

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.