

CITY OF HIGHLAND SPECIAL STUDY SESSION OF THE HISTORIC AND CULTURAL PRESERVATION BOARD AGENDA

SPECIAL STUDY SESSION

March 5, 2020

5:00 p.m.

City Hall

Conference Room A

27215 Base Line

Highland, California

MEMBERS

Tony Mauricio, Chair

Patrick Sanford, Vice Chair

Pamela Bible, Member

Lewis Cantrell, Member

Colin Childs, Member

STAFF

Lawrence A. Mainez, Community Development Director

Kim Stater, Assistant Community Development Director

Ashiq Syed, Associate Planner

Shannon Wisniewski, Administrative Assistant III

MISSION STATEMENT

Highland is dedicated to the betterment of the individual, the family, the neighborhood and the community. The City Council and the staff of Highland are dedicated to providing the quality of public facilities and services that its citizens are willing to fund and will do so as efficiently as possible.

Visit the City's Website at: www.cityofhighland.org

CITY OF HIGHLAND • 27215 BASE LINE • HIGHLAND, CALIFORNIA 92346 • (909) 864-6861 • (909) 862-3180

The City of Highland complies with the Americans with Disabilities Act of 1990. If you require special assistance to attend or participate in this meeting, please call the City Clerk's Office at (909) 864-6861 Ex. 226, at least 48 hours prior to the meeting.

Pursuant to Government Code Section 54957.5, any disclosable public records related to an open session item on a regular meeting agenda and distributed by the City of Highland to all or a majority of the Historic and Cultural Preservation Board, less than 72 hours prior to that meeting, are available for public inspection at Highland City Hall, 27215 Base Line, Highland, CA 92346, during normal business hours.

**HISTORIC AND CULTURAL PRESERVATION BOARD
SPECIAL STUDY SESSION AGENDA
MARCH 5, 2020
5:00 P.M.**

COMMUNITY INPUT

Citizens wanting to address the Historic and Cultural Preservation Board will be asked to give their name, address, and the subject to be addressed on a speaker form and return it to the Recording Secretary. **Comments are limited to three minutes and are meant to be an opportunity to express one's views and not to debate the issues.**

ITEMS FOR DISCUSSION

1. Preparation for the 24th Annual Citrus Harvest Festival in 2020
RECOMMENDATION: That the Historic and Cultural Preservation Board continue discussion regarding logistics of the Citrus Harvest Festival and direct staff as necessary.

ANNOUNCEMENTS

ADJOURN

The next Historic and Cultural Preservation Board regular meeting is tentatively scheduled for April 2, 2020

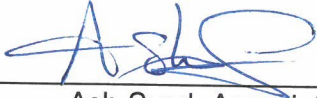
I, Ash Syed, Associate Planner of the City of Highland, California, certify that I caused to be posted this agenda on or before the 27th of January 2020, by 5:30 p.m. on our website at www.cityofhighland.org and in the following designated areas:

Highland Branch Library
7863 Central Avenue

Fire Station No. 1
26974 Base Line

City Hall
27215 Base Line

Date: February 27th, 2020



Ash Syed, Associate Planner



STAFF REPORT

TO THE HISTORIC AND CULTURAL PRESERVATION BOARD

DATE: March 5, 2020

FROM: Lawrence A. Mainez, Community Development Director

REVIEWED BY: Kim Stater, Assistant Community Development Director *KS*

PREPARED BY: Ash Syed, Associate Planner *Ash Syed*

SUBJECT: Preparation for the 24th Annual Citrus Harvest Festival.

RECOMMENDATION: Staff recommends the Historic and Cultural Preservation Board continued discussion regarding logistics of the Citrus Harvest Festival and direct staff as necessary.

FISCAL REVIEW: The Festival Account has a balance of \$12,172.27. Separately, the Home Tour Account has a balance of \$1,639.91. All expenses from the prior year have been paid and these funds are available to utilize.

