



Heritage Festival Committee Agenda

February 13, 2013 – 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

Gerry Carnevali

City of Placentia
401 E Chapman Avenue
City of Placentia, CA 92870

Community Services Department
Phone: (714) 993-8184
Fax: (714) 961-0283
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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.

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
Gerry Carnevali

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 – January 9, 2013
Recommended Action: Approve
2. Treasurer's Report – Carole Nixon to provide an updated treasurer's report.
3. Budget – Staff and Committee to review the 2013 event budget.
Recommended Action: Approve
4. MOU's – Staff and Committee to review terms and guidelines for the 2013 Pancake Breakfast application process.
5. Fundraising and sponsorships – Staff and Committee to discuss possible fundraising and sponsorship opportunities for the 2013 event.

6. Executive Board Committee vacancy- Committee to nominate possible candidates for vacant position.
7. Sub-Committee Report – Sub-Committee chairpersons to review areas of responsibilities for discussion.
8. Staff Comments – Staff to review areas of responsibilities.
9. 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, March 13, 2013 at 7:00 p.m. in the front conference room located at City Hall, 401 East Chapman Avenue, Placentia.

CERTIFICATION OF POSTING

I, Veronica Ortiz, Community Services Coordinator/Heritage Festival Staff Liaison, hereby certify that the Agenda for the February 13, 2013 meeting of the Heritage Festival Committee was posted on February 7, 2013.

Veronica Ortiz
Community Services Coordinator/Heritage Festival Committee Staff Liaison

Heritage Festival Committee MINUTES of January 9th, 2013

Meeting called to order 7:05 p.m.

PLEDGE OF ALLEGIANCE

ROLL CALL: Bruce Hunt Jr., Anne Russell, Carole Nixon, Tommie Kalman, Gerry Carnevali, and Bruce Hunt Sr.,

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

Absent: Jim Cucalon, Frank Perez

CHAMBER OF COMMERCE: Pam Tancordo

APPROVAL OF MINUTES: There is one correction to the November 14, 2012 minutes. On the bottom of page 2, Home Depot did not request a minimal fee; it was only suggested by Anne. **MOTION** to approve minutes as amended made by **Anne** and **SECOND** by **Gerry**.

TREASURERS REPORT: (**Carole**) started with a starting balance of -\$7697.96. There was income of \$859.48 with \$100.00 of that being from food booths. Carole amended the previous treasurer's report by \$759.48 to match City records of -\$7406.01 for the beginning balance of the 2012 event. The beginning balance for the 2013 event stands at \$-7994.77. Income of \$40.00 was collected for t-shirt sales from the car show for the 2013 event.

BUDGET: Event income for the 2012 festival was \$37,614.17 and the expenditures were \$38,202.93. That leaves \$588.78 short of breaking even for the 2012 festival. That does include the \$5,000 grant from the Community Foundation. Anne mentioned games made almost \$1,000 less than she originally budgeted. The Committee reviewed each individual budget sheet.

Games: Anne mentioned that she is unsure on how to budget for the 2013 event if the Committee and staff decide to change anything regarding how the game vendor payouts are organized. The use of wristbands were suggested, but determined to be too impractical because there is more than one game vendor at the event. Anne also mentioned that the prices for the games are set by the game vendors. Anne discussed why the games' income was lower at the 2012 event than the previous year. Veronica Ortiz mentioned that new options need to be discussed with the games' vendors regarding what they will be bringing and how payments will be handled. Bruce Jr. suggested we might need to look into implementing some type of penalty if the game vendors don't bring what we expected to have at the event. Anne mentioned that many game vendors do not profit share. Most vendors expect groups to rent the items/inflatables.

Executive Committee: Tommie mentioned that the chairperson of the Community Foundation suggested that the chairperson of the Heritage Committee come to a Community Foundation meeting and request more sponsorship money for the 2013 event. The Executive Board budget was reviewed by the Committee. Remove PO Box rental fee. It is no longer needed. Everything else should remain the same on the budget sheet for the Executive Board.

Parade: Remove Police explorers because it's been moved to the Executive Board budget sheet. Increase of supplies to \$200.00. Ribbons were changed to \$600.00. Awards and certificates were changed to \$800.00. Signs and banners were changed to \$350.00.

