



Heritage Committee Agenda

May 8, 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)

City of Placentia
401 E Chapman Avenue
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

May 8, 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.
April 10, 2024
Recommended Action: Approve
2. 2024 Event Band – Committee and staff to discuss the potential 2024 band.
3. 2024 Event Theme - Committee and staff to discuss the 2024 theme.
4. Implementation of Sub-Committees – Committee and staff to review
5. Staff Comments – Staff to provide updates and discuss areas of responsibilities.
6. 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, June 12, 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 May 8, 2024, meeting of the Heritage Committee was posted on Thursday, May 2, 2024.



Aileen Muñoz

Community Services Coordinator/Heritage Committee Staff Liaison

Heritage Committee
MINUTES of April 10, 2024

Meeting called to order at 6:13 p.m.

PLEDGE OF ALLEGIANCE

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

GUESTS: None at the time of the meeting

ABSENT: Martin Gonzalez

ORAL COMMUNICATIONS: None at the time of the meeting

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

COMMITTEE COMMENTS AND REPORTS: No committee comments at the time of the meeting.

1. MINUTES:

The minutes for March 13, 2024, were **MOTIONED** for approval by Committee member Severson and were **SECONDED** by Vice-chair Martin. Motion carried.

2. 2024 Event Band:

The Committee discussed their nominees to play at the Heritage Festival. The consensus from the committee was to move forward with the 80's All-Stars to perform at the Heritage Festival. Community Services Coordinator Munoz will reach out to their contact to discuss their price and availability for the event.

Beach Street a Go-Go, Primetime Music, Last Call Crush, Ceecee's Degino will be contacted as back-up options. Community Services Coordinator Munoz will provide an update on their prices at the next meeting.

3. **2024 Event Theme:**

Councilmember Severson reached out to Mayor Yamaguchi to discuss a theme for the Heritage Festival. She did not get a final answer yet. It was brought to the attention by Coordinator Munoz that usually the State of the City and Heritage have had the same themes. The Committee agreed to move forward to release the vendor application and flyer without the theme. Lastly, Coordinator Munoz will finalize the Heritage colors with City Marketing Manager Drulias.

4. **Applications and Sponsorship Brochure:**

Coordinator Munoz will formulate the final draft of the brochure and have it ready by the May board meeting. That way the board members can begin distributing the flyers and begin the process of recruiting vendors.

There were multiple changes discussed on the Vendor application tiers. The Committee agreed on the following changes:

- Removing the “Gold” Sponsorship tier.
- Moving the mention of sponsor name at event onto the Sapphire tier
- “Thank you” advertisement in the Placentia News Times was moved to the Ruby tier

In making these changes, this encourages an increase in sponsorships and a greater distinction between the lower and middle tiers. The final printed application and sponsorship brochure will be printed at the next meeting.

5. **Staff comments:**

Community Services Coordinator Zambrano reached out to the PYULSD Transportation contact discussing the busing parking/organization. He is currently working with them on getting them acclimated to the plan that the committee discussed during the March meeting.

6. **Agenda Building:**

Finalizing 2024 Heritage Festival band and the 2024 event theme. To update application and marketing information.

ADJOURNMENT: Vice-Chair Martin **MOTIONED** to adjourn the meeting and was **SECONDED** by Committee Member Castillo Motion carried. The meeting adjourned at 6:59 P.M. to the next meeting on Wednesday, May 8th, 2024, at 6:00 P.M.