



# Heritage Festival Committee Agenda

November 14, 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**

#### **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.

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

**Community Services Department**  
Phone: (714) 993-8184  
Fax: (714) 961-0283  
Website: [www.placentia.org](http://www.placentia.org)

## REGULAR MEETING

November 14, 2018, 6:30 p.m. – Placentia City Hall

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### 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

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1. Minutes
  - a. Adjourned meeting  
September 26, 2018  
Recommended Action: Approve
  - b. Adjourned Regular meeting  
October 3, 2018  
Recommended Action: Approve
2. Treasurer's Report – Carole Nixon to provide an updated treasurer's report.
3. Sub-Committee Reports and 2018 event overview– Sub-Committees to review and discuss the 2018 event.
4. Tuffree Middle School athletic field use – Committee and staff to discuss possible event parking areas for the 2019 festival.

5. Staff Comments – Staff to review and discuss the 2018 event.
6. Agenda Building – Staff and committee to review agenda items for the next meeting.

**ADJOURNMENT**

The Heritage Festival Committee Adjourn to a Regular Meeting on Wednesday, January 9, 2019 at 6:30 p.m. in the front conference room located at City Hall, 401 East Chapman Avenue, Placentia.

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**CERTIFICATION OF POSTING**

I, Aileen Munoz, Community Services Coordinator/Heritage Festival Staff Liaison, hereby certify that the Agenda for the November 14, 2018 adjourned regular meeting of the Heritage Festival Committee was posted on November 8, 2018.

A handwritten signature in blue ink that reads "Aileen Munoz". The signature is written in a cursive style and is positioned above the printed name and title.

Aileen Munoz  
Community Services Coordinator/Heritage Festival Committee Staff Liaison

Heritage Festival Committee  
MINUTES of September 26, 2018

**Meeting called to order 6:37 p.m.**

**PLEDGE OF ALLEGIANCE**

**EXECUTIVE HERITAGE COMMITTEE:** Carole Nixon, Frank Perez, Janice Lacher, Bruce Hunt

**ABSENT:** Paul Petty, Patti Martin, Kenny Binnings

**GUESTS:** Jim Cucalon

**CITY STAFF:** Sandra Gonzalez, Community Services Director, Aileen Munoz, Community Services Coordinator, Joanna Contreras, Community Services Office Assistant, Veronica Ortiz, Community Services Supervisor, Felipe Zambrano, Community Services Coordinator, Matthew Brand, Community Services Coordinator, Maddie Cuevas, Community Services Coordinator.

**COMMITTEE COMMENTS AND REPORTS:** None.

1. **VOLUNTEER UPDATES:** Supervisor Veronica Ortiz announced that the City has already met with the volunteer coordinators for their first meeting. Hayley Hunt will be the designated volunteer coordinator for Cal State Fullerton students. Student from Valencia High School and El Dorado High School have also committed to volunteering. Director Sandra Gonzalez advertised for additional volunteers on the Volunteer Match website. Hayley Hunt is expected to bring 20 to 30 volunteers, a church group is bringing about 30 volunteers, and each of the high schools will be bringing 15 volunteers. At the first volunteer coordinator meeting, Supervisor Veronica Ortiz informed coordinators about meeting times, meeting location, and appropriate clothing for the day of the event. Supervisor Veronica Ortiz will be ordering bright colored shirts for volunteers so that they are easily identifiable. Supervisor Ortiz is also mapping out which areas each volunteer group will be assigned to. The next volunteer coordinator meeting will be held next Wednesday, October 3<sup>rd</sup>, at 4 p.m. Hayley Hunt's group has already committed to being in the park area. Committee Member Binnings has secured Chick-Fil-A sandwiches for the volunteers the day of the event. The Community Service Department will also be providing lunch for volunteers in the staff tent.
2. **MINUTES:** Committee Member Perez requested that the section regarding the trophy donations under the sub-committee item be removed since it is no longer applicable. Supervisor Veronica Ortiz asked that the last sentence on page 2 be removed. Minutes from the September 12<sup>th</sup> meeting were up for approval. Committee Member Perez **MOTIONED**

to approve the September 12<sup>th</sup> minutes. Committee Member Nixon **SECONDED** the motion.

