

MINUTES
HISTORIC AND CULTURAL PRESERVATION BOARD SPECIAL MEETING
March 3, 2022

CALL TO ORDER

The regular meeting of the Historic and Cultural Preservation Board of the City of Highland was called to order at 5:00 p.m. by Chair Bible at the Donahue Council Chambers, 27215 Base Line, Highland, California.

Present: Chair Patrick Sandford
 Vice Chair Pamela Bible
 Member Tony Mauricio
 Member Gail Shelton

Absent: Member Colin Childs

Staff Present: Kim Stater, Assistant Community Development Director
 Ash Syed, Associate Planner
 Camille Goritz, Administrative Assistant III

The Pledge of Allegiance was led by Vice Chair Bible.

COMMUNITY INPUT

None.

CONSENT CALENDAR

1. Minutes from the February 3, 2022 Special Meeting.

A MOTION was made by Member Shelton, seconded by Member Childs, to approve the minutes, as amended. Motion carried, 5-0-1, with Member Childs being absent.

BUSINESS ITEMS

2. Preparation for the 24th Annual Citrus Harvest Festival in 2022.

Associate Planner Syed presented the staff report. In regards with entertainment, we will have the Aztec dancers, we'll get into more detail when we look at the schedule of events.

Member Shelton asked have we contacted the bands?

Associate Planner Syed stated yes, they will be participating.

Member Mauricio stated I noticed there isn't as many food vendors as last time, will more be participating?

Associate Planner Syed stated we don't have as many as last time, but hopeful that we will hear back from a few more vendors before the festival.

Member Mauricio stated we had some great vendors in the past, I hope they participate this year.

Associate Planner Syed stated the baking contest will be next week. Our festival honoree will be San Manuel Band of Mission Indians.

Jeff Staggs stated we're proceeding with the car show. Things are going well, and I have given flyers to many businesses and to a car club. In the past the Historic Board has purchased our dash plaques for us, and I would request, if possible, that we could do that again this year. Usually, the cars will start arriving at 7 a.m. and certain people will want designated spots.

Associate Planner Syed stated ok, sounds great. Regarding budget, I contacted Hot 103.9 that credited us and I will be contacting a company for the balloons next week. I am in the process of discussing insurance for the events with our insurance provider.

Assistant Community Development Director Stater stated the poles that hang our Citrus Harvest Festival banner on Base Line have been taken down because of construction. They were supposed to go back up early this month. Not quite on schedule, so we're hoping they get back up, but we are not sure that that will happen.

Vice Chair Bible asked is there another spot we can put the banner up?

Assistant Community Development Director Stater stated unfortunately, no there isn't.

Chair Sandford stated our map shows we have booths on both sides of the street. What if we just had booths on one side of the street? Have we done that before?

Vice Chair Bible stated that was going to be my suggestion, that we completely fill up one side and then whatever is left over, kind of stagger it.

Associate Planner Syed stated that is a great idea. As far of sponsorship, we are \$3,000 short. I am in the process of trying to talk to some of our developers to see who's interested in sponsoring, and I've received some positive feedback and hopefully early next week I should be able to hear back and see who else is interested in sponsoring. In the event we are unable to get those sponsors, is there a specific area that we feel that we could try and cut some costs?

Vice Chair Bible stated it does not look like you have as many demonstrators as usual.

Assistant Community Development Director Stater stated I would recommend balloons.

Member Mauricio suggested to not advertise through the Sun Newspaper since it is a huge cost. We can still advertise through Highland Community News and East Highland Ranch. I also think we should reach out to the Highland Senior Center for a booth.

Assistant Community Development Director Stater stated yes, I will reach out.

Member Mauricio asked a good outreach as well would be the Highland Library and YMCA to be a vendor.

The Historic and Cultural Preservation Board receives and file staff's report.

ANNOUNCEMENTS

Associate Planner Syed announced the next Historic Board meeting is scheduled April 7, 2022.

ADJOURN

There being no further business, Chair Sandford declared the meeting adjourned at 5:57 p.m.

Submitted by:

Approved by:

Camille Goritz, Administrative Assistant III

Patrick Sandford, Chair