely not been updated, more time will be taken to find an up-to-date and comprehensive list of potential C.E.R.T. volunteers. Chairperson Petty added that the Fullerton C.E.R.T. is interested in participating in the Heritage event.

Staff person Munoz noted that a blurb for the Heritage Festival and Parade was submitted to Westways magazine for publication. The advertisement is not guaranteed due to the structure and method of publication, which has a small section within the magazine for cost-free publication.

Staff person Munoz also updated the Committee on the status of the sponsorship brochure. The changes to the brochure will be complete for the next meeting.

6. **AGENDA BUILDING:** Keep the same. Add Treasurer's report as an item number and the approval of February 7, 2018 minutes.
7. **REVENUE BUILDING:** Supervisor Ortiz noted that Vice Chairperson Binnings had requested at the previous meeting a discussion of how revenue could be increased. Chairperson Petty discussed the possibility of having a fundraiser to which the Placentia Community Foundation would serve as a pass-through. Committee Member Lacher inquired about the fundraising that was done years before during the week prior to the Festival, and Committee Member Hunt explained that there were all types of activities in which City employees would participate in order to encourage community involvement. Chairperson Petty would like to fundraise in the summer months as opposed to the week prior to the event. He would like for the Committee to generate between \$1,000 and \$2,000 between the months of April and September. The Committee generated a number of ideas that require some follow-up information, including Miss Martin's idea called "Quartermania." The Committee will continue to discuss fundraising ideas at the next meeting.

ADJOURNMENT: Committee Member Lacher **MOTIONED** to adjourn the meeting. The motion was **SECONDED** by Committee Member Hunt. The meeting was adjourned at 8:02 p.m. to the next regular meeting on Wednesday, May 9, 2018 at 6:30 p.m.