



Heritage Committee Agenda

September 10, 2025 – 6:15 p.m.

Regular Meeting

Heritage Committee

Patti Martin
Chair

Kenny Binnings
Vice Chair

Carole Nixon
Treasurer

Frank Perez

Michele Severson

Lisa Pallares

VACANT

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

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.

REGULAR MEETING

September 10, 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
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
August 06, 2025
Recommended Action: Approve

2. Subcommittees – Committee and staff to discuss subcommittee assignments.
 - a. Band Review
 - b. Parade
 - c. Non-Profit
 - d. Car Show
 - e. Business Expo

- f. Craft
- g. Food
- h. Sponsorship
- i. Marketing

3. Staff Comments

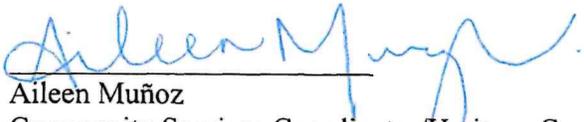
4. Agenda Building – Staff and committee to review agenda items for next meeting.

ADJOURNMENT

The Heritage Committee Adjourn to the next regular meeting on Wednesday, October 08, 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 September 10, 2025, meeting of the Heritage Committee was posted on Thursday, September 4, 2025.


Aileen Muñoz
Community Services Coordinator/Heritage Committee Staff Liaison

Heritage Committee
MINUTES of August 6, 2025

Meeting called to order at 6:21 P.M.

PLEDGE OF ALLEGIANCE

HERITAGE COMMITTEE: Patti Martin, Kenny Binnings, Carole Nixon, Michelle Severson

GUESTS: Mayor Kirwin, Councilmember Yamaguchi, Sergeant Garza

ABSENT: Frank Perez, Lisa Pallares

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

ORAL COMMUNICATIONS: None

COMMITTEE COMMENTS AND REPORTS:

Vice Chair Binnings informed the Committee that he has been visiting veteran halls to be part of the Honor Convoy. There will be no VIP breakfast area at this year's Heritage Festival. Still, Director Gutfeld stated they're planning the Rotary Pancake Breakfast at the CVS parking lot on Bastanchury to entice residents to explore the entire parade route. Director Gutfeld mentioned that she is interested in contacting the Anaheim DAV for the festival, and Vice Chair Binnings will assist in contacting them. Vice Chair Binnings agreed to contact local restaurants and businesses that could be included in the Heritage Festival as grand marshal.

1. Minutes:

The minutes for July 9, 2025, were **MOTIONED** for approval, with the date change, by Vice Chair Binnings and were **SECONDED** by Chair Martin.

2. Festival Layout:

Supervisor Muñoz informed the Committee that they plan on having a mobile stage, similar to the one used for Concerts in the Park, behind the concrete pad. She mentioned the inclusion of local karate and dance companies in between breaks with 15–20-minute demonstrations, creating more engagement with the crowd after the award ceremony and throughout the festival. Furthermore, the dining tables will be placed in front of the stage instead of next to it.

The food vendors and car show will be located in the same location as last year, Lot C, with additional cars placed in designated grass areas. Director Gutfeld explained that utilizing more grass areas for vendors will allow a clear path for travel for the fire unit in case of an emergency.

Supervisor Muñoz informed Councilmember Yamaguchi where the Kids Zone will be and noted that it will include carnival games, inflatables, and vendors. She emphasized that the layout would have a clear pathway throughout the park for emergencies while filling up the park space as much as possible.

3. **Subcommittees:**

a. **Band Review**

After a thorough discussion, the Committee agreed that the Band Review will be on Alta Vista, going west, then turning right on Kraemer Blvd. to feed into the parade. Buses will come from east of Alta Vista and drop off bands, with staging on Central Ave.

b. **Parade**

Director Gutfeld confirmed that the parade will be a mile long, beginning at the intersection of Yorba Linda Blvd. and Kraemer Blvd., going north on Kraemer Blvd., and ending at Golden Ave. She stated that they would adjust the bus logistics schedule accordingly once they had the number of band review bands and non-competing bands.

c. **Non-Profit**

Supervisor Muñoz confirmed they've received three Non-Profit applications.

d. **Car Show**

Supervisor Muñoz informed the Committee that they've received 30 car show entries and zero car show vendors.

e. **Business Expo**

Supervisor Muñoz confirmed that they currently have three Business Expo applications.

f. **Craft**

Supervisor Muñoz confirmed that they have three craft applications which Treasurer Nixon has approved.

g. **Food**

The Committee approved the submitted food vendor applications, and City Staff will process them.

h. **Home-based**

Zero applications have been submitted at this time.

i. **Sponsorship**

Supervisor Muñoz informed the Committee that no sponsorships have been received to date, but noted that sponsorship packets and letters have been mailed to potential sponsors. Director Gutfeld reported that a street team has been organized to distribute flyers and posters at shopping centers in Placentia. Co-Chair Binnings expressed interest in reaching out to U.S. Bank for sponsorship opportunities.

j. **Marketing**

Supervisor Muñoz reported that City staff and part-time staff developed a marketing strategy that includes creating Instagram posts for City programs and events. She noted that the City's page has gained followers and that staff continue to receive assistance from Communication/Marketing Manager Drulias and Digital Media Analyst Cortez.

4. **Staff Comments:**

None at this time.

5. **Agenda Building:**

The committee will continue the discussion on subcommittees.

ADJOURNMENT: Committee Member Severson **MOTIONED** to adjourn the meeting and was **SECONDED** by Vice Chair Binnings. Motion carried. The meeting adjourned at 7:48 P.M. to the next meeting on Wednesday, September 10, 2025, at 6:15 P.M.