



Heritage Committee Agenda

July 12, 2023 – 6:00 p.m.

Regular Meeting

Heritage Committee

Kenny Binnings
Chair

Patti Martin
Vice Chair

Carole Nixon
Treasurer

Frank Perez

Meredith Castillo

Martin Gonzalez

Michele Severson

VACANT

Procedures for Addressing the Heritage 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 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 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 City Clerk's office at cityclerk@placentia.org or by calling (714) 993-8231. 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)

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

Community Services Department
Phone: (714) 993-8232
Fax: (714) 961-0283
Website: www.placentia.org

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) 993-8232, 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

July 12, 2023, 6:00 p.m. – City Hall Front Community Room

MEETING CALLED TO ORDER

PLEDGE OF ALLEGIANCE

EXECUTIVE COMMITTEE

ROLL CALL: Chair / Kenny Binnings
Vice Chair / Patti Martin
Treasurer / Carole Nixon
Frank Perez
Meredith Castillo
Martin Gonzalez
Michele Severson
VACANT

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 COMMITTEE AGENDA

1. Oath of Office: New Committee Member to be sworn in
2. Minutes:
 - a. Adjourned Regular meeting
June 14, 2023
Recommended Action: Approve
3. Sub-Committee Reports:
 - a. Vendors
 - b. Sponsorship
 - c. Parade/Band Review
 - d. Marketing
 - e. VIP's
 - f. Volunteers
 - g. Car Show
4. Staff Comments: Staff to provide updates and discuss areas of responsibilities.

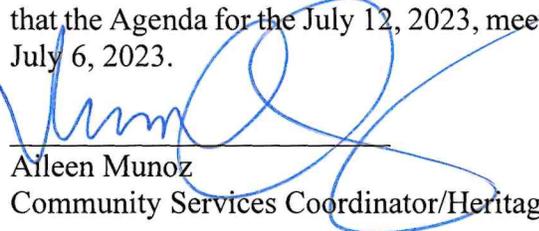
5. Agenda Building: Staff and committee to review agenda items for the next meeting.

ADJOURNMENT

The Heritage Committee Adjourn to the next regular meeting on Wednesday, August 9, 2023, at 6:00 p.m. in the Community Meeting 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 July 12, 2023, meeting of the Heritage Committee was posted on Thursday, July 6, 2023.



Aileen Munoz
Community Services Coordinator/Heritage Committee Staff Liaison

Heritage Committee
MINUTES of June 14th, 2023

Meeting called to order at 6:10 p.m.

PLEDGE OF ALLEGIANCE

HERITAGE COMMITTEE: Patti Martin, Carole Nixon, Frank Perez, Meredith Castillo, Martin Gonzalez, Michele Severson

GUEST:

ABSENT: Kenny Binnings

ORAL COMMUNICATIONS: None

CITY STAFF: Community Services Supervisor Veronica Ortiz

COMMITTEE COMMENTS AND REPORTS: None

1. MINUTES:

The minutes for May 17th, 2023, were **MOTIONED** for approval by Committee Member Gonzalez and were **SECONDED** by Committee Member Severson. Motion carried.

2. Sub-Committee Reports:

Supervisor Ortiz updated the Committee regarding the vendors for the Heritage Festival. Currently the only confirmed applications received are for the Car Show entry and Car Show Vendor. Applications for the other vendors are still being finalized and will be posted once confirmed. She informed the Committee that there will still be a charge of \$25 for the Parade entries. Supervisor Ortiz will set a meeting with Committee member Gonzalez and City Marketing and Communications Manager.

The Committee reviews the sponsorship levels and included items. The Committee agreed to change “Media Advertisement” to “TV Advertisement”. The Committee discussed sponsors who are unable to attend the festival and can only give a monetary donation. Supervisor Ortiz informed the Committee that in the past these types of sponsors have had their donations fund certain items used in the festival, such as volunteer and car show t-shirts, trophies, band sponsors, mailer sponsors, and games/activities.

The Committee discussed the marketing leading up to the Heritage Festival. Committee member Gonzalez informed the Committee that he would like to see more advertisements for the event. Supervisor Ortiz informed the Committee that they have

budget requested \$122,900 for the Heritage Festival, this includes expected supply costs as well as staffing costs. She reminded the Committee that the previous year they had a budget of \$110,000.

Committee Member Gonzalez updated the Committee regarding the search for volunteers. He informed them that he has begun to reach out to surrounding organizations to secure some volunteers in advance. He will continue to reach out and provide the Committee with a head count once he has confirmed attendance from some of the individuals.

Supervisor Ortiz updated thew Committee on the number of applications received so far. She informed them that there is a total of 19 car show entries.

3. Staff Comments:

No Comments at this time.

4. Agenda Building:

Items to be included in the next meeting agenda: Minutes Review, Treasurer's Report/Budget Report, Council updates, PCF update, and Steering Committee Feedback.

ADJOURNMENT: Vice Chair Martin **MOTIONED** to adjourn the meeting and was **SECONDED** by Committee Member Severson. Motion carried. The meeting adjourned at 7:44 P.M. to the next meeting on Wednesday, July 12th, 2023, at 6:00 P.M.