Heritage Festival Committee

AGENDA
September 9, 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
September 9, 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.

SUBCOMMITTEES
- Food: Michele Severson
- Parade and Military: Kenny Binnings
- Vendors: Lisa Pallares
- Car Show: Frank Perez/Jennifer Chaffers
- Festival: Pablo Salcedo
- Media: Rod Boaz

Step-Off Band Order for the Beginning of the Parade
Staff and committee to discuss.

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, October 14, 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 that the Agenda for the September 9, 2026, meeting of the Heritage Committee was posted on September 3, 2026.

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

PLACENTIA HERITAGE FESTIVAL COMMITTEE AGENDA REPORT

Meeting Date: September 9, 2026

Submitted by: Aileen Munoz

From: Community Services

Subject:
APPROVAL OF MINUTES

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

Attachments
August 12, 2026 - Minutes.pdf

Heritage Committee
MINUTES of August 12, 2026

Meeting called to order at 6:43 P.M.

PLEDGE OF ALLEGIANCE

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

GUESTS: Jennifer Chaffers

ABSENT: Kenny Binnings, Lisa Pallares

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

ORAL COMMUNICATIONS: None

COMMITTEE COMMENTS AND REPORTS:

Committee Member Boaz suggested adding an item to the next meeting agenda to discuss alternating the band step-off for the Heritage Festival Parade between El Dorado High School and Valencia High School. He noted that El Dorado High School has led the Parade for the past four years.

1. **Minutes:**
   The Committee does not have a quorum to approve the June 3, 2026, meeting minutes. Approval of minutes tabled for the next meeting.

2. **Vendor Prices:**
   Community Services Supervisor Muñoz informed the Committee that vendor and parade applications are now available on the Heritage Festival website. She reviewed all vendor application pricing with the Committee and noted changes from the previous year, highlighting that pricing for band applications is determined by band size.

3. **Event Budget**
   Supervisor Muñoz stated that the event budget remains the same as last year at $33,000 and noted that this amount does not include staffing cost.

4. **Subcommittees:**
   - **Food**
     Committee Member Severson stated that the Committee's goal this year is to prioritize local restaurants. Supervisor Muñoz added that the number of food

vendors was limited to 15 to accommodate the expected attendance. Jennnifer Chaffers suggested placing two food vendors by the Car Show area as well.

- **Parade and Military**
  Supervisor Muñoz stated that Committee Member Binnings is attending a Disabled American Veteran (DAV) event to potentially coordinate booking a helicopter. She shared that the City of La Habra included a large birthday cake ballon during its Centennial Parade recently. She reported that there have been three parade applications that have been processed so far.

  Committee Member Severson **MONTIONED** to have Sharon Killen as the Grand Marshal and acknowledge the Founding Families and Centenarians. Committee Member **SECONDED** the motion. Motion passes.

- **Vendors**
  Supervisor Muñoz reviewed application and noted that three Business and one Craft vendor have been submitted.

- **Car Show**
  Supervisor Muñoz noted that there are currently 42 Car Show entries.

- **Festival**
  No updates at this moment.

- **Media**
  Committee Member Boaz informed the Committee that there are too many complexities to do a live stream for the event at this time but suggested revisiting the idea in the future. He requested video and photos from previous Heritage Festival, along with a script, to provide to his students as a project for the event.

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

6. **Agenda Building:**
   The Committee to add Band Step Off to subcommittees to next month's agenda.

ADJOURNMENT: Committee Member Severson **MOTIONED** to adjourn the meeting and was **SECONDED** by Committee Member Salcedo. Motion carried. The meeting adjourned at 7:37 P.M. to the next meeting on Wednesday, September 9, 2026, at 6:15 P.M.