



Heritage Committee Agenda

June 12, 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

June 12, 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.
June 12, 2024
Recommended Action: Approve

2. Sub-Committee Reports
 - a. Sponsorship
 - b. Parade/Band Review
 - c. Car Show
 - d. Food
 - e. Craft
 - f. Business Expo
 - g. Homebased
 - h. Non-Profit
 - i. Parade

3. Grand Marshals - Committee and staff to discuss the 2024 grand marshal.
4. 2024 Event Theme – Committee and staff to discuss the 2024 theme.
5. Staff Comments – Staff to provide updates and discuss areas of responsibility.
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, July 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 June 12, 2024, meeting of the Heritage Committee was posted on Thursday, June 6, 2024.



Aileen Muñoz
Community Services Coordinator/Heritage Committee Staff Liaison

Heritage Committee
MINUTES of May 8, 2024

Meeting called to order at 6:18 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

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

ORAL COMMUNICATIONS: None at the time of the meeting

COMMITTEE COMMENTS AND REPORTS:

Chair Binnings informed the committee that he has been in contact with Carolina from Veteran Air (AC Company). She volunteered to serve as a greeter for the Honor Convoy and assist in anything the veterans may need. Carolina will be attending meetings in the future.

Deputy Director Ortiz presented the staff report at the council meeting to approve certain action items regarding the Heritage Festival. The City Administrator recommended the committee increase vendor fees to align with the City's fee schedule update. The suggested change would be a 3% increase in vendor fees. This would exclude an increase in the car show and parade fees. The committee will rediscuss the fee for homebased and craft vendors next month.

1. MINUTES:

The minutes for April 10, 2024, were **MOTIONED** for approval by Committee Chair Binnings and were **SECONDED** by Vice-chair Martin. Motion carried.

2. **2024 Event Band:**

Community Services Coordinator Munoz inquired on the previously discussed candidates to perform at the Heritage festival. The discussed candidates/rates will be presented below.

- **The 80's Allstars-** \$3500 for 4 hours
- **Beach Street a Go-Go's-** did not provide a price and are willing to work around our budget
- **Primetime Music-** did not answer or respond

After discussing the prices and candidates, the committee came to an agreement to have the 80's All-Stars at the Heritage festival. Community Services Coordinator Munoz will reach out to them to see if they would accept an offer to perform for 3 hours for \$3,000.

3. **2024 Event Theme:**

Coordinator Munoz reached out to City Marketing Manager Drulias over the event theme. She is still waiting to hear back from Mayor Yamaguchi to finalize the theme. The applications are still being sent out regardless of the theme.

Implementation of Sub-Committees:

Several of the Subcommittees and their designated leads were finalized:

- Committee member Gonzalez – **Volunteers**
- Committee member Castillo- **Sponsorships**
- City Staff- **Advertisement & Community Engagement**
- Vice Chair Martin & Treasurer Nixon- **Band Review**
- Chair Binnings- **Honor Convoy**
- Committee member Perez- **Car Show**
- Committee member Severson- **Food**

4. **Staff Comments:**

Coordinator Munoz informed the committee that there will be an alternate committee member assigned to the Heritage Committee. Deputy Director Ortiz will follow up with the alternate committee member to see if she would like to fill in the empty chair as a committee member. She will be in attendance at the June meeting. Sponsorship brochures have been delivered to Coordinator Munoz and are ready to be distributed.

Treasurer Nixon asked for updates regarding the high school band review applications. Coordinator Munoz said that she will release the application soon with all the necessary edits.

5. Agenda Building:

In the June meeting there will be an implementation of adding in sub-committees, discussing the theme, and gathering a list of potential Grand Marshals. Council member Perez expressed his desire to have a Grand Marshal that is a catalyst in our community. Craig Green was a candidate suggested by the committee.

Chair Binnings discussed the idea of bringing Off-Road Vehicles to the event at the park. Coordinator Munoz set up a meeting with the county where Chair Binnings will bring up the idea and provide his vision of how they will incorporate the Off-Road vehicles at the park.

ADJOURNMENT: Chair Binnings **MOTIONED** to adjourn the meeting and was **SECONDED** by Vice Chair Martin. Motion carried. The meeting adjourned at 7:34 P.M. to the next meeting on Wednesday, June 12th, 2024, at 6:00 P.M.