

Heritage Committee  
MINUTES of June 14<sup>th</sup>, 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 17<sup>th</sup>, 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 the 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 12<sup>th</sup>, 2023, at 6:00 P.M.