3. **TREASURER'S REPORT:** Supervisor Veronica Ortiz explained that there are two treasurer's reports because there was no motion to approve the September 12<sup>th</sup> report. Reports from the September 12<sup>th</sup> and September 26<sup>th</sup> meeting will be considered for approval at this meeting. Committee Member Nixon will only be discussing the September 26<sup>th</sup> report. The Committee currently has a total revenue of \$10,885.71. There was an income of \$5,045 and expenses totaling \$7,615. Advertising costs for the Orange County Register cost \$3,600 and the Valencia Football Program was \$150. After accounting for these expenses, the Committee has a new revenue total of \$8,315.71. Committee Member Nixon **MOTIONED** to approve the September 12<sup>th</sup> and September 26<sup>th</sup> treasurer's report. Committee Member Hunt **SECONDED** the motion.

4. **SUB-COMMITTEE REPORTS:**

- **BAND REVIEW**

Committee Member Nixon reported that there are currently 18 high school bands, which is 4 less than last year. In addition, there are 6 middle school bands competing. Committee Member Nixon sent the invoices for the trophies, and it is expected to be \$400 less than quoted. Committee Member Hunt suggested that Committee Member Nixon change the title of the trophy from "Business Showcase" to "Business Expo." The final total estimate of trophies came out to \$2,530.51. Committee Member Nixon is still adjusting the lineup.

- **CAR SHOW**

Committee Member Hunt shared that there are 124 car show registrations. The order has already been placed for car show t-shirts. Committee Member Hunt requested the gates to Tri-City Park be open between 4:30 a.m. and 5 a.m. and Supervisor Ortiz will relay this request to the County of Orange.

- **BUSINESS EXPO**

Staff Member Aileen Munoz shared that there are 15 vendors registered for the business expo.

- **CRAFTS**

Staff Member Aileen Munoz reported a total of 28 registered craft vendors.

- FOOD

Staff Member Munoz reported having 19 food vendors, which includes the Beer and Wine Garden, coffee vendor, as well as the Pancake Breakfast.

- GAMES

Staff Member Munoz shared that Fun Services will be providing all the games. In addition, the face painter will also be located in this section.

- HOME BASED

Staff Member Munoz reported that there are 17 vendors for home-based vendors.

- NON PROFIT

Staff Member Munoz reported that there are 46 non-profits registered.

- PARADE

Staff Member Aileen Munoz reported that 43 parade applications have been received. Staff Member Munoz communicated with the executive assistant of administration and reported that they are still waiting to receive one City Official application. Supervisor Veronica Ortiz suggested that cars may need to be rented to accommodate some officials. She will find out more information on this item.

Staff Member Aileen Munoz presented a draft of the parade start map to the Committee. The map outlines parking, staging, lineup locations, and the new parade start. Bands will be staged off of Yorba Linda Boulevard with the equestrians. Businesses in the southeast corner of Kraemer Boulevard and Yorba Linda Boulevard will be impacted the day of the parade. Supervisor Veronica Ortiz will ensure these businesses are notified prior to the event. The Committee recommended several revisions and the respective changes will be made before finalizing the map. Director Sandra Gonzalez asked Coordinator Felipe Zambrano and Coordinator Matthew Brand to begin notifying the public of the new parade start on social media platforms.

5. **STAFF COMMENTS:** Supervisor Veronica Ortiz reiterated that trailers for the car show cannot be in the road per County instruction. The car show has already created an alternate plan for this situation. The County of Orange confirmed that Tri-City Park will be clean and irrigation will be turned off in a timely manner. Supervisor Veronica Ortiz shared with the Committee that Committee Member Binnings would like to present the grand marshal with an 11x17 framed flyer for the event as a token of appreciation. After further research, some of the frames found online were priced at \$41.27, \$23.91, and \$20.99. With approval from the Committee, Supervisor Veronica Ortiz will make the purchase. Committee Member Lacher

would also like to make goody bags for children. She also suggested the Committee gift the grand marshal with a Placentia blanket. Director Sandra Gonzalez will be working on the request for Placentia blankets. As for the framed flyer, the Committee is in favor of making 2 posters, one for the grand marshal and one for his family.

