

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 She also informed the Committee that Katella High School has withdrawn from the parade.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.