

Heritage Festival Committee
MINUTES of May 09, 2018

Meeting called to order 6:32 p.m.

PLEDGE OF ALLEGIANCE

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

ABSENT: Kenny Binnings, Bruce Hunt

GUESTS: Patti Martin, Council Member Ward Smith

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: None.

Chairperson Petty requested to address the agenda in a different order than what has been published. The Committee agreed.

- 1. REVENUE OPPORTUNITIES:** Chairperson Petty reported that he went to the Placentia Community Foundation meeting to discuss revenue opportunities, and stated that he emailed the Heritage Committee the ideas. He will be writing a letter to the other Committees and Commissions to gain further support. The Placentia Community Foundation encourages the Heritage Committee to look at corporate sponsorship, in addition to fundraising.

Chairperson Petty has made connections with people at Mercury Insurance, Auto Club Insurance, and Suburban Propane to distribute sponsorship flyers. Mayor Pro Tem Shader offered to support the Committee by reaching out to her business contacts, once she has the approved sponsorship trifold.

Patti Martin provided an update that she received the contact information for the person with knowledge of how to run a Quatermania event. She will provide a further update next month. Committee Member Lacher suggested creating a theme for the fundraising event. Director Gonzalez suggested partnering with a non-profit for the fundraiser.

2. **MINUTES:** Minutes from the April 11, 2018 meeting were up for approval. Committee Member Nixon **MOTIONED** to approve the April 11, 2018 minutes. Committee Member Perez **SCONDED** the motion. The April 11th minutes were **APPROVED**.

3. **TREASURER'S REPORT:** Committee Member Nixon gave a brief treasurer's report. She stated that the Committee began with \$35 and has received \$1,025 for craft show, home-based business, and car show registrations. Committee Member Lacher **MOTIONED** to accept the financial report. The motion was **SECONDED** by Committee Member Perez. The motion was **APPROVED** by a **VOICE VOTE 4-0-0**.

4. **VOLUNTEER UPDATES:** The Committee will discuss volunteer updates at the next meeting with Vice Chairperson Binnings present.

5. **GRAND MARSHAL:** Chairperson Petty reported that he has not received confirmation from Lee Castner to be the Honorary Grand Marshal. Chairperson Petty will follow-up once more with Mr. Castner, who was nominated as the Honorary Grand Marshal.

As an addendum to the April minutes, the Celebrity Grand Marshal position has been accepted by newscaster, Peter Daut.

The Committee would like to keep Steve Pischel in mind for the Honorary Grand Marshal position should Mr. Castner decline. Council Member Smith offered to extend the honor to Steve Pischel.

6. **SUB-COMMITTEE REPORTS:** Committee Member Nixon sent out the band review applications, and shared with the bands that there is a new, shorter route. Four bands have confirmed their attendance.

Staff Member Munoz reported that we currently have 5 craft vendors, 4 home-based vendors, 1 parade application, and 8 car show applications. Committee Member Lacher requested that the registration numbers be emailed when the agenda and minutes are sent.

Committee Member Perez reported that he distributed several Car Show vendor applications. He has a couple possible sponsorships lined up, and will have a further update on that at the next meeting.

Committee Member Perez requested a City check for \$500 payable to Bob Beachamp, for the purchase of raffle prizes and associated materials. He also has a meeting to see if he can get folding chairs with silk screening on the back to give out as prizes.

Chairperson Petty questioned the Committee on how we will keep track of each sub-committee's purchasing bids for equipment and materials. After some discussion, it was

decided that all sub-committees that purchase banners, trophies, and t-shirts will seek multiple bids, per direction from City Council.

Chairperson Petty asked what the theme should be for this year's Heritage Festival. Director Gonzalez reported that the City is one of twenty Cities in the country nominated to be an All-America City, and we will find out in June if we have received the designation. Mayor Chad Wanke's State of the City is also in June. He is hoping that if we get the All-America City designation, we can go with that patriotic theme. Committee Member Lacher suggested to still use All-America City as the theme, since the City has been an All-America City in the past. Director Gonzalez asked Chairperson Petty to write a letter to Mayor Wanke encouraging the adoption of the All-America City theme for this year's Heritage Festival, and City staff will transition it to Heritage Committee letterhead.

7. **STAFF COMMENTS:** Staff Member Munoz distributed the draft of the sponsorship brochure for review and approval. Added to the brochure are bullet points of what is included at each sponsorship level. Committee Member Lacher suggested making the photos more generic. Chairperson Petty suggested that in the City contact information, there be a particular person to personalize it. Committee Member Nixon **MOTIONED** that the sponsorship brochure be accepted with noted changes. The motion was **SECONDED** by Committee Member Perez. The motion was **APPROVED** by a **VOICE VOTE** 4-0-0.

Director Gonzalez shared the City's pleasure with the games vendor, Fun Services last year. This year the City will be asking Fun Services for a portion of the proceeds. Staff Member Munoz will have quotes for games through Fun Services for review at the next meeting.

Staff Member Munoz reported that she has not heard back from any of the entertainers that initially reached out to Committee Member Nixon. There was discussion of changing the layout of Heritage Festival to be more intriguing for the entertainers. Chairperson Petty requested to discuss the layout at the next meeting.

Director Gonzalez invited the Heritage Committee to the Community Conversation Meeting occurring on Monday, June 11th, where City Administrator Arrula will present on the Cities' fiscal sustainability.

Director Gonzalez reported on the Committee member application process. The City Clerk's process is to receive applications for all the committees and commissions at the same time. Although they have received few applications, they will have a date by the next Heritage meeting as to when the City Council will appoint those who have applied.

8. **AGENDA BUILDING:** Add discussion of layouts/relocation and entertainers. Director Gonzalez requested that a list of all the sub-committees be listed underneath the Sub-Committee Report agenda item.

ADJOURNMENT: Chairperson Petty **MOTIONED** to adjourn the meeting. The motion was **SECONDED** by Committee Member Lacher. The meeting was adjourned at 7:53 p.m. to the next regular meeting on Wednesday, June 13, 2018 at 6:30 p.m.