

Heritage Committee
MINUTES of March 13, 2024

Meeting called to order at 6:03 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:

Vice Chair Martin mentioned that on October 19th, the City of Yorba Linda is having their art festival. Just a concern if it would deter guests from attending our event.

Coordinator Muñoz confirmed with Public Works and the Police Department on the 19th being available on their schedule. She will follow up to hear the confirmation from the Fire Department.

1. MINUTES:

The minutes for February 20, 2024, were **MOTIONED** for approval by Vice-chair Martin and were **SECONDED** by Chair Binnings. Motion carried.

2. 2024 Event Budget:

Coordinator Muñoz opened discussions of the vendors fees for the upcoming 2024 event. The committee is still awaiting confirmation to set the prices. The proposed change to vendor booth fees would be Homebased at \$110, Craft at \$110, and Business Expo at \$350.

These changes of the vendor fees were **MOTIONED** for approval by Vice-chair Martin and were **SECONDED** by Chair Binnings. Motion carried.

3. **City Council Presentation**

The Committee discussed the desire to form tighter subcommittees (Volunteer, Sponsor, Veteran Convoy, Celebrity). Deputy Director Ortiz mentioned wanting to have more parade participants and sponsorships. With the vendor prices being reduced, sponsorship will be crucial to increasing the revenue. Coordinator Munoz mentioned how PD and PW would like to move forward with the proposed plan of having the band review route on McCormack. The route starts on McCormack and goes westbound on Bastanchury. The main parade route has not changed.

Deputy Director Ortiz provided an overview of the City Council Presentation. There was an increase of revenue from 2022 to 2023. While there is a steady increase in our revenue of the event, Deputy Director Ortiz pointed out that costs have also increased. This could be directly applied to the rising costs of vendors services. There was a 7.6% increase in revenue, despite the high increase in costs and inflation.

2024 Recommendation slide consists of the following bullet points:

- Continue the shorter parade route
- Continue to implement heat index policy
- Vendor participant fees
- Start planning subcommittees earlier
- Increasing sponsorships
- Increasing staff involvement in parade logistics
- Increasing Community Involvement

The requested budget for the 2024 Heritage festival is 129,000. A 5% increase from 2023 (122,000)

Chair Binnings requested that a slide be added to the presentation with a request to confirm 2025 Heritage Festival date to maximize sponsorship opportunities.

4. **Volunteers:**

Vice Chair Martin discussed that last year there were issues with the parking/organization of the band review buses. There is a need for 4-5 adult volunteers to help with this. Committee member Frank proposed the idea of reaching out to the Love Placentia volunteers to see if they would like to help out. The other possibility was to reach out to PYLUSD and ask the bus drivers that are already there to help check in and organize the buses. Deputy Director Ortiz will reach out to PYLUSD about this proposal.

The following Committee members requested a certain number of volunteers for tasks during the Heritage Festival:

Frank: Requesting 4 Volunteers (He brings his own) to move equipment from the top of the event back to bottom

Patti:

1. 5 Adult Volunteers to assist with checking in bus drivers and guide them towards Golden Ave. to their parking spots.
2. 5 Adult Volunteers assisting with the arrangement and parking of the buses; serving as a presence to avoid the conflict that we experienced last year.

Kenny:

1. 5 Volunteers for Honor Convoy; they would assist with serving food and setting up honor convoy area
2. 5 Volunteers to assist with placing vehicle signs

5. **Bands:**

The Committee discussed potential options for the 2024 Heritage Festival band. Committee member Severson suggested the 80's All-Stars, the rate they would charge would be 1,500. There will be one band selected to play at the event. Coordinator Munoz will send the committee the potential artists list. Next meeting will be to funnel down to a top 3.

6. **Event Theme:**

No updates at this time. Tabled for the April Meeting.

7. **Staff Comments:**

Coordinator Munoz mentioned that the City Council presentation will be placed on the consent calendar if it is approved; it will not be necessary to present in front of City Council.

8. Agenda Building:

Finalizing 2024 Heritage Festival band and the 2024 event theme.

ADJOURNMENT: Committee Member Severson **MOTIONED** to adjourn the meeting and was **SECONDED** by Committee Member Binnings. Motion carried. The meeting adjourned at 7:55 P.M. to the next meeting on Wednesday, April 10, 2024, at 6:00 P.M.