



Heritage Committee Agenda

March 13, 2024 – 6:00 p.m.

Regular Meeting

Heritage Committee

Kenny Binnings
Chair

Patti Martin
Vice Chair

Carole Nixon
Treasurer

Frank Perez

Meredith Castillo

Martin Gonzalez

Michele Severson

Vacant

Procedures for Addressing the Heritage Committee

Any person who wishes to speak regarding an item on the agenda or on a subject within the City's jurisdiction during the "Oral Communications" portion of the agenda should fill out a "Speaker Request Form" and give it to the recording secretary BEFORE that portion of the agenda is called.

The Heritage Committee encourages free expression of all points of view. To allow all persons the opportunity to speak, please keep your remarks brief. If others have already expressed your position, you may simply indicate that you agree with a previous speaker. If appropriate, a spokesperson may present the views of an entire group. To encourage all views, Heritage Committee discourages clapping, booing or shouts of approval or disagreement from the audience.

PLEASE SILENCE ALL PAGERS, CELL PHONES, AND OTHER ELECTRONIC EQUIPMENT WHILE COMMITTEE IS IN SESSION.

Special Accommodations

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's office at cityclerk@placentia.org or by calling (714) 993-8231. Notification 48 hours prior to the meeting will generally enable City staff to make reasonable arrangements to ensure accessibility.

(28 CFR 35.102.35.104 ADA Title II)

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City of Placentia, CA 92870

Community Services Department
Phone: (714) 993-8232
Fax: (714) 961-0283
Website: www.placentia.org

Copies of all agenda materials are available for public review in the Office of the City Clerk. Persons who have questions concerning any agenda item may call the Community Services Department, (714) 993-8232, to make inquiry concerning the nature of the item described on the agenda.

In compliance with Senate Bill 343, any writings or documents provided to a majority of the City Council regarding any item on this agenda that are not exempt from disclosure under the Public Records Act will be made available for public inspection at the City Clerk's Office at City Hall, 401 East Chapman Avenue, Placentia, during normal business hours.

REGULAR MEETING

March 13, 2024, 6:00 p.m. – City Hall Front Community Room

MEETING CALLED TO ORDER

PLEDGE OF ALLEGIANCE

EXECUTIVE COMMITTEE

ROLL CALL: Chair / Kenny Binnings
Vice Chair / Patti Martin
Treasurer / Carole Nixon
Frank Perez
Meredith Castillo
Martin Gonzalez
Michele Severson
Vacant

ORAL COMMUNICATIONS

At this time, the public is invited to address the Heritage Festival Committee concerning any agenda item, which is not a public hearing item or other items under the jurisdiction of the Heritage Festival Committee.

COMMITTEE COMMENTS AND REPORTS

The purpose of these reports is to provide information on projects that are discussed at sub-committee meetings. No decisions are to be made on these issues. If a Committee member would like formal action on any of the discussed items, it will be placed on a future Agenda.

HERITAGE COMMITTEE AGENDA

1. Minutes
 - a. Adjourned Regular meeting.
February 20, 2024
Recommended Action: Approve
2. 2024 Event Budget – Committee and staff to review and discuss the 2024 budget.
3. Council Presentation - Committee and staff to review and discuss the 2024 Council Presentation
4. Volunteers – Committee and staff to review and discuss the 2024 Volunteer details.
 - a. Online registration/Preview of assignments
 - b. Recruitment
5. Bands -- Committee and staff to review and discuss the 2024 Band performers.

6. Event Theme -- Committee and staff to review and discuss the 2024 event theme.
7. Staff Comments – Staff to provide updates and discuss areas of responsibilities.
8. Agenda Building – Staff and committee to review agenda items for the next meeting.

ADJOURNMENT

The Heritage Committee Adjourn to the next regular meeting on Wednesday, April 10, 2024, at 6:00 p.m. in the Community Meeting Room located at City Hall, 401 East Chapman Avenue, Placentia.

CERTIFICATION OF POSTING

I, Aileen Munoz, Community Services Coordinator/Heritage Festival Staff Liaison, hereby certify that the Agenda for the March 13, 2024, meeting of the Heritage Committee was posted on Thursday, March 07, 2024.



Aileen Muñoz
Community Services Coordinator/Heritage Committee Staff Liaison

Heritage Committee
MINUTES of February 20, 2024

Meeting called to order at 6:08 p.m.

