



Meeting Minutes

Cultural Affairs Advisory Board Meeting
November 4, 2021

Call to Order

The meeting was called to order by board member, Charmaine Donald.

Pledge of Allegiance

Roll Call

Present: John Barrant, Charmaine Donald, Aura Lopez, Martha Martinez, Myrurgia (Maggie) Pichardo, Glinda Townsley
Absent: Carole Simmons
City Liaison: Kevin Pickard, Leisure Services Director

Open Discussion

Approval of Minutes

A motion to approve the minutes from the October 7, 2021 meeting was made by Aura Lopez and seconded by John Barrant. The motion carried without opposition.

Old Business

Tunes & Trucks Concert- There were about 1,000 people that attended the first concert of the season, featuring the band Cachi y Saoco Nuevo, celebrating Hispanic Heritage month.

Fall Harvest Festival- Approximately 2,000 people attended this year's festival. There were some hiccups with the hayride tractor, but the feedback was positive and attendees enjoyed the games, crafts and petting zoo.

Trick or Trot 5K and Kid's Races- 696 of the 767 registered runners were on hand for the 5th annual event. Many ran in costume and were happy to be back to the in-person race event.

BOO BASH at City Park- There were an estimated 4,000 people in attendance, more than expected. Staff replenished candy supplies during the event. John Barrant and Charmaine Donald were on hand to judge the costume contest and shared that families were enjoying the event. Aura Lopez attended with her children and shared that the lines for food, games and crafts were very long and parking was at a minimum. Kevin Pickard responded that parking is indeed a challenge at City Park and that will be considered as we move forward with future event plans at that location.

Interactive movie- Hocus Pocus- Staff received great feedback. Attendees, many of them dressed in costume, enjoyed the trivia. Interaction with the live performers was a lot of fun.

New Business

Cultural Festival Details- The board reviewed the layout of the festival and compared this year's budget to the previous two years. The bands are reasonably priced this year but the sound and equipment fees increased. Board members discussed their attendance at the board tent and agreed that the giveaway will be the jar opener.

Holiday Season Programs- Kevin Pickard shared that our Social Services team has been busy planning the following programs:

- Thanksgiving food baskets for 200 families

- Christmas food baskets for 100 families
- Children's Holiday Party for 100 children and their families

Staff members work with community partners to secure food donations for the holiday meal baskets. Each child attending the Children's Holiday Party receives five gifts from donations to the City's annual toy drive.

Upcoming Events

- Tree Lighting Ceremony- 12/3 at 6:00 p.m. at the Civic Center. With all of the construction on the campus, the decorations will be located closer to the marquee.
- Arts & Crafts Festival featuring Winter Wonderland- 12/11, 10:00 a.m.- 4:00 p.m. at the Sportsplex. Admission is free for the festival; Winter Wonderland is \$5.00 for kids 12 and under.

Board Discussion

Adjournment

A motion to adjourn the meeting was made by Glinda Townsley and seconded by Maggie Pichardo. The motion passed without opposition.

Transcribed by: _____

Karen Gallagher, Board Secretary