Attached is the 2020 Draft Budget as approved by the Board and City Council (see Attachment 1).

PROJECT REVIEW: The Board may wish to discuss the following topics in preparation for the Festival:

Vendors

1. Activity – 1 / Booths – 1
Direct Sales – 32 / Booths – 37
Food – 6 / Booths – 12
Historic Demonstrators – 18 / Booths – 23
Nonprofit Organizations – 8 / Booths – 8
Sponsors – 11 / Booths – 3

Approved _____	Motion _____	Second _____	Agenda Item No. _____
Denied _____	Ayes _____		
Continued _____	Noes _____		File No. _____
Tabled _____	Abstain _____		
	Absent _____		
Recording Secretary _____		<i>Lawrence Mainez</i> Community Development Director	

Entertainment

1. Contests –
 - Coloring, Poetry, and Citrus Label contests to be submitted by March 2nd and judged on March 5th at 10:00am in the Council Chambers.
 - Baking contest to be submitted and judged on March 5th at 12:30pm in conference room C.
2. Entertainers –
 - **See Entertainment Schedule**
* **Could not get in contact with Stacy King for Varsity Cheer**
3. Aztec Dancers
 - Will perform along Main Street by the Community Cross Church parking lot from 11:00am to 11:30am.

Car Show + Event Layout

1. **Final** Historic Demonstrator Placement
2. **Bike Lane, Creative Crosswalk, Bulb-out placement**

Home and Walking Tour

1. 1 Tour with 2 Separate Groups walking simultaneously led by Colin Childs and Patrick Sandford at 10:45am
2. Tickets will be sold for \$2, and complimentary fruits will be offered

Admin/Marketing

1. Hot 103.9 (Week of) **\$1,200**
 - 25 commercials 6am-7pm
 - 20 commercials 7pm-12am
 - 10 commercials 12am-12pm (Day of Festival)
 - * booth at event (12pm-2pm)
2. Posters/Flyers
 - **See attached**
3. Sponsors
 - Title Sponsor: \$2,500
 - Burrtec Waste Industries
 - Print Media Sponsor:
 - Highland Community News:
 - Co-Sponsors: \$1,000
 - Jim Cimino Realty
 - San Manuel Band of Mission Indians

*Historic and Cultural Preservation Board Meeting of
March 5, 2020*

- San Bernardino Sun Newspaper
- Twisted Images

Additional Sponsors: \$500

- Beaver Medical Group
- Clean Street
- Party Plus Rentals
- Richards Watson Gershon
- Bear Springs Bistro & Lounge
- John & Carol Timmer

Citrus Sponsors:

- East Valley Water District: \$300
- Highland Area Historical Society: \$200

Historic Board Participation

1. Hand out ribbons, awards and Honoree Plaque onstage at Citrus Harvest Festival
2. Would Board Members like to participate in the Pre-Festival Clean-up on March 21, 2020?

Attachments:

1. Budget
2. Entertainment Schedule
3. Contests
4. 2020 Citrus Harvest Festival Layout
5. Bike Lane, Creative Crosswalk, Bulb-out placement

2020 Citrus Harvest Festival Budget

FESTIVAL EXPENDITURES	
Item / Description	Budgeted
Advertising (SB Sun \$1,225, EHR \$535, Peach Jar \$518, Hot 103.9 \$1,200)	2,278 3,478
Historic Demonstrators/Exhibitors (17 x \$200 ea) (23 x \$200 ea)	3,400 4,600
Entertainment (Bands & DJ) (BMS \$100, CVHS \$100, Highland Music Co. \$1,000)	1,200
Balloons street decorations	1,300
Insurance	1,991
Street Banner over Base Line	1,200
Portable toilets	1,322
Posters, Flyers, print marketing materials	250
Mobile Stage (Towing)	550
Paper materials, copying, postage	655
Tables w/ umbrella & chairs for food court & stage area	550
Signs for parking & festival activities	300
Contest ribbons & prizes	300
Kid's activities	100
Booth refunds for historic displays	150
CHF Honoree plaque, basket, flowers	150
Miscellaneous supplies (contingency)	50
Staff shirts (10)	150
Contest materials	100
TOTAL	\$15,996 \$18,396

