

Heritage Committee
MINUTES of November 18, 2024

Meeting called to order at 6:42 P.M.

PLEDGE OF ALLEGIANCE

HERITAGE COMMITTEE: Kenny Binnings, Patti Martin, Carole Nixon, Frank Perez, Lisa Pallares

GUESTS: None at the time of the meeting

ABSENT: Martin Gonzalez, Meridith Castillo, Michele Severson

CITY STAFF: Community Services Coordinator, Aileen Muñoz; Administrative Assistant, Daniela Escobedo; Director of Community Services, Lydie Gutfeld

ORAL COMMUNICATIONS:

Sergeant Frank Garza discussed the challenges faced by the Police Department in staffing the event, emphasizing that they need support from neighboring cities departments. He raised concerns about the lack of participation and volunteering from PYLUSD, questioning the reasoning for continuing the band review under such circumstances.

Sergeant Garza highlighted that if the parade continues to grow, the Police Department will lack personnel to staff or volunteer for the event. He also noted that neighboring cities are no longer permitting their explorers to volunteer due to liability concerns. To address these challenges, he proposed capping the total number of competing and noncompeting bands participating in the Heritage Festival at 25.

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

1. Minutes:

The minutes for October 9, 2024, were not addressed during this meeting and remain pending approval.

2. 2024 Event Overview:

Coordinator Muñoz informed the Committee that she has only received a handful of surveys back from band directors. She suggested forming a subcommittee for Band Review to improve future planning and recommended involving band directors in the Band Review process. Additionally, it was noted that the Committee should explore digitizing parade applications and other event-related materials moving forward.

Jennifer Perez, car show volunteer reported that vendors were redirected from entering through Tuffree to Rolling Hills, which led to vendors being frustrated. She noted that it

was beneficial to have City staff with radios to help the misdirected vendors efficiently. In addition, she mentioned a typo on the car show flyer, which directed participants to Rolling Hills and Associated. Coordinator Muñoz stated that due to the flexibility in previous years, officers were instructed to be stricter with buses and vehicles, leading to further confusion with vendors being redirected to other parts of Tri-City Park. The Committee agreed to prioritize transitioning to a digital system for next year's event.

Vice Chair Martin informed the Committee that the event date for next year, October 11, 2025, has already been approved. She highlighted that having a confirmed date will allow the Committee to prepare applications and brochures earlier, allowing sponsorship opportunities to be secured sooner. However, she noted that the increase in vendor fees (from \$95 to \$150) contributed to a decline in participation compared to last year. The Committee discussed the possibility of involving school district police officers to provide additional support.

Committee member Perez reported that the sound company did not arrive at Tri-City Park until 12:30 P.M. Coordinator Muñoz explained that this delay was caused by police officers not allowing the sound company to access Borrromeo Avenue. Committee member Perez also suggested adding bike and skateboard signage for next year's event to reduce the risk of accidents with cars.

Band Director Bincins recommended holding a Zoom meeting for volunteers once the event information is fully digitized. This would allow for formal training and preparation ahead of the event.

Chair Binnings informed the Committee that he wishes to step down from the Honor Convoy and suggested that the American Legion take over the responsibility. He also proposed having U.S. Bank manage the VIP Area in the future. Additionally, he expressed interest in reviving the autograph booth for the 100-year anniversary, as it was unsuccessful this year.

3. Staff Comments:

Coordinator Muñoz informed the Committee that she met with the Police Department, Fire Department, and Public Works, who provided positive feedback on this year's event, noting its organization. She also confirmed receiving some surveys from vendors and band directors, many of which included compliments on the event's organization along with suggestions for improvement.

4. Agenda Building:

The Committee will take a vote to remove Martin Gonzalez as a Committee Member at the next meeting on January 8, 2025.

ADJOURNMENT: Vice-Chair Martin **MOTIONED** to adjourn the meeting and was **SECONDED** by Treasurer Nixon. Motion carried. The meeting adjourned at 8:47 P.M. to the next meeting on Wednesday, January 8, 2025, at 6:15 P.M.