

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.