



Heritage Festival Committee Agenda

March 14, 2012 – 7:00 p.m.

Regular Meeting

Heritage Festival Committee

Bruce Hunt Jr.
Chair

Anne Russell
Vice Chair

Veronica Harlan
Secretary

Carole Nixon
Treasurer

Jim Cucalon
2nd Vice Chair

Bruce Hunt

Tommie Kalman

Frank Perez

Procedures for Addressing the Heritage Festival 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 Festival 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 Festival 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 Community Services Department at (714) 993-8184. 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)

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) 993-8184, 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.

City of Placentia
401 E Chapman Avenue
City of Placentia, CA 92870

Community Services Department
Phone: (714) 993-8184
Fax: (714) 961-0283
Website: www.placentia.org

REGULAR MEETING
7:00 p.m. – Placentia City Hall

MEETING CALLED TO ORDER

EXECUTIVE COMMITTEE

ROLL CALL: Chair / Bruce Hunt Jr.
Vice Chair / Anne Russell
2nd Vice Chair Jim Cucalon
Secretary/Veronica Harlan
Treasurer/Carole Nixon
Bruce Hunt
Tommie Kalman
Frank Perez

PLEDGE OF ALLEGIANCE

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 FESTIVAL AGENDA

1. Minutes
 - a. Regular Meeting – February 8, 2012
Recommended Action: Approve
2. Treasurer's Report – Carole Nixon to provide an updated treasurer's report.
3. Budget – Committee to review proposed budget for 2012 event.
4. Fundraiser Committee – Committee to discuss and select fundraising subcommittee members.
5. Event applications – Committee to discuss and review the event applications for the 2012 Festival.
6. Sub-Committee Report – Sub-Committee chairpersons to review areas of responsibilities for discussion.

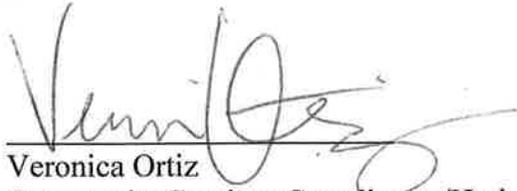
7. Agenda Building – Staff and Committee to review agenda items for the next meeting.

ADJOURNMENT

The Heritage Festival Committee Adjourn to a Regular Meeting on Wednesday, April 11, 2012 at 7:00 p.m. in the front conference room located at City Hall, 401 East Chapman Avenue, Placentia.

CERTIFICATION OF POSTING

I, Veronica Ortiz, Community Services Coordinator and Heritage Festival staff liaison, hereby certify that the Agenda for the March 14, 2012 meeting of the Heritage Festival Committee was posted on March 8, 2012.



Veronica Ortiz
Community Services Coordinator/Heritage Festival staff liaison

Heritage Festival Committee
MINUTES of February 8, 2012

Meeting called to order 7:10 p.m.

PLEDGE OF ALLEGIANCE

ROLL CALL, Anne Russell, Carole Nixon, Peggie Yamaguchi, Julie Martinez, Tommie Kalman, Gerry Carnevali, Laurie Arroyo, Frank Perez, Bruce Hunt Sr., G.R. Hodges,

Absent : Jim Cucalon, Bruce Hunt Jr. and Veronica Harlan

CITY STAFF: Jon Nicks, Deputy Director of Community Services; Veronica Ortiz, Community Services Coordinator

CHAMBER OF COMMERCE: None

Guests: Susan Wulff

APPROVAL OF MINUTES: There were no corrections to the previous meeting minutes. **MOTION** to approve the minutes of January 11, 2012 as amended made by **Carole** **SECOND** by **Tommie**.

TREASURER REPORT: (**Carole**) distributed and reviewed the financial report for the period of January 12, 2012 through February 6, 2012. She states our Heritage Trust at City of Placentia started out with a balance of -\$7,947.32. There was income submitted from food booth's contributions, a late band review entry and reimburse of an advance for the band review of \$21.45, which totaled \$496.95. The Heritage Trust balance at the City is currently -\$7,450.37. Treasurer's report filed for audit.

Income: Income included food booth contributions of \$352.50, Band review fee of \$150.00 and reimburse of advance for band review of \$21.45. Total income was \$496.95.

THEME SELECTION: (**Peggie**) suggested using "Pride in our Past, Faith in our Future" as a possible theme.

