

Heritage Committee
MINUTES of November 8, 2023

Meeting called to order at 6:24 p.m.

PLEDGE OF ALLEGIANCE

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

GUESTS: Police Ssgt Garza, Police Lieutenant Millsap, James Burandt

ABSENT:

ORAL COMMUNICATIONS: Coordinator Aileen Muñoz relayed a comment from the Director of Human Resources Alice Burnett regarding the VIP area. She noted that the VIP area seemed too large for the amount of people it would accommodate and suggests condensing the overall size of the VIP area as well as being quicker to close up once the Heritage festivities begin. She noticed that the VIP's would leave once the parade began but cleanup of the area was not until much later. Coordinator Muñoz also relayed comments from the Fire Dept, of which they suggest having more trash cans set at the front and alongside the parade route. Coordinator Muñoz suggested having a blown-up parade line up set up along the parade route as many residents had specific questions regarding where certain entries were on the route.

CITY STAFF: Deputy Director of Community Services, Veronica Ortiz; Management Analyst, Madelinne Villapando; Administrative Assistant, Daniela Escobedo; Community Services Coordinator, Matt Brand; Community Services Coordinator, Aileen Muñoz; Community Services Coordinator, Felipe Zambrano; Community Services Coordinator, Cynthia Alvarez.

COMMITTEE COMMENTS AND REPORTS:

1. MINUTES:

The minutes for October 4, 2023, were **MOTIONED** for approval by Committee Member Perez and were **SECONDED** by Vice Chair Martin. Motion carried.

2. 2023 Event Overview:

Deputy Director Ortiz opened discussions regarding the 2023 Overview. She informed the Committee that the City Council all had positive remarks regarding the Heritage Festival. She informed the Committee that there were many pedestrians crossing the parade route to cross the street and will work with PD to have volunteers to help mitigate this to ensure the parade route is cleared.

Coordinator Muñoz will update Treasurer Nixon on the bands who were not following direction from City staff during the parade. Coordinator Zambrano shared with the Committee the feedback regarding the food vendors. Feedback from attendees showed that the food vendors would be stacked with lines at peak hours. He noted that having the food vendors provide their own TFF permits assisted in the internal processing of applications.

Deputy Director Ortiz mentioned that many food vendors had long lines and some even ran out of products to sell. Coordinator Zambrano shared positive feedback regarding shuttle use compared to previous years. The shuttles were highly utilized this year, potentially due to the shorter parade route.

Deputy Director Ortiz informed the Committee of an issue that occurred during the morning of the event involving the gates. All gates had been locked using the county locks not allowing vehicles to enter until a county on call personnel could be reached. This issue will be taken into consideration for next year to prevent it from occurring again.

Committee member Perez updated the Committee regarding the logistics of the Car Show. He shared that there were 218 entries, 12 no shows and 30 day of registrations. Vice Chair Martin shared feedback from some of the bands stating that they may require additional space to march in formation. The Committee will potentially review the various vendor fees as feedback indicated that some vendors did not return due to the increase in price.

3. Staff Comments:

Deputy Director Ortiz recommends ending the Heritage Festival at 3pm in the following year, noting that the park and vendors alike begin to pack up and leave around this time.

4. Agenda Building:

Staff and committee to review agenda items for the next meeting.

ADJOURNMENT: Chair Binnings **MOTIONED** to adjourn the meeting and was **SECONDED** by Vice-Chair Martin. Motion carried. The meeting adjourned at 7:52 P.M. to the next meeting on Wednesday, January 10, 2024, at 6:00 P.M.