Band Review: Entry fees for bands will remain the same. Judges and dues will be the same as the previous budget.

Car Show: Bruce Hunt Sr. mentioned that the budget entries for car show prizes are incorrect on the 2012 budget because Bob Beachump is still owed money. He also suggested that the post office and the signs be removed from the budget. Bruce Hunt Sr. mentioned that by surveying other car show participants, it was determined that it would not be a good idea to raise the price of the Car Show entry fee.

Crafts: Keep the same budget as the 2012 event.

Food: Gerry suggested changing the booth vendor fee for local and out of town vendors. Overall, the committee decided this would complicate things too much. Fees will remain the same.

Non-Profits: Currently non-profits pay \$35.00 if they are fundraising. The fee will remain the same. It was suggested to drop canopy and electrical rental from the budget because they are false revenue.

Advertising: The total budget for advertising was suggested by Tommie to be changed to \$5,000. The OC Register fees are staying steady. The budget for the OC Register was changed to \$3600.00. It was decided to keep advertising in the High School football programs. The budget for the Penny Saver was changed to \$600.00.

Beer Garden: Bruce Jr. suggested that the Beer Garden be eliminated from the budget because it is an element of sponsorship and a MOU will be in place for that part of the festival. Jon Nicks mentioned that the Friendly Center is still interested in organizing the Beer Garden again this year.

Entertainment: Budget will remain at \$4,000.

Cash Advance: Bruce Jr. suggested there be no budget for cash advance.

Porta Potties: Budget will remain the same.

Parade Barricades: Change budget to \$3,000

Standby Electrician: The electrical set up will be carried out by the Public Works department. An independent contracted electrician will not be needed.

Carole will provide the budget for next meeting to be approved.

MOUs- Three potential MOU's for sponsorships were discussed.

Business Showcase: Jon proposed that we keep the initial contribution as \$3,000 for the first 30 businesses and \$100 for each additional business. The cost of home base businesses would be \$50. The committee decided to keep the terms Jon proposed for the Business Showcase.

Beer and Wine Garden: Bruce Sr. suggested that food needs to be approved by the Heritage Festival Committee to avoid selling the same food at different locations of the park. Clearer and more visible signs were also suggested in order to provide customers with more information. The committee agreed that a report on the 2012 Beer and Wine Garden is necessary to figure out its worth and that the Friendly Center did a great job of hosting last year. In 2012 the City did provide canopies, tables, chairs, fencing, television, and trashcans; however, this was at no additional expense. It was decided to keep the sponsorship fee at \$500.00.

Pancake Breakfast: Result report on the 2012 Pancake Breakfast is needed. Bruce Sr. suggested that the 50 breakfasts for volunteers not be provided in 2013. Undecided as to who will host the Pancake Breakfast. The Pancake Breakfast will go through a bid process during the March meeting. Jon will create an application to be approved by the committee. Representatives will be allowed one spokesperson to present their proposal to the committee. The committee will then vote on this subject during the April meeting.

MOU's: Ideally, all MOU's should be signed by May at the latest.

Discussion: Jon mentioned that a written agreement with the County states that they are unable to charge for use of the park during the festival.

MOU's: Ideally, all MOU's should be signed by May at the latest.

FUNDRAISING AND SPONSORSHIP:

Tabled until more members are present

Discussion: Tommie mentioned that we hire a student or have a volunteer student from California State University Fullerton to work on fundraising. Rosalina, Laurie, and Cande were recommended by committee members. Bruce Jr. stated that ideally this helper would be free and suggested that all members research and think of ideas for the February meeting.

SUBCOMMITTEE: Too soon to provide substantial reports.

Discussion: Carole mentioned that she would contact Golden State water Company for water for the Police explorers, Tuffree, and City employees. She mentioned that we ran out of water last year. Carole also commented that she would contact El Dorado crafters in hopes of getting more sign ups.

STAFF COMMENTS: None

AGENDA ITEMS: Pancake Breakfast application process, budget approval, fundraising, and filling of executive board position.

ADJOURNMENT: Meeting adjourned at 9:30pm. The next regular meeting will be held on Wednesday, February 13, 2013 at 7:00 p.m.