Discussion: **Anne** commented that the theme is too long to be placed on a banner and asked for suggestions to shorten it. **Laurie** suggested "Pride in Placentia" as a possible way to shorten it. **Bruce Sr.** suggested reviewing prior themes in order to ensure no repeats. **G.R.** suggested "Proud to be in Placentia" as a possible theme. **Peggie** also suggested "Placentia's Pride." **Laurie** mentioned that we could have the public make suggestions for themes for next year's festival. A suggestion box could be placed at the event or it could be advertised on the City website and on the City's cable channel to encourage interest in voting for the event theme. The Committee reviewed and discussed several possible themes. "Pride of Placentia" was later selected as the 2012 Heritage Festival theme by a unanimous vote.

NOMINATIONS FOR EXECUTIVE BOARD: (**Anne**) opened nominations for the available Executive Board member position.

Discussion: MOTION to nominate Gerry Carnevali for the position made by **Bruce Sr.**, SECOND by **Carole**. MOTION to close nominations made by **Bruce Sr.**, SECOND by **Carole**. **Anne** closed nominations for the Executive Board nominees. All five Executive Board members in attendance approved presenting Gerry Carnevali to the City Council for consideration to the Executive Board. **Peggie** recommends making sure that Gerry Carnevali qualifies to be an Executive Board member of the Heritage Festival Committee based on the Committee bi-laws. **Jon Nicks** commented that staff will confirm that Gerry Carnevali meets the qualifications with the City Clerk's office.

FUNDRAISING COMMITTEE: (**Anne**) mentioned that someone from the Heritage Committee should be in charge of applying for funds from the Community Foundation and there should be a fundraising sub committee organized to solicit sponsorships.

Discussion: **Carole** asked if the Community Foundation is accepting applications for funds at this time. **Jon Nicks** commented that the Community Foundation would be having a meeting during the week of February 13 in order to finalize the application process. **Frank** suggests going to Cal State Fullerton to offer students the opportunity to work on sponsorships for the event and in turn paying them some type of stipend for their services. The stipend could be a split of the sponsorships that would need to be pre arranged. **Frank** mentioned that we need to work on the information needed for businesses to consider our event for donations. **Bruce Sr.** commented we need to work with the Community Foundation on the process for donating monies to the Heritage Festival. **Frank** offered to attend the upcoming Community Foundation meeting to ask the necessary questions regarding how to obtain funds for the event. **Peggie** will attend the Community Foundation meeting as well with **Tommie** and **Gerry**. **Jon Nicks** will confirm if members of the Heritage Committee can attend the upcoming Community Foundation meeting.

SUBCOMITTEE REPORTS:

Band Review: (**Carole**) to call SCSBOA to get the 2012 Heritage Festival on their calendar of events. (**Carole**) received an e-mail from El Monte High School regarding their 2011 parade cancellation due to a schedule conflict.

Discussion: The Band Review applications do not specify a refund process. **V. Ortiz** mentioned some applications do indicate a refund policy while others do not. Need to review applications and ensure that they are consistent regarding refunds. The \$150.00 entry fee will be refunded to El Monte High School.

Parade: (**Peggie**) working on possibilities for Grand Marshalls. Kevin Costner and Sam Ruben may be available.

Discussion: **Laurie** asked if it would be possible to obtain Channel 5 footage of the 2011 Heritage Parade. **Jon Nicks** mentioned it could be a conflict because the footage belongs to Channel 5. **Peggie** suggests the Honorary Grand Marshall be the Girl Scouts.

Non-Profit Committee: (**Julie**) nothing new for Non-Profit area.

Advertising and Entertainment: (**Tommie**) will be contacting the Penny Saver and the OC Register for advertisement opportunities very soon. Jeff (the mime) will be returning. (**Tommie**) will be working on obtaining a DJ as well.

Food: (**Gerry**) two vendors have already contacted her regarding the event.

Discussion: **Bruce** asked questions regarding the clean up deposit fees for food vendors that were in place in previous years. The Committee discussed continuing not to charge the \$25.00 clean up fee and possibly increasing food vendor's fees. **Gerry** asked if Rainboway Goodies had contacted the Community Services Department regarding the contribution owed to the 2011 Festival. **V. Ortiz** commented that they have not contacted City staff nor have they responded to staff's phone messages. If that vendor returns, they will need to pay the contribution owed for the previous festival.

VIP Area: (**Laurie**) nothing new at this time.

Car Show: (**Frank**) flyers will be going out. (**Bruce**) paper will be delivered by Frank to the Community Services Department for printing of flyers.

Games: (**Anne**) contracts went out to vendors on February 8, 2012.

STAFF COMMENTS: (**V. Ortiz**) nothing new at this time.

AGENDA ITEMS: Selection of Fundraising Committee members, Budget

ADJOURNMENT: The meeting adjourned at 8:10 p.m. The next regular meeting will be Wednesday, March 14, 2012, at 7:00 p.m.

Veronica Ortiz,
Community Services Coordinator/Heritage Festival Staff Liaison