



Heritage Committee Agenda

November 18, 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

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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Community Services Department
Phone: (714) 993-8232
Fax: (714) 961-0283
Website: www.placentia.org

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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

November 18, 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
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
October 9, 2024
Recommended Action: Approve
2. 2024 Event Overview – Committee and staff will review and discuss the 2024 event.
3. Staff Comments – Staff will provide updates.
4. 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, January 8, 2025 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 November 18, 2024 meeting of the Heritage Committee was posted on Thursday, November 7, 2024.



Aileen Munoz

Community Services Coordinator/Heritage Committee Staff Liaison

Heritage Committee
MINUTES of October 9, 2024

Meeting called to order at 6:20 P.M.

PLEDGE OF ALLEGIANCE

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

GUESTS: None at the time of the meeting

ABSENT: Martin Gonzalez

CITY STAFF: Community Services Coordinator, Aileen Muñoz; Administrative Assistant, Daniela Escobedo; Acting Director of Community Services, Jeannette Ortega

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 September 11, 2024, were **MOTIONED** for approval by Vice-Chair Martin and were **SECONDED** by Committee Member Castillo. Motion carried.

2. **Treasurer's Report**

Carole Nixon provided an update on the Treasurer's Report. She reported that the income from applications, since the last meeting, totaled \$11,417, with the following breakdown:

1. Car Show: \$2,605
2. Car Show Vendor: \$103
3. Craft Vendor: \$1,310
4. Homebased: \$310
5. Business Expo Vendor: \$1,050
6. Non-Profit Vendor: \$1,773
7. Food Vendor: \$3,841
8. Parade: \$425

In total, income from all applications amounts to \$18,711. Additionally, Treasurer Nixon reported receiving another \$1,500 from the high school bands and noted she is expecting

participation from two more high school bands. She also informed the Committee that Katella High School has withdrawn from the parade.

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

3. **Sub-Committee Reports:**

a. **Sponsorships**

No update.

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. It was also decided that staff members will distribute ribbons and packets as 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. Parade/Band Review: 42
2. Car Show: 158
3. Food: 18 (including beer garden and pancake breakfast)
4. Craft: 14
5. Business Expo: 11
6. Home-based: 1
7. Non-Profit: 36
8. Games: 0

Committee Member Severson informed the Committee that a food truck vendor will submit the application tomorrow. The vendor has already been approved by Coordinator Felipe Zambrano.

e. Celebrity Circle

Chair Binnings informed the Committee that 12 Olympians and professional athletes are confirmed to attend the Heritage Festival, with one additional athlete pending a response. He has photos of each confirmed athlete, which will be used for the autograph poster.

f. Honor Convoy

Chair Binnings confirmed he sent an email regarding the parade line-up numbers. The Committee discussed and reviewed the current line-up, noting that further edits will be made before the Heritage Festival. Chair Binnings suggested moving the Honor Convoy Grand Marshall—a 100-year-old World War II veteran—up in the parade order while keeping all other participants in their current positions.

4. Grand Marshall

Coordinator Muñoz confirmed that Craig Green, the 100-year-old veteran, and Pony Baseball will be paired together during the parade. Chair Binnings added that he will provide a vehicle for Craig Green, the 100-year-old veteran, and a fire truck for Pony Baseball. The Committee agreed that all groups will follow one Grand Marshall banner, with each vehicle will describe what specific Grand Marshall they are. Vice Chair Martin suggested only having one Grand Marshall for the 2025 Heritage Festival.

5. Staff Comments:

Coordinator Muñoz presented copies of the updated 2025 Sponsorship Levels brochure to the Committee. She noted that prices for each sponsorship level are not yet finalized, as they will align with Business Expo vendor pricing upon confirmation by the City Council. However, Early-Bird sponsorship prices, valid through March 3rd, are as follows:

- 1) Sapphire: \$350
- 2) Ruby: \$515
- 3) Emerald: \$1030
- 4) Diamond: \$1260
- 5) Platinum: \$5150
- 6) Title: \$10,300

The Committee noted that the Platinum Level will include branding in the VIP area and at the beginning of the parade route. In addition, the Title Level will include all benefits from Diamond Level plus as well. The Committee also considered adding statistics—such as media exposure, resident attendance, and the event's status as a top revenue generator for local non-profits—to attract potential sponsors.

6. Agenda Building:

The wrap up meeting is scheduled for November 6th and will include a Treasurer's Report breakdown from the Heritage Festival.

ADJOURNMENT: Vice-Chair Martin **MOTIONED** to adjourn the meeting and was **SECONDED** by Committee Member Severson. Motion carried. The meeting adjourned at 7:51 P.M. to the next meeting on Wednesday, November 6th, 2024, at 6:15 P.M.