FESTIVAL REVENUES	
Item / Description	Budgeted
Sponsorship (\$10,000)	11,000
Retail vendor Booth spaces	2,500
Food vendor booth spaces	2,000
TOTAL	\$16,000

2020 Home Tour Budget

HOME TOUR EXPENDITURES	
Item / Description	Budgeted
Brochure	25
Flowers	100
Fee paid to property owners for participation	300
Shoe covers	50
TOTAL	\$475

HOME TOUR REVENUES	
Item / Description	Budgeted
Sponsors	350
Home Tour ticket sales	60
TOTAL	\$410

ENTERTAINMENT SCHEDULE

2020 HIGHLAND CITRUS HARVEST FESTIVAL

10:00 am	Citrus Jazz Ensemble (B)
10:30 am	Announce Winners for the: * Baking Contest * Coloring Contest * Poetry Contest * Citrus Label Design Contest
11:15 am	Beattie Middle School Band
12:00 pm	Presentation of Festival Honoree San Manuel Band of Mission Indians
12:15 pm	Citrus Jazz Ensemble (A)
1:00 pm	Announce Winners for the: * Car Show * Citrus Growing Contest
1:15 pm	Highland Music Company
3:30pm	End of Show

CONTEST	CATEGORIES	NO. WINNERS (total)	PRIZE
COLORING	Pre-K & K	1 st , 2 nd , & 3 rd place for each grade (6 total)	Ribbon & Prizes for all (6)
POETRY	Grades 1-3	1 st , 2 nd , & 3 rd place for each grade (9 total)	Ribbon & Prizes for all (9)
CITRUS LABEL	Grades 4-12	1 st , 2 nd , & 3 rd place for each grade (27 total)	Ribbon & Prizes for all (27)
BAKING	Cookie, Pie, Cake, Bread/Muffin/Jams/ Jellies/Marmalade (5)	1 st , 2 nd , & 3 rd place for each category (15 total)	Ribbon for all (15) Prizes for 1 st place only
CITRUS GROWING	Orange – Including Largest, Best Flavor, Best Appearance Lemon – including Largest, Best Flavor, Best Appearance	1 st , 2 nd , & 3 rd place for each grade (6 total)	1 st Place for each category (6 total)



Concept Plan Installation Plan (Draft)



KEY SITES

- 1 Highland Citrus Harvest Festival

DEMONSTRATION COMPONENTS

- Closed street for festival
- Bulbouts/Curb Extensions
- Creative/High Visibility Crosswalk
- Class IV Bike Lane 450 ft.
- Conflict Zone Striping

