

Heritage Festival Committee
MINUTES of March 21, 2018

Meeting called to order 6:30 p.m.

PLEDGE OF ALLEGIANCE

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

ABSENT: None.

GUESTS: Councilmember Ward Smith; Patti Martin.

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: None.

COMMENTS AND REPORTS:

- 1. MINUTES:** Minutes from the February 7, 2018 meeting were up for approval. The Committee tabled the approval of minutes for the next meeting because there was no quorum of eligible committee members to vote.
- 2. FINALIZE AND APPROVE 2018 EVENT BUDGET:** Committee member Nixon presented a brief treasurer's report in which it was communicated that there was no income nor any expenses in March. Committee member Binnings **MOTIONED** for the treasurer's report to be accepted. The motion was **SECONDED** by Committee member Hunt. The motion was **APPROVED** by a **VOICE VOTE** 6-0-0.

Committee member Nixon made changes to the budget according to the comments made at the last Committee meeting. As a result of those changes, the total revenue for the budget is now \$43,285.00. The total expenses are budgeted to equal \$112,726.87. This leaves a deficit of \$69,441.87. Supervisor Ortiz reiterated that this budget includes City expenses so that a better idea of the entire Festival's costs can be seen. Committee member Nixon also stated that some costs may be over-estimated, such as sound and equipment. Other costs had to increase based on the 2017 expenses that were actually incurred such as staff costs, which saw an increase from \$23,000 to \$37,338.87. Committee member Lacher noted that there was a misspelling on the "City Subsidized Festival Expenses" page. Committee member Hunt **MOTIONED** for the 2018 budget to be accepted as submitted. The motion was **SECONDED** by Committee member Lacher. The motion was **APPROVED** by a **VOICE VOTE** 6-0-0.

- 3. CITY COUNCIL UPDATE:** Chairperson Petty reviewed the presentation that was given to Council and stated that the Council approved the route and budget as proposed. The Council would like for the Committee to acquire bids from different vendors for any purchases that the Committee must make. Committee member Hunt expressed concern for obtaining bids for trophies, and Councilmember Smith clarified the Council's reasoning for requesting a variety of monetary quotes by stating that City funds used for ancillary costs must have proper documentation that rationalizes the reason for which things are purchased when it is considered under formal review. Committee member Perez recommended that the Committee work with the Placentia Community Foundation to have a non-profit organization as a financial pass through for potential sponsors. It was suggested that a presentation be created that outlines what the Committee would like to accomplish in working with the Foundation. It was also stated that the Committee could apply for Foundation grants to offset some costs. To further the discussion of potential revenue streams, Committee member Hunt noted that Classic Performance Products may be a potential sponsor for the car show. A presentation of sponsorship levels will be given to the owner of that business, Jim Riles. Chairperson Petty also reported that City Council would like for the Committee to actively seek more sponsors.
- 4. VOLUNTEER UPDATES:** Chairperson Petty discussed with the Committee the existence of a Community Emergency Response Team (C.E.R.T.) in the City. Chairperson Petty would like to have C.E.R.T. volunteers line the parade route to distribute water and be on hand for first-aid. Chairperson Petty had a discussion with the Placentia Chief of Police who had stated that there is currently no staff person in charge of tracking C.E.R.T. personnel. Chairperson Petty inquired about a staff person in charge of the C.E.R.T. program because he would like to reach out to past participants of the Placentia program. Councilmember Smith noted that he would address the Chief of Police to communicate the role of an Emergency Operations Coordinator, which the City will hire to run programs like C.E.R.T. He remarked, however, that the C.E.R.T. volunteers of neighboring cities may participate in the Heritage Festival and Parade. Committee member Lacher questioned whether that would make the City of Placentia liable for the volunteers from other cities, and Supervisor Ortiz responded by stating that all special events have liability insurance that would cover the volunteers.

