



Heritage Committee Agenda

August 14, 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

Lisa Pallares

City of Placentia
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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)

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

August 14, 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
Lisa Pallares

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.
July 10, 2024
Recommended Action: Approve
2. Treasurer's Report: Carole Nixon to provide an update on the Treasurer's Report.
3. 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

- j. Celebrity Circle
- k. Honor Convoy

4. Grand Marshals - Committee and staff to discuss the 2024 grand marshal.
5. Meeting Time- Committee and staff to discuss changing the meeting time.
6. Staff Comments – Staff to provide updates and discuss areas of responsibility.
7. 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, September 11, 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 August 14, 2024, meeting of the Heritage Committee was posted on Thursday, August 8, 2024.


Aileen Muñoz
Community Services Coordinator/Heritage Committee Staff Liaison

Heritage Committee
MINUTES of July 10, 2024

Meeting called to order at 6:11 p.m.

PLEDGE OF ALLEGIANCE

HERITAGE COMMITTEE: Kenny Binnings, Patti Martin, Carole Nixon, Frank Perez, Meridith Castillo, Michele Severson

GUESTS: None at the time of the meeting

ABSENT: Martin Gonzalez

CITY STAFF: Community Services Coordinator, Aileen Muñoz; Administrative Assistant, Daniela Escobedo

ORAL COMMUNICATIONS: None at the time of the meeting

COMMITTEE COMMENTS AND REPORTS:

1. MINUTES:

The minutes for June 12th, 2024, were **MOTIONED** for approval by Committee member Severson, with the edits that were suggested, and were **SECONDED** by Chair Binnings. Motion carried.

2. Oath of Office:

Alternate Committee member Lisa Pallares took Oath of Office.

3. Sub-Committee Reports:

a. Sponsorships

Committee member Castillo informed the committee that he spoke at the Placentia Chamber of Commerce meeting in reference to sponsorship for the Heritage Parade. Council member Castillo stopped by and communicated with managers at Bank of America, Ace Hardware, and Brea AT&T in hopes of receiving sponsorship as well. The literature and catalog for the 2025 Heritage Parade will be developed early to help businesses plan their sponsorship budgets for the upcoming year.

b. Parade/Band Review

Treasurer Carole Nixon confirmed to the Committee that 8 high schools and 1 middle school informed her that they will participate in the festival. Community Services Coordinator Muñoz informed Treasurer Nixon of the save the date colors selected and the event theme “Building Tomorrow’s City, Today”.

c. Car Show

Community Services Coordinator Muñoz informed the Committee that there have been 20 car show entries so far. Committee member Perez requested the current list of car show entries and the list of participants from the last two years.

d. Food/Craft/Business Expo/Homebased/Non-Profit/Parade

Community Services Coordinator Muñoz informed the Committee that finalized festival applications will be mailed to the past vendor participants tomorrow. Treasurer Nixon requested to be notified when applications are received for Crafters and Homebased. Vice Chair Martin asked to be contacted if there is any feedback on pricing for Homebased/Crafter vendors in hopes of getting a lower vendor price for next year. Community Services Coordinator Muñoz informed the Committee that applications have been uploaded to the City website, with plans to include street closures in the future.

e. Celebrity Circle

To increase exposure, Chair Binnings suggested to the Committee that participants of the Celebrity Circle be taken down the parade route and allowing residents to meet them at the festival booth afterwards. In addition, Chair Binnings proposed introducing the Celebrity Circle before band awards to maximize audience presence. A flyer will be worked on to improve marketing and have it be included on the Heritage page.

f. Honor Convoy

Chair Binnings informed the Committee that B&C Burgers is open to helping with breakfast and making their restaurant the starting point for the Honor Convoy. Chair Binnings wants to increase visibility for the Honor Convoy by including the new flyer and uploading the marketing videos from the previous year on the City website.

g. Sports Groups

Chair Binnings reached out to Cali Offroad and informed the Committee that they are not available for the festival. Chair Binnings mentioned that he will reach out

to Rebel Offroad, along with other companies, to arrange for vehicles to be featured in the parade and to set up booths. Chair Binnings suggested including the top 5 companies in Placentia in the parade to tie in with the theme of “Building Tomorrow’s City, Today” and possibly getting more sponsor money for the festival.

4. Grand Marshall

Community Services Coordinator Munoz informed the Committee that she spoke with Craig Green, and he has accepted the position as Grand Marshall. Chair Binnings informed the Committee that he is still working on a Celebrity Grand Marshall. The Committee suggested the possibility of having a Celebrity Grand Marchall from the Olympics, Special Olympics, or Paralympics. Chair Binnings reached out to the World War II veteran again and has yet to hear back; the Committee is open to Korean War veterans to be Grand Marshall as well. Selection for Honorary, Celebrity, Veteran Grand Marshall are still in the works.

5. Staff Comments: None.

6. Agenda Building:

The items to be included in the next meeting agenda are Celebrity Circle, Honor Convoy, and Sports Groups to Sub-Committee Reports. The Treasurer’s Report will replace Oath of Office, and the Committee will finalize Grand Marshall. Community Services Coordinator Munoz will reach out to the City Clerk regarding changing the meeting start time to 6:15 P.M.

ADJOURNMENT: Chair Binnings **MOTIONED** to adjourn the meeting and was **SECONDED** by Committee member Castillo. Motion carried. The meeting adjourned at 7:41 P.M. to the next meeting on Wednesday, August 14th, 2024, at 6:00 P.M.