

Heritage Committee
MINUTES of May 17th, 2023

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

PLEDGE OF ALLEGIANCE

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

GUEST: Council Member Kevin Kirwin

ABSENT: Frank Perez, Meredith Castillo

ORAL COMMUNICATIONS: None

CITY STAFF: Community Services Supervisor Veronica Ortiz, Community Services Coordinator Aileen Muñoz,

COMMITTEE COMMENTS AND REPORTS: None

1. MINUTES:

The minutes for March 8th, 2023 and April 26th, 2023, were **MOTIONED** for approval by Chair Binnings and were **SECONDED** by Vice Chair Martin. Motion carried.

2. Review of City Council Presentation:

Supervisor Ortiz shared with the Committee a draft of the event request presentation to be brought to the City Council at their June 6th meeting. The presentation includes information such as the Oct 14th date, keeping the same theme as the Mayor's State of the City address, the proposed parade route change, the location of the band review staging area, the parade staging area, and the VIP & Honor Convoy areas. The presentation will also include the proposed vendor fee increase, soliciting greater donations/sponsorships/community engagement, and the implementation of the heat index policy. She continued to mention that there will be packets sent out to participants in the parade and band review on the logistics and directional information.

3. Implementation of Sub-Committees:

Supervisor Ortiz opened discussions regarding implementing sub-committees. She suggested creating sub-committees to assist by delegating work from the Committee members. Some sub-committees she suggested are a steering committee consisting of the Police, Fire, and Public Works departments to assist and receive their vital input regarding event details.

Supervisor Ortiz discussed which sub-committees will need to be created, who will lead them, and recruiting sub-committee members. Sub-committees proposed are a Band Review, Parade, Sponsorship/Donation, Volunteers, Marketing, Honor Convoy, Car Show, and Community Engagement.

4. Sponsorship:

Supervisor Ortiz informed the Committee that there was a last-minute edit to the sponsorship brochures for the Heritage Festival. She announced that the new brochures will be ready for distribution by the time the marketing and sponsorship/donation sub-committees begin their work.

The Commission discussed changes to the sponsorship tiers. Billboard advertisement will be included in the Title Sponsorship package. Supervisor Ortiz will meet with the City's Communications and Marketing Manager, and Committee Member Gonzalez to coordinate the creation of a Heritage website capable of taking online payments.

5. Placentia Community Foundation Support:

Supervisor Ortiz informed the Committee that she will reach out to the Placentia Community Foundation (PCF) to discuss asking for their support for the Heritage Festival. The PCF may be able to assist in creating or using their existing paypal or other online payment application to accept online payments from the Heritage applications.

6. Volunteers:

Committee member Gonzalez updated the Committee regarding the topic of seeking volunteers for Heritage Day. He informed them that he has been approached regarding how many volunteers the Committee is looking to have for the event. He would like to have information regarding the volunteer shift time, the areas they will assist, and if there will be a lunch break, etc.

The Committee discussed how many volunteers will be needed in each of the areas as well as the required criteria for each area. The Band review will need 4 volunteers to run scores between 8:30 am – 12:00 pm with no break, and 10 adult volunteers to assist with directing the buses between 7:00 am – 11:00 am. The parade route would like 20 adult volunteers between the hours of 8:00 am – 1:00 pm. The Honor Convoy would like 10 volunteers of any age to assist between 8:00 am – 10:00 am. The VIP area would like to have 2 volunteers of any age between the hours of 8:00 am -10:00 am. The park area would like to have 15 volunteers to assist in the festival between 6:00 am – 4:00 pm.

7. Staff Comments:

The Committee discussed the potential bands to perform at the Heritage Festival. The Committee reviewed the list of band quotes and suggested contracting Pop Vinyl and Beach St A GoGo. The Committee has agreed to pay the bands the quote price of \$2,000 each.

8. Agenda Building:

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

ADJOURNMENT: Vice Chair Martin **MOTIONED** to adjourn the meeting and was **SECONDED** by Committee Member Gonzalez. Motion carried. The meeting adjourned at 8:14.m. to the next meeting on Wednesday, June 14th, 2023, at 6:00 P.M.