



Heritage Committee Agenda

October 9, 2024 – 6:15 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

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)

City of Placentia
401 E Chapman Avenue
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

October 9, 2024, 6:15 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.
September 11, 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. Games

- j. Celebrity Circle
- k. Honor Convoy

- 4. Grand Marshals - Committee and staff to discuss the 2024 grand marshal.
- 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, November 13, 2024, at 6:15 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 October 9, 2024, meeting of the Heritage Committee was posted on Thursday, October 3, 2024.



Aileen Muñoz

Community Services Coordinator/Heritage Committee Staff Liaison

Heritage Committee
MINUTES of September 11, 2024

Meeting called to order at 6:17 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, Lisa Pallares

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

ORAL COMMUNICATIONS: None at the time of the meeting

COMMITTEE COMMENTS AND REPORTS: None at the time of the meeting

1. MINUTES:

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

2. Treasurer's Report

Carole Nixon provided an update on the Treasurer's Report. She reported that the income from Heritage Festival applications, since last meeting, totaled \$2,105, with the following breakdown:

- 1. Car Show Entry: \$720
- 3. Business Expo Vendor: \$350
- 4. Non-Profit Vendor: \$581
- 5. Food Vendor: \$454

The income from all applications totaling \$7,294. Additionally, Treasurer Nixon included that she received a \$1000 donation from the Y's men's group, \$25 from the Stauffer Middle School parade application, and \$1500 from the high school bands, totaling \$2525.

The Treasurer's Report was **MOTIONED** for approval by Chair Binnings and was **SECONDED** by Vice-Chair Martin. Motion carried.

Heritage Committee
MINUTES of September 11, 2024

Meeting called to order at 6:17 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, Lisa Pallares

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

ORAL COMMUNICATIONS: None at the time of the meeting

COMMITTEE COMMENTS AND REPORTS: None at the time of the meeting

1. **MINUTES:**

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

2. **Treasurer's Report**

Carole Nixon provided an update on the Treasurer's Report. She reported that the income from Heritage Festival applications, since last meeting, totaled \$2,105, with the following breakdown:

1. Car Show Entry: \$720
3. Business Expo Vendor: \$350
4. Non-Profit Vendor: \$581
5. Food Vendor: \$454

The income from all applications totaling \$7,294. Additionally, Treasurer Nixon included that she received a \$1000 donation from the Y's men's group, \$25 from the Stauffer Middle School parade application, and \$1500 from the high school bands, totaling \$2525.

The Treasurer's Report was **MOTIONED** for approval by Chair Binnings and was **SECONDED** by Vice-Chair Martin. Motion carried.

3. Sub-Committee Reports:

a. Sponsorships

Committee Member Castillo informed the Committee that he visited Fairway Ford to get sponsorship but was informed that they won't be able to offer sponsorship because the business is not doing well. Furthermore, his conversation with the Crescendo Senior Living of Placentia ended on a positive note to receive sponsorship. Additionally, Chair Binnings was recently contacted by U.S. Bank, they expressed interest in supporting veterans at the festival and noted they will donate \$1,000 towards food.

b. Parade/Band Review

Treasurer Nixon informed the Committee that 18 high schools are expected to participate in the Band Review, with Yorba Linda High School serving as the Host Band. She was unable to find an alternative company to make the band trophies, the Committee agreed to proceed with Awards by Paul. The Committee decided that staff members will hand out ribbons and packets as the bands check in. Treasurer Nixon requested that one staff member be stationed on Livingston to manage the band check-ins.

c. Car Show

Coordinator Muñoz informed the Committee that there are currently 92 car show entries. She noted that additional applications were received today, and the updated car show log will be sent to Committee Member Perez. Committee Member Perez confirmed that the invoices for the artwork will be ready next week.

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

Coordinator Muñoz informed the Committee of the current number of vendor applications received:

1. Food: 8 (including beer garden and pancake breakfast)
2. Craft: 7
3. Business Expo: 6
4. Home-based: 0
5. Non-Profit: 20
6. Parade: 2
7. Games: 0

The Committee reviewed the list of current food vendors attending the Heritage Festival. Coordinator Brand suggested adding food trucks to increase the number of food vendors and noted that the festival is one or two vendors away from needing to purchase a three-compartment sink. Michele Severson noted that more food vendors are expected to apply.

The Committee agreed to have the brochure for the 60th Heritage Festival ready by the close-out meeting on November 13th. They also decided to focus on early outreach for sponsorships and sending out applications earlier next year. Vendor prices will be added to the November agenda. The Committee discussed advertising next year's festival at the Celtic Festival and Cowabunga.

e. Games

Coordinator Muñoz presented options for games and entertainment to the Committee. The Franklin Hayes Puppet Show submitted a quote for \$600 for a 30-minute performance, which the Committee decided to decline. However, the balloon artist's quote of \$550 from 10:00 A.M. to 3:00 P.M. was approved. Additionally, mimes and stilt walkers are expected to participate in the festival. Coordinator Muñoz also suggested including Home Depot as a craft vendor for the event.

Coordinator Muñoz informed the Committee that the Community Services Department reached out to surrounding cities for recommendations on inflatable and game companies. While Magic Jump Rentals and Jump N Bounce were suggested, the Committee ultimately selected Fun Services. With some carnival games being cut back, the total cost for Fun Services is \$2,067.

f. Celebrity Circle

Chair Binnings informed the Committee that nine Olympians and professional athletes have confirmed their attendance, five have declined, and others are pending a response. He is currently reaching out to more athletes and aiming for a total of 18 participants for the festival. Chair Binnings also distributed flyers to the Committee, noting that they will be posted on social media. It was suggested to rename 'Celebrity Circle' to 'Champion Circle.'

g. Honor Convoy

Chair Binnings provided the Committee with the Honor Convoy flyers and confirmed that 9 cars have applied to be in the Heritage Festival.

4. **Grand Marshall**

Coordinator Muñoz informed the Committee that she emailed Craig Green to confirm the Committee's continued interest in having him as the Grand Marshal. Chair Binnings confirmed that the Honor Convoy Grand Marshal will be a 100-year-old World War II veteran, her application was received today. Additionally, Chair Binnings confirmed that Pony Baseball will serve as the Honorary Grand Marshal but suggested that they could be moved to Celebrity Grand Marshal if he is unable to secure a celebrity.

5. **Staff Comments:**

Committee Member Frank Perez confirmed with Coordinator Muñoz that the equipment list is finalized. Coordinator Muñoz informed Chair Binnings that she will send screenshots of the Celebrity Circle equipment list for review and approval. Vice-Chair Martin requested an additional check-in table for non-competing bands and will inform the band directors about it during her upcoming meeting with them.

The Committee discussed potential dates for parade packet stuffing and concluded that it will take place October 5th or October 6th. Treasurer Nixon will confirm the date with Bruce Hunt.

Coordinator Brand presented the Committee with an expense summary for generators, cooling fans, tables, chairs, and golf carts for the festival. The Committee agreed that three golf carts are required, Coordinator Brand confirmed that Alta Vista will not be able to loan golf carts due to a scheduling conflict.

6. **Agenda Building:**

Final meeting before the Heritage Festival scheduled for October 9th. Coordinator Muñoz informed the Committee that she met with emergency services to identify the emergency lane.

ADJOURNMENT: Vice-Chair Martin **MOTIONED** to adjourn the meeting and was **SECONDED** by Chair Binnings. Motion carried. The meeting adjourned at 8:32 P.M. to the next meeting on Wednesday, October 9th, 2024, at 6:15 P.M.