Supervisor Veronica Ortiz asked the Committee to review the “thank you” advertisement that will be in the Orange County Register. Supervisor Veronica Ortiz asked the Committee to read the article and write in changes, which are due on the coming Monday. She suggested the Committee keep the original artwork. The thank you is dedicated to those that have donated money, goody bags, or made some other kind of contribution. The Committee needs to confirm some of the names and organizations included in the ad are still relevant. Supervisor Veronica Ortiz asked the Committee to email her with any additional edits.

Supervisor Veronica Ortiz asked Committee Member Nixon about picking up the theme banners. No company has been chosen to produce the theme banners. Supervisor Veronica Ortiz will be contacting companies to do this. Director Sandra Gonzalez announced the Heritage Festival was mentioned in the Westways magazine.

**6. AGENDA BUILDING:** None.

**ADJOURNMENT:** Committee Member Nixon **MOTIONED** to adjourn the meeting. The motion was **SECONDED** by Committee Member Hunt. The meeting was adjourned at 8:10 p.m. to the next adjourned regular meeting on Wednesday, October 3, 2018 at 6:30 p.m.

Heritage Festival Committee  
MINUTES of October 3, 2018

**Meeting called to order 6:35 p.m.**

**PLEDGE OF ALLEGIANCE**

**EXECUTIVE HERITAGE COMMITTEE:** Kenny Binnings, Carole Nixon, Patti Martin, Janice Lacher.

**ABSENT:** Paul Petty, Frank Perez, Bruce Hunt.

**CITY STAFF:** Aileen Munoz, Community Services Coordinator, Felipe Zambrano, Community Services Coordinator, Joanna Contreras, Community Services Office Assistant, Veronica Ortiz, Community Services Supervisor.

**COMMITTEE COMMENTS AND REPORTS:** None.

1. **MINUTES:** Minutes from the September 12<sup>th</sup> and September 26<sup>th</sup> meetings were not available. Minutes for September and October will be considered for approval at the November meeting.
2. **TREASURER'S REPORT:** Supervisor Ortiz explained that because there were two meetings in September, there is no update for the treasurer's report. The next update will occur at the November meeting.
3. **VOLUNTEER UPDATES:** Coordinator Aileen Munoz informed the Committee that there are currently over 100 volunteers interested in participating in the Heritage Festival this year ranging from 14 years old to 20 years old. Coordinator Munoz has been in contact with the volunteer groups about check-in time, location, checkout time, and specific assignments. There is a spreadsheet, which outlines every volunteer's tasks for the day of the event.

Coordinator Aileen Munoz directed band review and parade route volunteer groups such as the veterans convoy to contact Committee Member Janice Lacher or Committee Member Kenny Binnings upon their arrival. Once the volunteers arrive, Committee Member Janice Lacher and Committee Member Kenny Binnings will be providing them direction. Supervisor Veronica Ortiz will be finalizing the volunteer spreadsheet the week before the Heritage Festival and emailing it to committee members ahead of the event.

Committee Member Kenny Binnings was able to secure 75 donated sandwiches from Chick-Fil-A for parade route volunteers. The sandwiches will be provided in the morning and parade route volunteers will be dismissed immediately following the parade.

Volunteers assigned to Tri-City Park will be provided a pizza lunch by the Community Services Department. As a thank you to Chick-Fil-A, Committee Member Kenny Binnings will ask whether they would like to set up a canopy along the parade route for visibility purposes. To ensure every volunteer receives a sandwich, they will be given a ticket and another volunteer will be responsible for passing out the sandwiches.

Coordinator Aileen Munoz informed the committee that any volunteer located north of Bastanchury at the conclusion of the parade, will end their day at the check-in canopy at Tri-City Park rather than walking all the way back to parade start.

