Heritage Festival Committee

AGENDA
July 8, 2026
6:15 PM

City Hall Front Community Room
401 E Chapman Ave, Placentia, CA 92870

Community Services Department | (714) 993-8232
www.placentia.org

Agenda Materials

Copies of all agenda materials are available online at www.placentia.org and at the City Clerk's Office. For questions regarding any agenda item, please contact the Community Services Department at (714) 993-8232. In compliance with California Government Code § 54957.5, any materials submitted to the majority of the Committee Members after distribution of this agenda that are non-exempt public records will be made available for public inspection at the City Clerk's Office during normal business hours.

Procedures for Addressing the Committee Members

Public comments are received during the Oral Communications section of the agenda. Members of the public may address the Committee on any agenda item by completing a "Speaker Request Form" indicating the agenda item or subject matter you wish to address and submit it to the recording Secretary before the item is called. All speakers shall observe civility, decorum, and good behavior.

PLEASE SILENCE ALL ELECTRONIC DEVICES WHILE THE MEETING IS IN SESSION.

Special Accommodations

In compliance with the Americans with Disabilities Act, if you need accommodations contact the City Clerk's Office at (714) 993-8231. Notification at least 48 hours in advance of the meeting will enable the City to make arrangements to assure accessibility. (28 CFR 35.102.35.104 ADA Title II)

Heritage Festival Committee
Regular Meeting Agenda
JULY 8, 2026
6:15 p.m.
City Hall Front Community Room
401 E Chapman Avenue, Placentia, CA 92870

CALL TO ORDER

ROLL CALL
Chair Binnings
Committee Member Perez
Committee Member Severson
Committee Member Pallares
Committee Member Salcedo
Committee Member Boaz

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 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.

AGENDA

APPROVAL OF MINUTES
It is recommended that the Committee:
Receive and file.

VENDOR PRICES
Staff and Committee to discuss 2026 vendor prices.

EVENT BUDGET
Staff to discuss 2026 event budget.

SUBCOMMITTEES
- Food: Michele Severson
- Parade and Military: Kenny Binnings
- Vendors: Lisa Pallares
- Car Show: Frank Perez/Jennifer Chaffers

- Festival: Pablo Salcedo
- Media: Rod Boaz

STAFF COMMENTS
Staff to provide updates

AGENDA BUILDING
Staff and committee to review agenda items for the next meeting.

ADJOURNMENT
The Heritage Festival Committee will adjourn to the next regular meeting on Wednesday, August 12, 2026, at 6:15 p.m. in the Community Meeting Room located at City Hall, 401 East Chapman Avenue, Placentia, CA 92870.

CERTIFICATION OF POSTING
I, Aileen Munoz, Community Services Supervisor/Heritage Festival Staff Liaison, hereby certify the Agenda for the July 8, 2026 meeting of the Heritage Committee was posted on July 1, 2026.

/s/ Aileen Munoz
Community Services Supervisor/Heritage Festival Staff Liaison

PLACENTIA HERITAGE FESTIVAL COMMITTEE AGENDA REPORT

Meeting Date: July 8, 2026

Submitted by: Aileen Munoz

From:

Subject:
APPROVAL OF MINUTES

Recommended Action:
It is recommended that the Committee:
Receive and file.

Attachments
June 3, 2026 - Heritage Festival Minutes.pdf

Heritage Committee
MINUTES of June 3, 2026

Meeting called to order at 6:20 P.M.

PLEDGE OF ALLEGIANCE

HERITAGE COMMITTEE: Frank Perez, Michele Severson, Lisa Pallares, Pablo Salcedo, Rod Boaz

GUESTS: Jennifer Chaffers – Car Show volunteer

Nate DeJong – Boy Scouts Troop 93

ABSENT: Kenny Binnings

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

ORAL COMMUNICATIONS: None

COMMITTEE COMMENTS AND REPORTS:

Committee Member Boaz received feedback from the Valencia High School Band director regarding entry fees and improvements for this year's event.

1. **Minutes:**
   The minutes for May 13, 2026, were **MOTIONED** for approval by Committee Member Severson and were **SECONDED** by Committee Member Pallares. Motion passes.

2. **Entertainment:**
   The Committee discussed having the drumline competition for next year as bands already have competition on the day of the Heritage Festival.

3. **Event Layout:**
   The Committee and City Staff reviewed the festival layout from the previous two years and discussed the potential layouts for this year's festival while upholding fire code. Director Gutfeld suggested having food vendors spread throughout the festival area, rather than in one concentrated area, to avoid crowds.

4. **Vendor Prices:**
   The Committee and City Staff reviewed parade band prices from last meeting. Director Gutfeld stated that she will speak with the school district regarding parade band prices and mentioned that they can be flexible with the cost.

5. **Grand Marshal:**
   Director Gutfeld suggested having the first Miss Placentia and Centenarian residents as Grand Marshal as a homage to the City's history. She further included having the Community Services Department create a Grand Marshal float with the Centenarians and other renowned Placentia residents.

6. **Heritage Festival Inventory:**
   Director Gutfeld informed the Committee that they found old trophies, t-shirts, and banners that could be used for the Festival in the future. She will have staff do an inventory check to report to the Committee.

7. **Subcommittees:**
   Director Gutfeld mentioned that a veteran staff member has a connection to potentially having a parachuter drop into the festival. She is working on having applications ready with QR Codes for the parade, vendors, and car show to advertise at Concerts in the Park. Committee Member Boaz inquired about livestreaming the event. Director Gutfeld informed him that with the uncertainty of the 2026-2027 budget, the possibility of having a livestream for the event might be beyond the department's budget.

8. **Staff Comments:**
   None at this time.

9. **Agenda Building:**
   The Committee is to continue the discussion on Vendor Prices and Event Budget.

ADJOURNMENT: Committee Member Severson **MOTIONED** to adjourn the meeting and was **SECONDED** by Committee Member Boaz. Motion carried. The meeting adjourned at 7:33 P.M. to the next meeting on Wednesday, July 8, 2026, at 6:15 P.M.