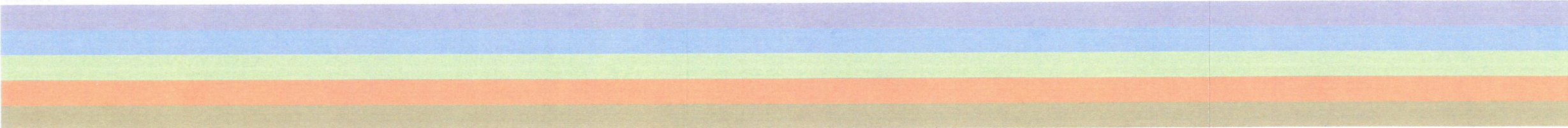
PROGRAMMING

- 1 Feedback Hub
- 2 Bike Valet

Traffic Circle
Bulbouts
Crosswalks
Curbside Green
Sharrows

6:00AM

9:00AM



Booth Number	Business Name	Type	Contact Person	Address	City	State & Zip	Contact #	Booths
*	1929 Ford Model Fruit Truck	Historic Demonstrators	Lynda Shubert	7740 Calhoun Road	Highland	CA, 92346	909 208-5218	1
*	1930 Ford Model Fruit Truck	Historic Demonstrators	Lynda Shubert	7740 Calhoun Road	Highland	CA, 92346	909 208-5218	1
*	Accent on Flowers	Direct Sales	Te Kui Yang	5645 Scotch Pine Ridge	Yorba Linda	CA, 92886	714 310-3038	1
*	Avon	Direct Sales	Ofelia Anthony	28390 Saffron Ave	Highland	CA, 92346	909 862-9279	1
*	Bag Lady	Direct Sales	Becky Gonzalez	2708 Palo Verde Ave	Long Beach	CA, 90815	562 335-3813	1
*	Bahai's of Highland	Nonprofit Gov Org	Sheena Ataian	29016 Jasmine Creek Ln	Highland	CA, 92346	714 904-8970	1
*	Beaver Medical Group	Sponsor		7000 Boulder Ave	Highland	CA, 92346	909 862-1191	1
*	Ben Flammer (Washing Clothes)	Historic Demonstrators	Ben Flammer	4425 CA-78	Santa Ysabel	CA, 92070	909 677-7271	1
*	Bizuri Ice Cream	Food	Benito Angeles	7679 I Ave	Hesperia	CA, 92345	323 523-4370	2
*	Bouquets N Bows	Direct Sales	Yaling Derosier	13663 Scenic Crest Dr.	Yucaipa	CA, 92399	909 790-4847	1
*	Brenda Dixo / Bad Bling Sistah	Direct Sales	Brenda Dixon	24800 Plum Tree Court	Moreno Valley	CA, 92557	951 233-3854	1
*	California Experience (49er Gold Miner)	Historic Demonstrators	Steve Clugston	4815 Pine Ridge Ave	Julian	CA, 92036	951 235-3608	1
*	California Experience (Arrowhead)	Historic Demonstrators	Eleanor Yates	25459 Wedmore Dr.	Moreno Valley	CA, 92553	909 947-7028	1
*	California Experience (Blacksmith)	Historic Demonstrators	Ken Kuhn	25459 Wedmore Dr.	Moreno Valley	CA, 92553	909 947-7028	1
*	California Experience (Chuck Wagon)	Historic Demonstrators	Klaus Duebbert	2112 W Westward Ave	Banning	CA, 92220	951 849-9444	1
*	California Experience (Pottery)	Historic Demonstrators	Paul Bear Bradford	4998 W Ramsey Street	Banning	CA, 92220	951 306-2640	1
*	California Experience (Rope Making)	Historic Demonstrators	Camille Meldrum	4998 W Ramsey Street	Banning	CA, 92220	952 306-2640	1
*	California Experience (Spinning)	Historic Demonstrators	Jeanne Duebbert	2112 W Westward Ave	Banning	CA, 92220	951 849-9444	1
*	California Experience (Woodcut Prints)	Historic Demonstrators	Vickie Emanuel	4815 Pine Ridge Ave	Julian	CA, 92036	951 235-3608	1
*	Carl's Concessions	Food	Carl Verbanic	1093 Alcott Ct	Hemet	CA, 92543	951 652-8966	2
*	Century 21 Showcase	Direct Sales	Crystal Sanders / Paul Migliozi	7835 Church Street	Highland	CA, 92346	909 863-5383	2
