



Heritage Festival Committee Agenda

May 9, 2012 – 7:00 p.m.

Regular Meeting

Heritage Festival Committee

Bruce Hunt Jr.
Chair

Anne Russell
Vice Chair

Veronica Harlan
Secretary

Carole Nixon
Treasurer

Jim Cucalon
2nd Vice Chair

Bruce Hunt

Tommie Kalman

Frank Perez

Procedures for Addressing the Heritage Festival 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 Festival 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 Festival 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 Community Services Department at (714) 993-8184. 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) 993-8184, 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) 993-8184
Fax: (714) 961-0283
Website: www.placentia.org

REGULAR MEETING
7:00 p.m. – Placentia City Hall

MEETING CALLED TO ORDER

EXECUTIVE COMMITTEE

ROLL CALL: Chair / Bruce Hunt Jr.
Vice Chair / Anne Russell
2nd Vice Chair Jim Cucalon
Secretary/Veronica Harlan
Treasurer/Carole Nixon
Bruce Hunt
Tommie Kalman
Frank Perez
Peggie Yamaguchi

PLEDGE OF ALLEGIANCE

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 sub-committee 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 FESTIVAL AGENDA

1. Minutes
 - a. Regular Meeting – April 11, 2012
Recommended Action: Approve
2. Treasurer's Report – Carole Nixon to provide an updated treasurer's report.
3. Budget – Committee and staff to review and discuss 2012 event budget.
4. Pancake Breakfast – Committee to discuss the pancake breakfast
5. Sub-Committee Report – Sub-Committee chairpersons to review areas of responsibilities for discussion.
6. Agenda Building – Staff and committee to review agenda items for the next meeting.

ADJOURNMENT

The Heritage Festival Committee Adjourn to a Regular Meeting on Wednesday, June 13, 2012 at 7:00 p.m. in the front conference room located at City Hall, 401 East Chapman Avenue, Placentia.

CERTIFICATION OF POSTING

I, Veronica Harlan Recording Secretary of the Heritage Festival Committee hereby certify that the Agenda for the April 11, 2012 meeting of the Heritage Festival Committee post May 3, 2012.

Veronica Harlan

Veronica Harlan
Recording Secretary

Veronica Ortiz
Community Services Coordinator/Heritage Festival Committee Staff Liaison

Heritage Festival Committee MINUTES of April 11, 2012

Meeting called to order 7:09 p.m.

PLEDGE OF ALLEGIANCE

ROLL CALL; Laurie Arroyo, Gerry Carnevalie, Jim Cucalon, Veronica Harlan, G.R. Hodges, Tommie Kalman, Janice Lacher, Bruce Hunt, Bruce Hunt Jr., Carole Nixon, Frank Perez, Anne Russell and Peggie Yamaguchi

CITY STAFF: Jon Nicks, Deputy Director Community Services, and Veronica Ortiz, Community Services Coordinator

CHAMBER OF COMMERCE: Rosalina Davis, President

GUESTS: Suzanne Wulff from St. Joseph Catholic Church and Roy Redman from Placentia Rotary Club

APPROVAL OF MINUTES: There are corrections to the minutes made by **Laurie** there is misquoted information under Budget it should say that it would cut cost down on the food if there were less Explorers, the cost of food would be less. Also, it should read that we should have 120 ribbons for the businesses who donate this year. **Laurie** suggested having t-shirts to have the volunteers look uniformed with the rest of the staff. Under Beer Garden Susan Wulff's name was misspelled. **Bruce** noticed that it should read 501c3. **Rosalina** mention Victoria Morales should be recognized under Chamber of Commerce and Erin's last should be Lee. **MOTION** to approve the minutes of March 14, 2012 as amended made by **Bruce** and **SECOND** by **Carole**. **Anne** abstains.

TREASURERS REPORT: (**Carole**) Distribute and reviewed the financial report for April 11, 2012 period covering March 15, 2012 through April 11, 2012. She states our Heritage Trust at City of Placentia is -\$8,165.49. The net change for Trust Account was \$250.00. The Heritage Trust balance at the City is -\$7,915.49. File report for audit.

BUDGET: **Carole** distributed the revised version and there were no big changes.

Discussion; **Rosalina** suggested having the food booth fee raise to benefit the festival. **Bruce** believes that the non-profits would not pay the fee. We want to make it affordable. **Rosalina** believes it would bring in the revenue. **Bruce** said we increase fees last year. **Rosalina** suggests having the businesses pay for advertising. **Laurie** believes we are losing money because some people do not know about the festival in the park. **Gerry** believes those who come to the festival are those band members who eat at the end of the parade route.

Do we want to advertise out to other cities **Frank** recognizes the band member family stay for a while after the parade is over. **V. Ortiz** mentioned that we are conscious of what we are spending, but we have come to a point that if we lose focus we will lose the public. **Bruce** suggested having the vendors report their profit and that is when we know how much to raise the booth fees.

PANCAKE BREAKFAST:

Frank mentioned that there are two groups who are willing to put the pancake breakfast together and they will give us 35% of the profit. The Rotary does not make a profit.

MOTION for an MOU for the city to have Rotary and the Chamber of Commerce discuss the Pancake Breakfast made by **Bruce** and **SECOND** by **Tommie**. All were in favor.

SUBCOMMITTEE:

Games committee (**Anne**) the game area would benefit from having a business i.e. Home Depot help with an activity for the children to engage in and they can serve as in-kind donation.

Food committee (**Gerry**) Revise the food application, so as it depicts the Health Department food regulations.

Advertising committee (**Tommie**) the Orange County Register periodicals rate changes periodically. The stilt walkers, Dale Carlson, Jeff Abbit, the volunteer clowns, and Dave the Roper will appear at the festival. The DJ is needed to announce but recommended to have a MC announce throughout the park.

Special Events committee (**Jim**) Ernie Banks AKA "Chicago Cub" the baseball player from the Chicago Bears will attend the parade route. We will have the 501st and R2D2, the trash band, Santa Ana Zoo, and perhaps the KnottsBerry Farm stagecoach appear. **Peggie** recommended having an organization called "Fuel by the Falling" they show cars with the names of the 911 victims imprinted on them.

Car Show committee (**Bruce and Frank**) one application with check accepted. The estimate for the t-shirts given to V. Ortiz the cost is \$6.00 for 144 shirts.

Non-Profit committee **Peggie** mentioned that Julie Martinez will be taking an indefinite extended leave of absence.

Craft show committee (**V. Harlan**) request for new craft show flyers to be printed and ready to pass out throughout the year.

Chamber of Commerce (**Rosalina**) ready to send out Business Showcase applications to the businesses

Discussion: **Laurie** likes the idea of the Beer Garden set-up earlier it would benefit the festival. **Rosalina** said it would be a good idea to have them set-up early as well.

AGENDA ITEMS:

Budget and Pancake Breakfast.

ADJOURNMENT: meeting adjourned at 9:25 p.m. Next meeting Wednesday, May 9, 2012 at 7:00 p.m.