PLEDGE OF ALLEGIANCE

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

GUESTS: Police Lt. Milsap, Police Sgt. Garza

ABSENT: Frank Perez, Meredith Castillo

ORAL COMMUNICATIONS:

CITY STAFF: Deputy Director of Community Services, **Veronica Ortiz**; Community Services Coordinator, Aileen Muñoz; Administrative Assistant, Daniela Escobedo

COMMITTEE COMMENTS AND REPORTS:

1. **MINUTES:**

Changes to the minutes include two corrections, one to the Committee Member Martin Gonzalez name in members absent and a correction on the previous minute being motioned for approval by Chair-person Kenny Binnings.

The minutes for January 10, 2024, were **MOTIONED** for approval by Vice-chair Severson and were **SECONDED** by Chairperson Binnings. Motion carried.

2. **Election of Office:**

Vice Chair Martin **NOMINATED** Kenny Binnings for the position of Committee Chair, Treasurer Nixon **SECONDED** the nomination, all committee members in favor. Kenny Binnings has been elected the 2024 Chairperson for the Heritage Committee.

Chairperson Binnings **NOMINATED** Patti Martin for the position of Vice-chair, Committee Member Severson **SECONDED** the nomination, all committee members in favor. Patti Martin has been elected the 2024 Vice-Chair for the Heritage Committee.

Vice-Chair Martin **NOMINATED** Carole Nixon for the position of Treasurer, Committee Member Severson **SECONDED** the nomination, all committee members in favor. Carole Nixon has been elected as the 2024 Treasurer for the Heritage Committee.

3. **2024 Event Specifics:**

a. **Event Date**

Treasurer Nixon informed the Committee of Yom Kippur falling on the second weekend of October. Due to this, she has recommended moving the 2024 Heritage Day to October 19th or 26th. Deputy Director Ortiz informed the Committee that she will follow up with Public Works, Police, and the Fire Department to confirm if these dates fit within their schedules.

b. **Types of Vendors/Fees**

Coordinator Muñoz opened discussions of the vendors fees for the upcoming 2024 event. Vice-chair Martin informed the Committee that she had received feedback claiming the 2023 vendor fees were too high. The Committee has recommended changes to the vendor fees for the 2024 Heritage event. The proposed prices to be would be Homebased at \$110, Craft at \$110, Business Expo at \$350, Beer Garden to keep the 70/30 split, Non-Profit at \$125, Car Show at \$40 for pre-registration and \$45 for post registration and day of entries, Parade only at \$25, Band Review Middle Schools at \$200, Band Review High Schools at \$250, Sponsorships to stay \$500 minimum with options for higher tiers, Food Trucks will stay at \$500, and Pancake Vendor at \$250. The Committee has recommended a 25% discount for members of the Chamber of Commerce. The applications would add a check box for Chamber members to mark and would be verified by Committee Member Severson.

c. **Band Review Route**

Vice-Chair Martin reviewed the two proposed Band Review routes with the Committee and Police Lt. and Srgt. The first route is the shorter route of 1.1 mile which would end at Tri-City Park and run along Kraemer while having the Band Review on the south end.

The second route is 1.49 miles in total, including the parade portion. This second route would have the Band Review on Golden/Valencia in front of the nearby church and continue the route towards Bastanchury where they would turn right and then another right onto Kraemer to end at Tri-City Park.

The third route is 1.3 miles and would require the closure of Rose/Bastanchury, the Band review competition would begin at McCormick/Bastanchury and continue towards Valencia. They would meet with the parade and turn right onto Kraemer to end at Tri-City Park.

d. **Draft of Council Presentation**

The Committee discussed the draft of the 2024 Heritage details to be presented to the City Council. The draft will include updated verbiage from the new aspects introduced in 2023, a “recommendation” slide to highlight the changes proposed by the Committee and make a mention of the incident(s) occurred in 2023.

4. **Staff Comments:**

No Comments at this time.

5. **Agenda Building:**

Items to be included in the next agenda are 2024 Band Budget, Council Presentation Theme, Sub-Committees, Volunteers (online registration/preview of assignments, recruitment), Application Website/Online Payment options.

ADJOURNMENT: Committee Member Gonzalez **MOTIONED** to adjourn the meeting and was **SECONDED** by Vice-Chair Martin. Motion carried. The meeting adjourned at 8:19 P.M. to the next meeting on Wednesday, March 13, 2024, at 6:00 P.M.