*	Cinnamon Squirrel Bakery	Direct Sales	Denise Cavalli	25740 Lawton Ave	Loma Linda	CA, 92354	909 557-0428	1
*	Cleanstreet	Sponsor	Jeremiah Costello	1937 W 169th Street	Gardena	CA, 90247	800 225-7316	
*	Cutco Cutlery	Direct Sales	Justin Marks	322 Houston	Olean	NY, 14760	716 790-7181	1
*	D+B Wood Working	Direct Sales	Doug Meyer	28554 Tonner Drive	Highland	CA, 92346	909 684-6263	1
*	Doreen Vatthauer (Corn Husk)	Historic Demonstrators	Doreen Vatthauer	4425 CA-78	Santa Ysabel	CA, 92070	909 677-7271	1
*	Doreen's Fashions	Direct Sales	Doreen Davis	111 N Plymouth Way	San Bernardino	CA, 92408	909 519-3398	1
*	Duke Djanbatian Insurance Agency	Direct Sales	Lisa Migliozi	7223 Church Street	Highland	CA, 92346	909 435-4996	1
*	East Valley Water District	Sponsor		31111 Greenspot Road	Highland	CA, 92346	909 889-9501	1
*	Farm Fresh To You	Direct Sales	Rudolph Gonzalez	1301 W 2nd Street #101	Los Angeles	CA, 90026	714 612-9454	1
*	Frank Jesse Cross (Brick Making)	Historic Demonstrators	Jesse Cross	4425 CA-78	Santa Ysabel	CA, 92070	909 677-7271	1
*	Fuji's Gourmet	Food	Ric Sutton	7231 Boulder Ave #119	Highland	CA, 92346	619 836-0120	2
*	Graces Design	Direct Sales	Grace Yu	6260 Firestone Drive	Fontana	CA, 92336	951 316-3398	1
*	Gwen's Treasures	Direct Sales	Gwen Johnson	17862 San Gabriel Ave	Cerritos	CA, 90703	562 760-0744	2
*	Hay Vending	Food	Tony Hall	30241 San Timoteo Canyon Road	Redlands	CA, 92373	951 345-3779	2
*	Heritage Trails Association	Historic Demonstrators	Marilyn Mills	311 Julia Court	Upland	CA, 91784	909 702-2774	6
*	Highland Area Historical Society	Sponsor	Patrick Sandford	P.O. Box 0353	Highland	CA, 92346		
*	Highland Church of Christ	Nonprofit Gov Org	Maxx Turner	26814 Cypress Street	Highland	CA, 92346	619 721-4222	1
*	Highland Community News	Sponsor	Hector Hernadez	27000 Base Line #G	Highland	CA, 92346	909 862-1771	1
*	Highland Police	Nonprofit Gov Org	Lisa Henley	26985 Baseline	Highland	CA, 92346	909 425-9793	1
*	Infinity from Marvin	Direct Sales	Terry Albrecht	1531 Seventh Street	Riverside	CA, 92507	951 534-1301	1
*	Inland Empire Prospectors and Miners	Nonprofit Gov Org	Charles R. Jojola	1712 Justin Ct.	Redlands	CA, 92374	909 793-6759	1
*	Innovative Signs & Designs	Direct Sales	Theresa Rivera	2550 Highland Ave	Highland	CA, 92346	909 425 3638	1
*	Jim Cimino Realty	Sponsor		27255 Messina Street	Highland	CA, 92346	909 862-9505	
*	John & Carol Timmer	Sponsor		27215 Base Line	Highland	CA, 92346	909 864-6861	
*	Julieta Santillan	Direct Sales	Melissa Vasquez	23560 Lake Drive	Menifee	CA, 92587	951 575-0484	2
*	Junk To Life	Direct Sales	Kerry Bowkley	11332 Snow View Ct	Yucaipa	CA, 92399	909 519-3398	1

