

Heritage Committee
MINUTES of March 8th, 2023

Meeting called to order at 6:07 p.m.

PLEDGE OF ALLEGIANCE

HERITAGE COMMITTEE: Kenny Binnings, Patti Martin, Carole Nixon, Meredith Castillo, Martin Gonzalez, Michele Severson

GUEST: James

ABSENT: Frank Perez,

ORAL COMMUNICATIONS: None

CITY STAFF: Community Services Supervisor Veronica Ortiz, Community Services Coordinator Aileen Muñoz, Management Analyst Madelinne Cuevas

COMMITTEE COMMENTS AND REPORTS: Committee Member Castillo informed the Committee he had reached out and began conversations with Mr. D's Diner regarding their participation and sponsorship of the Heritage festival and mentioned they are willing to participate. Committee Member Castillo also reached out to the Audi car dealer and was well received from the manager during an initial discussion regarding sponsorship opportunities for the Heritage Festival. He informed the Committee that the Audi dealer would like to receive more information as well as the right to advertise their sponsorship of the event. Fairway Ford however did not seem to be as interested in the sponsorship opportunity, but Committee member Castillo will continue to attempt communication.

1. MINUTES:

The minutes for February 8th, 2023, were **MOTIONED** for approval by Committee Member Severson and were **SECONDED** by Vice Chair Martin. Motion carried.

2. Band Options:

Coordinator Muñoz updated the Committee on the band options available for the Heritage festival. She mentioned that so far the bands have shown open availability for the time of the Heritage Festival.

3. Sponsorships and Application:

Coordinator Muñoz informed the Committee of the different sponsorship levels available. The Ruby level is \$250 and consists of a 10x10 booth, table, tablecloth, and two chairs. The next level is Gold and costs \$500, and will consist of the items included in the Ruby level along with a corner booth, mention of sponsor name at the event, and mention in

“Thank you advertisement.” The next level above is Emerald at a price of \$1,000 and includes everything from the Ruby and Gold levels with the addition of Name and logo included in advertisement and a pole banner. The next level is the Diamond level at \$2,000, and this will include everything from the previous levels with the addition of recognition of sponsorship through the community television channel.

Coordinator Muñoz informed the Committee that there will also be an Activity/Attraction sponsorship opportunity. The Family Fun Games sponsorship is listed at \$2,000; the Volunteer T-Shirts is listed at \$2,000; Crafts will be listed at \$1,000; Band will be listed at \$1,000; Sound will be \$2,500; and Band Review Trophies will be \$3,000.

Chair Binnings suggests including a \$5,000 sponsorship Platinum level which would consist of the items in the previous levels along with a static display by the band stand, and a billboard advertisement.

Coordinator Muñoz discussed the application increase in fees with the Committee. Supervisor Ortiz mentioned that in the past they have used a 5% fee. Coordinator Muñoz discussed the recommended application fees. Beer Garden is listed at a \$500 entry fee. Games/Activities is listed at \$95. Food applications that are Non-Profit residents are \$220, Non-Residents are \$275, and Food Trucks are \$380. Pancake breakfast is \$500, Business Expo will have various tiers to choose from; these tiers \$250, \$500, \$1,000, and \$2,000. The fee for HomeBased vendors will be \$95, and the fee for Non-Profits are \$40.

4. Staff Comments:

Supervisor Ortiz informed the Committee that the City Police, Fire, Public Works and Administration department would like to schedule a meeting to discuss their suggestions and input regarding the upcoming Heritage Festival.

5. Agenda Building:

Items to be included in next months meeting agenda are as follows: Band Options, Sponsorships, City Council presentation, and Volunteers.

ADJOURNMENT: Vice Chair Martin **MOTIONED** to adjourn the meeting and was **SECONDED** by Chair Binnings. Motion carried. The meeting adjourned at 7:04p.m. to the next meeting on Wednesday, April 12th, 2023, at 6:00 P.M.