Committee member Binnings reported that two local high schools have groups that would like to be involved as volunteers in the Heritage Festival and Parade. Each group will soon choose a leader who will attend the Committee meetings, beginning as early as May. Director Gonzalez suggested that one person be a volunteer coordinator so that on the day of the event, volunteers will have a clear trajectory of responsibility. Committee member Binnings recommended that the coordinator meet with volunteers about two weeks prior to the event as well so that maps and detailed communications can be given. Committee member Lacher volunteered to be a liason alongside Committee member Binnings in order to assist with volunteer recruitment and assignment designations. Chairperson Petty questioned how volunteers would get from the check-in location on the day of the event to their designated

assignments, and Director Gonzalez responded by saying that the Committee will figure out a plan to shuttle the volunteers.

5. **TUFFREE MIDDLE SCHOOL PARKING:** Director Gonzalez communicated to the Committee that the Placentia-Yorba Linda Unified School District has approved the use of Tuffree Middle School field for special event parking.
6. **GRAND MARSHAL:** The Committee discussed potential candidates for the Grand Marshal. Chairperson Petty suggested that Lee Castner be a Grand Marshal. Director Gonzalez suggested that Steve Pischel be recognized as a Grand Marshal. Committee member Hunt also made a recommendation, naming news anchor Daul on channels two and nine. Committee member Nixon mentioned two young people who live in Placentia and were chosen for the 2018 Congressional Gold Medal Award, Congress's highest youth honor. Committee member Lacher suggested that Lee Castner be the Honorary Grand Marshal and News Anchor Daul the Celebrity Grand Marshal. Committee member Binnings stated that he would reach out to the news anchor, Chairperson Petty said that he would reach out to Lee Castner, and Committee member Lacher volunteered to reach out to the two youth recipients with an invitation to be honored in the parade. Committee member Hunt stated that Bob Lyons would also be an option for Honorary Grand Marshal. Committee member Lacher **MOTIONED** for Lee Castner, News Anchor Daul, and the two youth award recipients be accepted as Grand Marshal selections. Committee member Nixon **SECONDED** the motion. The motion was followed by a discussion in which Committee member Hunt noted that this would be the preliminary effort to select Grand Marshals, and should they decline the offer, other names that have been suggested will be considered for Grand Marshal honors. The motion was **APPROVED** by a **VOICE VOTE** 6-0-0.
7. **SUB-COMMITTEE REPORTS:** Committee member Nixon noted that she needs the band review, craft, and home based applications. Staff person Munoz noted that she would have the applications posted by the end of the next business day and would distribute samples to the Committee members. Committee member Nixon also reported that Bob Lyons and Lorea Powell will be announcers for the parade again.

Committee member Nixon requested that the Committee review the trophies that would be distributed at the end of the parade. Committee member Lacher questioned the necessity of having three places for recipients of parade awards. Committee member Hunt suggested that the parade awards would be flexible, depending on the volume of participants. There have been issues in the past of parade participants departing prior to the awards announcement at the end of the parade, and the Committee discussed eliminating most of the categories currently offered. Committee member Perez recommended that specialty trophies be awarded, and Committee member Lacher followed-up with a **MOTION** for the Committee to award only the Eileen Hunt trophy, the Heritage trophy, and the Mayor's Trophy. Committee member Hunt **SECONDED** the motion. The motion was **APPROVED** by a **VOICE VOTE** 6-0-0.

Committee member Hunt stated that he would like to set dates for the meetings leading up to the festival so that there are no future conflicts. The meetings will be September 12th, September 26th, and October 10th.

8. STAFF COMMENTS: None.

9. AGENDA BUILDING: Keep the same and add revenue streams.

ADJOURNMENT: Committee member Lacher **MOTIONED** to adjourn the meeting. The motion was **SECONDED** by Committee member Binnings. The meeting was adjourned at 8:00 p.m. to the next regular meeting on Wednesday, April 11, 2018 at 6:30 p.m.