*	Kaizen Martial Arts Center	Activity	Christian Carrasco	7275 Boulder Ave	Highland	CA, 92346	909 425-8636	1
*	Krazy Kettle Korn	Food	Les Shepherd	645 N Vallejo Way	Upland	CA, 91786	323 523-7823	2
*	Leaf Filter North, LLC	Direct Sales	Rick Quezada	1595 Georgetown Rd	Hudson	OH, 44236	951 318-7274	1
*	Mac's Custom Flooring	Direct Sales	Mac McDermott	310 Alabama Street	Redlands	CA, 92373	909 793-4446	1
*	Magnetic Angela	Direct Sales	Angela Nielsen	5800 Hamner Ave #560	Eastvale	CA, 91752	951 399-0003	1
*	Manny's Bobbleheads	Direct Sales	Manuel Sifuentes	9638 Foxbury Way	Pico Rivera	CA, 90660	562 479-1332	1
*	Mary Betten	Direct Sales	Sue Montgomery	980 S Jacobs Street	Colton	CA, 92324	909 380-3103	1
*	Paparazzi Jewelry and Accessories	Direct Sales	Jainell Wesson	2909 N. Pershing Ave	San Bernardino	CA, 92405	909 674-7076	1
*	Paradise Valley Model A Ford Club	Historic Demonstrators	Richard Bronstrup	3255 Valencia Ave	San Bernardino	CA, 92404	909 658-5914	1
*	Party Plus Rentals	Sponsor						
*	Redlands Plumbing, Heating, and Air Conditioning Inc.	Direct Sales	Jose Soto	1670 Sessums Drive	Redlands	CA, 92374	909 793-8461	1
*	Renewal By Anderson	Direct Sales	Justin Gutierrez	22982 Alcalde Drive #100	Laguna Hills	CA, 92653	562 897-6778	1
*	Richard Watson Gershon	Sponsor		355 South Grand Avenue #4000	Los Angeles	CA, 90071	213 626-8484 Ext. 673	
*	Rosales Mexican Food	Food	Christopher Roslaes Garcia	11531 Louise Ave	Lynwood	CA, 90262	323 482-4136	2
*	Rotary Club of Highland	Nonprofit Gov Org	Dan Harp	P.O. Box 503	Highland	CA, 92346	909 213-0926	1
*	Sae Arc	Direct Sales	Hanna Kim	375 Cliffwood Park #H	Brea	CA, 92821	714 510-6585	1
*	San Bernardino County Animal Care and Control	Nonprofit Gov Org	Deborah Bryan	351 N. Mountain View Ave	San Bernardino	CA, 92415	909 387-9156	1
*	San Bernardino County Transportation Authority	Nonprofit Gov Org	Marisa Greenway	1170 W 3rd Street	San Bernardino	CA, 92410	714 292-6308	1
*	San Manuel Band of Mission Indians	Sponsor						
*	Scentsy	Direct Sales	Tawanna Blanche	28945 Vallejo Avenue	Temecula	CA, 92592	951 551-2409	1
*	Steve's Bird Houses	Direct Sales	Steve Hadley	6535 Rhone Ct.	Moreno Valley	CA, 92346	909 862-4869	2
*	Ten Hands Gift House	Direct Sales	Michael Lee	152 Lady Bell Way	Perris	CA, 92571	951 943-4459	1
*	Teras Treasures	Direct Sales	Kay Kincannon	18348 Newman Avenue	Riverside	CA, 92508	949 292-2551	2
*	Terry Whiteford (Candle Making)	Historic Demonstrators	George Codina	4425 CA-78	Santa Ysabel	CA, 92070	909 677-7271	1
*	The Crafty Butlers	Direct Sales	Leslie Butler	22178 Notwaket	Apple Valley	CA, 92308	760 508-6342	1
*	The National Orange Show	Nonprofit Gov Org	Tim Ellis	689 South E Street	San Bernardino	CA, 92408	909 888-6788	1
*	The San Bernardino Sun	Sponsor	Curt Annett	473 E. Carnegie Dr. #200	San Bernardino	CA, 92408	909 518-3042	
*	The Wildlands Conservancy's Oak Glen	Historic Demonstrators	Elba Mota	39611 Oak Glen Road #10	Oak Glen	CA, 92399	909 790-3698	1
*	Uncle Tim's Best West BBQ	Direct Sales	Tim Farrington	26584 San Francisco Ct	Highland	CA, 92346	909 648-0376	1
*	Western Antique Power Associates WAPA	Historic Demonstrators	Roger Hahn	2200 E Foothill Blvd	Glendora	CA, 91741	626 826-0690	1