

Heritage Committee
MINUTES of August 10th, 2022

Meeting called to order at 6:09 p.m.

PLEDGE OF ALLEGIANCE

HERITAGE COMMITTEE: Kenny Binnings, Patti Martin, Carol Nixon, Frank Perez, Meredith Castillo, and Martin Gonzalez

ABSENT: Michele Severson and Manpreet Chadha

ORAL COMMUNICATIONS: None

CITY STAFF: Community Services Coordinator Aileen Munoz, Community Services Coordinator Madelinne Cuevas

COMMITTEE COMMENTS AND REPORTS: Committee Member Perez, contacted the General Manager of Mr. D's; Oscar Mendoza, who is interested in hosting the breakfast for the Military Honor Convoy and would like to know more specifics such as the time of the breakfast and number of attendees. Committee Member Castillo, has reached out to Fairway-Ford's General Manager Bill Lonelo regarding renting convertibles for use during the Heritage Parade and sponsorship.

1. MINUTES: The minutes for July 13th, 2022, were **MOTIONED** for approval by Vice Chair Martin and were **SECONDED** by Committee Member Gonzalez

2. Treasurers Report:

Treasurer Nixon notified the Committee that the amount of revenue collected thus far is in the amount of \$3,110. The amounts are broken down as; Car Show \$1,245, Crafters \$95, Home Based \$265, Band Review \$1,000, Non-Profit \$285, and Food \$220.

The Treasurer's Report for July 13th, 2022, were **MOTIONED** for approval by Committee Member Castillo and were **SECONDED** by Chairperson Binnings

3. Volunteers and GRAND MARSHALLS

Community Programs Coordinator Cuevas informs the Committee that the city will be using SignUp Genius this year to promote and register volunteers. She goes onto explain this website allows the user to post the hours of the event as well as any breakdown in shifts as well a description. Coordinator Cuevas informs the Committee that the post can be updated at any time, and so if any Committee member requires additional assistance, they can update the post with the shift times and a description.

The Committee discusses volunteer requirements for specific areas, such as adults only for directing the vendors and parade entries. Chairperson Binnings has requested 10 volunteers to assist with the Honor Convoy. Committee Member Perez will be assigned 2 volunteers as well as a possible staff member for assistance in the car show check-in area.

Community Programs Coordinator Muñoz has notified the Committee that emails have been sent out to the list of potential Grand Marshalls; Phil and Tyler Nevin have not yet responded, Lee and Mary Castner have not responded yet, and Christian Aguilera has responded his interest in participating. Coordinator Muñoz will reach out to the Pony Baseball league regarding the Grand Marshall position.

4. Bands:

Coordinator Cuevas informed the Committee that she has reached out to the bands listed in the previous meeting and as thus has not received responses from 'Flash Pants' and 'Last Call Crush'. She continues to state that 'Anthem Road Band', 'Tijuana Dogs', 'Undercover Live Band', and 'Beach St A Go-Go' are not available to perform as they have already been booked elsewhere. 'Saved by the Band' is available for the Heritage Festival but has requested a payment in the amount of \$10,000 to cover flight, lodging and car rental costs.

Coordinator Cuevas is in communications with new bands of interest and has received estimated quotes; those being 'Atlantic Crossing' an 80's Dance Party band with an asking price of \$1700 with an additional \$80 service fee from the booking website and the other band being 'Living Cover Band' who offers a variety such as Classic Rock, Country, Pop, Oldies Tribute, and Top 40 with an asking price range between \$520 - \$1890.

Coordinator Cuevas has also started communications with the band 'Titans of Rock' who cover rock hits from the 60's-90's and have an asking price of \$1500 with an additional \$60 service fee from the booking website. Another band Coordinator Cuevas has been in communications is the '5 Star Band' who is a 50's-80's cover band, with an asking price of \$500 and an additional \$31 service fee.

Committee Member Perez suggested Pancho Sanchez as they may be able to contact him through the jazz teacher at El Dorado who occasionally plays with him. The Committee discuss adding additional funds for the bands to ensure they have good retention at the park.

The budget for bands has been **MOTIONED** for approval for the amount of \$4,500 by Committee Member Gonzalez and **SECONDED** by Vice Chair Martin. Motion carried.

5. Sub-Committee Reports:

A. Band Review/Parade

Committee Member Nixon will coordinate with Chairperson Binnings regarding the parade line up to ensure the Honor Convoy is appropriately listed. She informs the Committee that she is currently waiting on a response from 5 High School bands and 3 Middle School bands and will be following up with them. Committee Member Nixon has requested a portable sound system for the band review MC.

The Committee discussed the possibility of bringing back trophies for the parade participants.

B. Business Expo

Coordinator Muñoz shares with the Committee, that there is currently 0 Business Expo vendors.

C. Car Show

Coordinator Muñoz shares with the Committee, that there are currently 30 Car Show entries.

D. Craft

Coordinator Muñoz shares with the Committee, that there is currently 1 Craft vendor applicant.

E. Food

Coordinator Muñoz shares with the Committee, that there is currently 1 Food vendor application.

F. Games/Activities

Coordinator Muñoz shares with the Committee, that there are 0 Games/Activities vendor applications.

G. Homebased

Coordinator Muñoz shares with the Committee, that there are currently 3 Home Based vendor applications.

H. Non-Profit

Coordinator Muñoz shares with the Committee, that there are currently 4 Non-Profit vendor applications.

6. Staff Comments:

Coordinator Cuevas shares with the Committee, that she has reached out to Linda; Property manager for the Starbucks Plaza, in regard to using the back patio to host the V.I.P.'s. She continues to mention that parking will be limited as part of the plaza will be under construction.

Coordinator Muñoz begins the discussion on scheduling for the September Heritage meetings. The Committee discusses and agrees upon meetings on the 14th and 28th of September and once more on the 5th of October if need be.

Committee Member Gonzalez **MOTIONED** to accept the following meeting dates of September 14th, 28th and October 5th. Committee Member Castillo **SECONDED** the motion. Motion carried.

7. Agenda Building:

Items to be included in the next Agenda are as follows: Minutes Approval, Treasurers Report, Volunteers/Grand Marshal, Bands, and Sub-Committee Report.

ADJOURNMENT: Chairperson Binnings **MOTIONED** to adjourn the meeting and was **SECONDED** by Treasurer Nixon. Motion carried. The meeting adjourned at 8:04 p.m. to the next meeting on Wednesday, September 14th, 2022, at 6:00 P.M.