

Heritage Committee
MINUTES of March 12, 2025

Meeting called to order at 6:22 P.M.

PLEDGE OF ALLEGIANCE

HERITAGE COMMITTEE: Patti Martin, Carole Nixon, Frank Perez, Lisa Pallares, Michele Severson

GUESTS: None at the time of the meeting

ABSENT: Kenny Binnings, Meredith Castillo, Martin Gonzalez

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

ORAL COMMUNICATIONS: none

COMMITTEE COMMENTS AND REPORTS: Treasurer Nixon suggested moving the November 2025 meeting to a week earlier. This will be placed on the September agenda for discussion. Chair Martin commented that herself and Member Binnings will be discussing with David Salisby and Bincins Garcia (event sub-committee) to streamline computer system for band directors for the Heritage Parade planning. Band Review-Parade/Subcommittee being planned for the end of the month.

1. Minutes:

The minutes for January 8, 2025, were **MOTIONED** for approval by Member Severson and were **SECONDED** by Chair Martin with one date change to Heritage 2025 from October 10th 2025 to October 11th 2025. Motion carried.

2. Events Theme:

Coordinator Muñoz informed the committee that Mayor Kirwin's State of the City Parade theme is "Back to Basics". Member Pallares suggested to have decade themed floats starting with the 60's and continuing with each new decade. Coordinator Muñoz recommended that committee members to bring theme ideas to the next committee meeting to discuss more options.

3. Grand Marshal:

Coordinator Muñoz verified that there will be one Grand Marshal for the parade this year. Member Pallares recommended choosing a Grand Marshal with a focus on the number 60 in reference to the Parade's 60th Anniversary. Member Severson recommended someone on the Historical Committee like Kathy Frazee. Coordinator Muñoz recommended a local

business celebrating a 60th anniversary as an option to which Member Severson replied, Tlaquepaque. Chair Martin recommended having a Grand Marshal Float to include business celebrating 60 years as a Compilation Grand Marshal.

The idea of including businesses turning 60 as a parade participant was suggested by Coordinator Muñoz with positive response. Coordinator Muñoz will contact Mrs. Carranza in finance for a list of businesses that will have been in business for 60 years in 2025 and report back to the committee at the next meeting.

4. Entertainment Bands:

Chair Martin confirmed that one band for the Heritage Festival is ideal with concern for audience inattentiveness during performances. Coordinator Muñoz recommended having family activities during the band performance to encourage festival attendees to engage.

The committee reviewed the band proposal list for bands to request availability. Member Severson recommended adding the R&B Band Family Style to the list. The committee decided to reach out to CC Stuggino, Family Style, Prime Time, Darden, and Pickleback Shine for estimates with a playing time of 10:00am-3:00pm with a one hour break.

Coordinator Muñoz confirmed the budget for bands will be the same as 2024.

5. Subcommittees:

The committee decided that Vice Chair Martin and Treasurer Nixon will head the Parade and Band Review Subcommittee. Member Severson will head the Food Subcommittee. Treasurer Nixon will oversee the Craft and Homebase Subcommittees. Member Perez will oversee the Car Show Subcommittee. Sponsorship, Business Expo and Non-Profit are open. Coordinator Muñoz will communicate with Vice-Chair Binnings regarding potential subcommittees he can lead.

6. Staff Comments:

Coordinator Muñoz informed the committee that a domain name has been secured for a Heritage Festival hosting site for information and applications with an estimated live date to occur by the next meeting date. Coordinator Muñoz also informed the committee that a sponsorship packet has been approved by Director Gutfeld.

Coordinator Muñoz discussed the need to tighten the budget for this year's event, focusing on analyzing accounts that have shown significant increases in expenses. The conversation also covered the purchasing policy to ensure cost-effective spending.

In addition, Coordinator Muñoz informed that all payments and sponsorships should be completed online but in-person applications and payments will be accepted at City Hall. These changes will help streamline operations and are in the best interests of participants and committee.

7. Agenda Building:

The committee will continue discussions on the event theme and grand marshal options. Entertainment bands and subcommittees will also be discussed.

ADJOURNMENT: Chair Martin **MOTIONED** to adjourn the meeting and was **SECONDED** by Committee Member Severson. Motion carried. The meeting adjourned at 8:07 P.M. to the next meeting on Wednesday, April 09, 2025, at 6:15 P.M.