



Heritage Committee Agenda

July 09, 2025 – 6:15 p.m.

Regular Meeting

Heritage Committee

Patti Martin
Chair

Kenny Binnings
Vice Chair

Carole Nixon
Treasurer

Frank Perez

Martin Gonzalez

Michele Severson

Lisa Pallares

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)

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.

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

REGULAR MEETING

July 09, 2025, 6:15 p.m. – City Hall Front Community Room

MEETING CALLED TO ORDER

PLEDGE OF ALLEGIANCE

EXECUTIVE COMMITTEE

ROLL CALL: Chair / Patti Martin
Vice Chair / Kenny Binnings
Treasurer / Carole Nixon
Frank Perez
Martin Gonzalez
Michele Severson
Lisa Pallares
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 subcommittee 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
June 11, 2025
Recommended Action: Approve
2. Grand Marshal – Committee and staff to review and discuss the potential Placentia businesses for the 2025 Grand Marshal

3. Subcommittees – Committee and staff to discuss subcommittee assignments.

- a. Sponsorship
- b. Parade/Band Review
- c. Car Show
- d. Food
- e. Craft
- f. Business Expo
- g. Home-based
- h. Non-Profit

4. Staff Comments

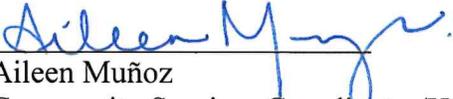
5. Agenda Building – Staff and committee to review agenda items for next meeting.

ADJOURNMENT

The Heritage Committee Adjourn to the next regular meeting on Wednesday, July 09, 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 July 09, 2025, meeting of the Heritage Committee was posted on Wednesday, July 02, 2025.



Aileen Muñoz

Community Services Coordinator/Heritage Committee Staff Liaison

Heritage Committee
MINUTES of June 11, 2025

Meeting called to order at 6:19 P.M.

PLEDGE OF ALLEGIANCE

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

GUESTS: Sergeant Garza, Director Lydie Gutfeld

ABSENT: Kenny Binnings

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

ORAL COMMUNICATIONS: None

COMMITTEE COMMENTS AND REPORTS: None

1. Minutes:

The minutes for April 09, 2025, were **MOTIONED** for approval by Member Severson and were **SECONDED** by Chair Martin.

2. Oath of Office:

Lisa Pallares was sworn in as an official Heritage Committee Member, replacing Martin Gonzalez.

3. Budget Adjustments:

Director of Community Services, Lydie Gutfeld, discussed the issue of budget cuts. Director Gutfeld explained that the Heritage Festival cost \$117,000 with a total revenue of \$37,000. Director Gutfeld informed the committee that the council has directed a \$30,000 cut to the Heritage Festival budget this year. Suggested cuts included equipment rentals, roving entertainers, audio and stage equipment and traffic equipment. These items can be cut by favoring food trucks instead of booths, utilizing city equipment, and changing the parade route as well as festival location. Director Gutfeld informed that these cuts would total \$22,193 with subsidized cuts of \$11,000.

Sergeant Garza discussed the fiscal, public, and inter-city relationships regarding street closures for the event. Director Gutfeld explained a more cost effective and practical suggestion by moving the festival to Kraemer Memorial Park. Coordinator Muñoz

explained recommended parade route logistics with the parade start at Alta Vista and Kraemer Boulevard. The committee discussed possible locations for various vendors at the new location. Director Gutfeld ensured that the Community Services Department will provide the parade subcommittee with available street usage for parade buses and staging and Sergeant Garza will provide a bus route for bands.

4. Grand Marshal:

Coordinator Muñoz provided the committee with a list of businesses that are 55 years old for review and requested any suggestions for grand marshals. The committee has not yet identified the businesses and restaurants they would like to move forward with as grand marshal. The committee believes there are a few additional businesses and restaurants not included on the current list and would like confirmation from finance staff.

5. Subcommittees:

a. Sponsorships- Coordinator Muñoz informed the sponsorship packet is posted on the website and she will email any committee member who needs it. She also informed the committee that the applications are currently being updated with the new location and parade route. Coordinator Muñoz also informed the committee that the flyers are in progress as well

b. Parade/Band Review- Member Nixon informed the committee that the information on the website was good but that there needs to be a clearer delineation between non-competing bands and competing bands. Coordinator Muñoz will remove PYLUSD and create a marker for competing and non-competing bands.

6. Staff Comments:

Director Gutfeld expressed gratitude towards the committee for being open to changes that would help satisfy current budget constraints.

7. Agenda Building:

The committee will continue discussions on potential businesses to be grand marshals for the parade.

ADJOURNMENT: Chair Martin **MOTIONED** to adjourn the meeting and was **SECONDED** by Committee Member Severson. Motion carried. The meeting adjourned at 7:48 P.M. to the next meeting on Wednesday, July 09, 2025, at 6:15 P.M.