#### **4. SUB-COMMITTEE REPORTS:**

- **BAND REVIEW**

Committee Member Carole Nixon reported that there are currently 25 competing bands. Kaiser High School in Belmont contacted Committee Member Carole Nixon about possibility competing this year. She is currently waiting to receive their application. In addition, there are 7 bands that are parade only. Yorba Linda High School requested to be at the beginning of the band lineup. Committee Member Carole Nixon changed the lineup to accommodate Yorba Linda High School's request.

- **BUSINESS EXPO**

Coordinator Aileen Munoz shared there are 15 vendors registered for the Business Expo. The deadline to submit an application was October 1. A deadline had to be enforced because equipment needs to be ordered and the event map needs to be finalized.

- **CAR SHOW**

Coordinator Aileen Munoz shared there are 138 car show entries, but applications are still being accepted.

- **PANCAKE BREAKFAST**

The Rotary Club will sponsor the pancake breakfast.

- **CRAFTS**

Coordinator Aileen Munoz reported having 29 craft vendors thus far.

- **FOOD**

Coordinator Aileen Munoz reported having 20 food vendors, which includes the Beer and Wine Garden, the Chick-Fil-A booth, and the Pancake Breakfast.

- GAMES

Fun Services is still the only vendor in this category.

- HOME BASED

Coordinator Aileen Munoz reported that there are 17 vendors for Home-Based Business.

- NON PROFIT

Coordinator Aileen Munoz reported that there are 50 non-profits registered.

- PARADE

Coordinator Aileen Munoz reported that 52 parade applications have been received.

5. **STAFF COMMENTS:** Committee Member Kenny Binnings asked Supervisor Veronica Ortiz for an update regarding Councilmember Green and his vehicle for the parade. Supervisor Veronica Ortiz shared that Councilmember Green has a car, but the driver has now changed. She will be sending updates to the appropriate parties and changes in the script will be made.

Community Services Director Sandra Gonzalez shared with the Committee that there will be 100 volunteers checking in at the volunteer check-in located near parade start. One staff person was originally assigned to check-in the volunteers, collect their waivers, and pass out their t-shirts. Steve Pischel will be helping this staff member and will be responsible for introducing volunteers to their committee leaders.

Supervisor Veronica Ortiz will be finalizing car signs for the elected. Committee Member Kenny Binnings requested that the signs be made for both sides of all 12 cars. He will be in contact with Supervisor Veronica Ortiz later in the week to further discuss what the signs should look like.

Supervisor Veronica Ortiz asked the Committee how many cases of water should be purchased for the parade participants. Supervisor Veronica Ortiz clarified that the waters will not be handed out, they will only be available upon request. In cases of emergency, first-aid will be called and they will be responsible for providing water. The Committee recommended 6 cases at parade start, 10 cases in the middle, and 10 cases at the end of the parade. Water will be dropped off at their respective locations the morning of the parade.

Supervisor Veronica Ortiz asked the committee to confirm whether they would allow the purchase of a banner that reads "Heritage Honor Convoy." The banner would look identical to the other two division banners for uniformity purposes, but will not actually represent another division. Supervisor Veronica Ortiz is going to inquire with the Girl Scouts to see

if they would be interested in carrying the banner in the parade to announce the convoy. In addition, Committee Member Kenny Binnings will also inquire with the Boy Scouts about potentially carrying the banner. If the Boy Scouts decide to carry the “Heritage Honor Convoy” banner, the Girl Scouts will carry the division banners.

Committee Member Kenny Binnings informed the Committee that Valencia High School is interested in walking the bell in the parade. He will be reaching out to Valencia High School to confirm exactly what they want to do and report back to Supervisor Veronica Ortiz.

Community Services Director Sandra Gonzalez informed Committee that this will be Joanna Contreras’ last meeting as she is leaving for the City of Tustin.

**AGENDA BUILDING:** The next meeting will be in November. There will be an email sent out to committee members after the Heritage Festival, which will provide additional details for the wrap-up meeting.

**ADJOURNMENT:** Committee Member Lacher **MOTIONED** to adjourn the meeting. The motion was **SECONDED** by Committee Member Martin. The meeting was adjourned at 7:54 p.m. to the next regular meeting on Wednesday, November 14, 2018 at 6:30 p.m.