

MINUTES - PLACENTIA CULTURAL ARTS COMMISSION
REGULAR MEETING OF APRIL 12, 2011
COMMUNITY MEETING ROOM

The regular meeting was called to order at 6:03 p.m.

ROLL CALL Present: Bullock, Davis, Dewey, Heaton, Mulroney, Stark
Absent: Heaton, Lawrence
Staff: Felipe Zambrano, C.S. Coordinator

PLEDGE OF ALLEGIANCE – Commissioner Stark led the Commission on the Pledge of Allegiance.

ORAL COMMUNICATIONS – Ashley Davis in attendance.

COMMISSIONER'S COMMENTS AND REPORTS –

1. **Approval of Minutes – March 8, 2011**

Commissioner Davis stated that the name of the last group under Concerts in the Park is Sportive Tricks.

MOTION by Commissioner Davis to approve the minutes of March 8, 2011 as corrected;
SECOND by Commissioner Stark and **CARRIED** by a **5-0-2-0 VOICE VOTE** (Heaton, Lawrence Absent).

2. **Scooters Jungle Sponsorship** – Commissioner Bullock stated that she is not aware if Commissioner Lawrence has heard back from the PTA representative regarding the approval of this activity by Sierra Vista Elementary for this school year. This item will be referred until next month when Commissioner Lawrence can provide a report.
3. **Branding Efforts** - Commissioner Davis introduced his daughter, Ashley; she is an art major at Cal State Fullerton. Commissioner Bullock mentioned that she and Commissioner Lawrence had put together suggestive concepts that include paint samples to show the color palette for a simplified logo that can be used for marketing purposes. She suggested that once Commissioner Lawrence is back from her trip, Ashleigh can get together with the subcommittee, review what has been put together, and offer other ideas for a cohesive plan that can then be presented to City Administrator, Troy Butzlaff.
4. **Photo Contest** – Staff Zambrano reported that so far there is one person that has registered for the contest. The deadline is set for April 28, 2011. As previously discussed, the Commission will review the photos entered after the next Commission meeting scheduled for May 10, 2011 at 7:00 p.m. Staff Zambrano added that the winners will be displayed in the Historical Committee's cabinet for two weeks at City Hall.

Secretary's Note: Commissioner Heaton arrived at this time.

5. **Heritage Festival Concert Consideration** – Commissioner Dewey indicated that she and Commissioner Lawrence had attended the Heritage Festival Committee meeting. They

provided their comments on the groups used for Concerts in the Park to Bruce Hunt.; nothing else was discussed or asked of them. The Committee was considering an evening/late afternoon concert and they were made aware that lighting and sound system would be essential. Staff Zambrano agreed that if the Commission provided the information requested, there was no need to attend future Heritage Festival Committee meetings.

6. **Concerts in the Park 2011** – Staff Zambrano noted that since the June 30 concert was designated as the July 4th Celebration, staff thought it was more appropriate to have Woody and the Longboards perform rather than Upstream. Both groups agreed to switch dates. All contracts have been mailed out and verbal confirmation has been made with each of the groups. Staff Zambrano added that as far as sponsorships, he has received a check from the Gas Company, and Ralphs on Rose Drive has submitted a request to their corporate office to be a sponsor. Commissioner Heaton mentioned that Care More sent an e-mail to confirm their sponsorship.

Staff Zambrano indicated that Congressman Ed Royce would like to attend one of the concerts and he will confirm the date; in the past, dignitaries have attended City events to show their support and make a public appearance. Staff Zambrano stated that only the Kettle Corn and Shaved Ice vendors had submitted applications. After speaking with the Health Department's representative, it is not clear whether their guidelines regarding full enclosure of the food area must be followed. If this is the case, the City may have to purchase two of these enclosures to use for the Concerts; the cost is approximately \$250 each.

Commissioner Dewey explained the steps to use as guidelines when seeking donations from merchants for the opportunity drawings. The main point to emphasize is that this is an opportunity to promote and give exposure to a business. The targets are those businesses that are already patronized by each of the Commissioners. Commissioner Bullock added that these giveaways can be made extra special by their visual packaging and by giving the business special recognition during the concert.

Commissioner Stark asked if a follow-up letter can be sent to the craft vendors to remind them about participation in the concerts.

Staff Pischel arrived at this time.

7. **Agenda Building and Meeting Schedule** – A Photo Contest photo selection will take place at 7:00 p.m. after the May 10, 2010 Commission meeting. Items for next agenda will include, Scooters Jungle Sponsorship, Branding Efforts, Photo Contest Report, and Concerts in the Park Discussion.

STAFF COMMENTS – Staff Pischel thanked the Commission for their continued great service, and reported that one of the council members had been approached by a group called Railroad Days. He did not have any details of their interest, but wanted to alert the Commission that this item may be placed on their agenda for discussion. Staff Pischel also announced that Mike Kudron had taken a new position of Parks & Recreation Superintendent with the City of Yorba Linda. His last day is April 21, 2011. This is a good opportunity for Mike and his family and his continued growth, and he will be missed.

Staff Zambrano indicated that the summer Placentia Quarterly is on schedule and should be mailed to the homes the first week in May. Resident registration is on Saturday, May 21, 2011.

ADJOURNMENT - There being no further business, a **MOTION** by Commissioner Stark to adjourn to a regular meeting on Tuesday, May 10, 2011 at 6:00 p.m.; **SECOND** by Commissioner Heaton and **CARRIED** by a **6-0 VOICE VOTE**. The meeting adjourned at 6:59 p.m.

Maria Elena Maurer, Recording Secretary
Cultural Arts Commission