

MINUTES
HISTORIC AND CULTURAL PRESERVATION BOARD SPECIAL MEETING
August 5, 2021

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 Pamela Bible
 Vice Chair Colin Childs
 Member Tony Mauricio
 Member Patrick Sandford

Absent: Member Gail Shelton

Staff Present: Kim Stater, Assistant Community Development Director
 Camille Goritz, Administrative Assistant III

The Pledge of Allegiance was led by Chair Bible.

COMMUNITY INPUT

None

CONSENT CALENDAR

1. Minutes from the April 1, 2021 Special Meeting.

A MOTION was made by Member Mauricio, seconded by Vice Chair Childs, to approve the minutes, as submitted. Motion carried on a roll call vote, 4-0, with Member Shelton being absent.

BUSINESS ITEMS

2. Selection of an Event Date, Budget Analysis and Organizational Details for the 24th annual Citrus Harvest Festival in 2022.

Assistant Community Development Director Stater presented the staff report.

Chair Bible asked the Board Members if anyone had a different proposed date in mind or if the March 26, 2022 date was acceptable?

Member Mauricio stated the March 26th is fine.

Vice Chair Childs stated I am ok with that, but it's not harvest anymore. It is very late in the season. Have we ever thought of rebranding it as Citrus Blossom?

Assistant Community Development Director Stater stated when we very first started this event, there was the Riverside Orange Blossom Festival at the same time. You could change your name, but it might be a bit confusing.

Chair Bible stated I like keeping the name.

Member Mauricio stated I do like the Orange Blossom Festival name.

Assistant Community Development Director Stater stated vendor booth fees are the traditional \$40 for nonprofit and direct sales, \$200 for food, \$15 late fee, and \$5 credit if you're a local resident or business. Do we have any changes to that?

Chair Bible stated I think they're fine still. I know I'd like to have more money, but we've already missed two years and I want people to come so I don't think I want to raise prices right now.

Member Mauricio stated I'm fine with that.

Member Sandford and Vice Chair Childs concurred with Chair Bible and Member Mauricio.

Vice Chair Childs stated I was thinking it would be very useful to is East Valley Water District are progressing quite extensively on the new water processing plant, and I think it would be great for us and maybe encourage them as well. People are always very reluctant to drink water that's being reprocessed, so it may be a nice opportunity for them to kind of build some community spirit or encourage them to get involved in some of the activities.

Chair Bible asked didn't they have sponsorship in our previous Citrus Harvest Festival?

Assistant Community Development Director Stater stated they had sponsorship. They have had it at varying levels, so they would usually bring out one or two tables there. They have an antique truck, the blue and white one you see in the parade and a water fountain that they hook up right in front of the Baptist Church. Do we want to modify any of the sponsor levels or numbers? I know last year we talked about if we could get additional sponsors, this doesn't have to be a limitation. This is what we strive to do, and this is what fits best on our marketing.

Chair Bible stated last time we had a festival; did we even fill our sponsor spots?

Assistant Community Development Director Stater stated we were very close. We were only short little bit.

Chair Bible stated if it is working, I think we should leave it then.

Member Mauricio stated I am ok with the sponsor layout.

Assistant Community Development Director Stater asked if anyone has questions regarding the contests.

Vice Chair Childs asked since we're in the Historic District, what are your thoughts on home improvement contest or something to encourage people to do a little bit of gardening or improvement or something to showcase some of the stuff that they've done to encourage them at least to preserve or consider to preserving.

Assistant Community Development Director Stater stated we could do that. Next is entertainers and schedule events on page 7. We traditionally have spots for three school, bands, contest announcements, the festival honoree, and one main band that plays for about 2 hours towards the end of the day. We can talk to San Manuel and if they are interested in promoting their new facility and having some type of entertainer come, we can make that available. If not, do we want to keep this this schedule?

Chair Bible stated I think the schedule works for us.

Vice Chair Childs stated if we could get San Manuel to help with sponsorship or have their if they have their own musicians that they would use.

Assistant Community Development Director Stater stated the budget is on page four and five and this is taken from last budget with some modifications. All the costs are constant it just depends on the focus of the board for marketing and for historic demonstrators. Home tour budget we haven't really utilized the last couple years, we could remove it from the budget altogether.

Chair Bible stated it doesn't really hurt it to leave it on there in case we needed it, right?

Assistant Community Development Director Stater stated it should give us an idea. So, if this budget is ok, we will take it to the City Council with the date when there's a motion made at the end of the agenda item.

Member Mauricio asked are there any other sponsors that this board wants to bring in?

Vice Chair Childs stated I am pretty good with everything. We had already paid for advertising on radio for previous Citrus Harvest Festival, did we get a credit back?

Assistant Community Development Director Stater stated they're keeping that credit so we will be able to utilize that for this event. We still have the Redlands Daily Facts, San Bernardino Sun, East Highlands Ranch and Peachjar.

Chair Bible asked was there any more discussion on the budget?

Member Mauricio asked how's that banner?

Assistant Community Development Director Stater stated good, the banners brand new. We'll just change the date and it'll be perfect.

A MOTION was made by Member Mauricio, seconded by Vice Chair Childs, to:

- 1) Provide direction regarding the logistics of the Citrus Harvest Festival and;
- 2) Recommend the date and budget for the Citrus Harvest Festival to the City Council for approval. Motion carried, 4-0, with Member Shelton being absent.
3. A status of Certificate of Appropriateness Applications for properties within the Highland Historic District.

Assistant Community Development Director Stater presented the staff report.

The Historic and Cultural Preservation Board received and filed staff's report.

ANNOUNCEMENTS

None

ADJOURN

There being no further business, Chair Bible declared the meeting adjourned at 5:44 p.m.

Submitted by:

Approved by:

Camille Goritz, Administrative Assistant III

Pamela Bible, Chair