

CITY OF HIGHLAND SPECIAL MEETING OF THE HISTORIC AND CULTURAL PRESERVATION BOARD AGENDA

SPECIAL MEETING

March 2, 2023
5:00 p.m.
City Hall
Donahue Council Chambers
27215 Base Line
Highland, California

MEMBERS

Pamela Bible, Chair
Patrick Sandford, Vice Chair
Tyler Brown, Member
Tony Mauricio, Member
Gail Shelton, Member

STAFF

Lawrence A. Mainez, Community Development Director
Kim Stater, Assistant Community Development Director
Ashiq Syed, Associate Planner
Camille Goritz, 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 Ext. 226, at least 72 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.

Submission of Public Comments: For those wishing to make public comments by email, please submit your comments by email to be read aloud at the meeting. Email comments must be submitted by 4:00 p.m. on March 2, 2023 to publiccomment@cityofhighland.org. if you are submitting a public comment pertaining to an item on the March 2, 2023 agenda, please identify the agenda item number in the subject line.

Members of the public will be permitted to make public comments in person.

**HISTORIC AND CULTURAL PRESERVATION
BOARD
SPECIAL MEETING AGENDA
March 2, 2023 - 5:00 P.M.**

CALL TO ORDER

Pledge of Allegiance

COMMUNITY INPUT (ITEMS NOT ON THE AGENDA)

To address the Historic and Cultural Preservation Board please complete a speaker form located at the entrance and give it to the Administrative Assistant prior to the beginning of the meeting. Your name will be called when it is your turn to speak. Individual speakers are limited to three minutes each. Comments received via email by March 2, 2023, 4:00 p.m., will be read into the record, provided that the reading shall not exceed three (3) minutes.

CONSENT CALENDAR

1. Minutes from February 2, 2022 Special Meeting.

RECOMMENDATION: That the Historic and Cultural Preservation Board approve the minutes, as submitted.

BUSINESS ITEM

2. Preparation for the 25th Annual Citrus Harvest Festival.

RECOMMENDATION: Staff recommends the Historic and Cultural Preservation Board discuss the logistics of the Festival and direct Staff as necessary.

ANNOUNCEMENTS

ADJOURN

I, Camille Goritz, Administrative Assistant III of the City of Highland, California, certify that I caused to be posted this agenda on or before the 23rd of February 2023 by 4:30 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 23, 2023



Camille Goritz, Administrative Assistant III



STAFF REPORT

TO THE HISTORIC & CULTURAL PRESERVATION BOARD

DATE: March 2, 2023

FROM: Lawrence A. Mainez, Community Development Director

REVIEWED BY: Kim Stater, Assistant Community Development Director

PREPARED BY: Camille Goritz, Administrative Assistant III *CG*

SUBJECT: Minutes from the February 2, 2023 Historic and Cultural Preservation Board Regular Meeting

RECOMMENDATION: Staff recommends the Historic and Cultural Preservation Board approve the Minutes as submitted.

PUBLIC NOTICE: The agenda for this item was posted at the three locations per Resolution No. 2011-047 and on the City's website.

Approved _____	Motion _____	Second _____	Agenda Item No. <u>1</u>
Denied _____	Ayes _____		
Continued _____	Noes _____		File No. _____
Tabled _____	Abstain _____		
	Absent _____		
			
Recording Secretary		Community Development Director	

MINUTES
HISTORIC AND CULTURAL PRESERVATION BOARD REGULAR MEETING
February 2, 2023

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 Sandford 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 Tyler Brown

Staff Present: Kim Stater, Assistant Community Development Director
Ash Syed, Associate Planner

Chair Sandford led the Pledge of Allegiance.

1. Election of Chair and Vice Chair

The Historic and Cultural Preservation Board elected Pamela Bible for Chair and Patrick Sandford for Vice Chair. Motion carried 4-1, with Member Brown absent.

COMMUNITY INPUT

None

CONSENT CALENDAR

2. Minutes from December 1, 2022 Special Meeting.

A MOTION was made by Vice Chair Sandford, seconded by Member Mauricio, to approve as submitted. Motion carried, 3-1-1, with Member Brown being absent and Chair Bible abstaining.

3. Minutes from January 11, 2023 Special Meeting.

A MOTION was made by Vice Chair Sandford, seconded by Member Mauricio, to approve as amended. Motion carried, 3-1-1, with Member Brown being absent and Member Shelton abstaining.

BUSINESS ITEMS

4. Certificate of Appropriateness (COA 23-001) to permit an existing 482 square foot roof-mounted solar photovoltaic system on a single-story contributing historic residence. (6976 Cole Ave) (Continued from January 11, 2023)

Associate Planner Syed presented the staff report.

Applicant William Wise stated the only thing I really wanted to say was to thank Associate Planner Syed for your diligence with me on this I wanted to thank the honorable Members for your commitment to the Historic District, I appreciate that. I think we're working it through, and I just want to thank you kindly for your consideration of this matter, because I really want to go solar. I'm really tired of paying Edison and it just keeps going up and so this is my alternative.

A MOTION was made by Vice Chair Sanford, seconded by Member Mauricio, to continue this item to the March 2, 2023 meeting.

5. Preparation for the 25th Annual Citrus Harvest Festival in 2023.

Associate Planner Syed presented the staff report.

Vice Chair Sanford asked when the baking contest is scheduled?

Assistant Community Development Director Stater replied March 9, 2023.

Associate Planner Syed and Members went over best restoration and landscaping contest.

Chair Bible suggested to have two businesses and two houses in the contest.

All Members agreed with Chair Bible.

Chair Bible stated regarding the Highland Music Company, two of the members are members of a board that I am on. Since we are paying them, is this a conflict?

Assistant Community Development Director Stater stated we will ask the City Attorney.

Associate Planner Syed stated we had Hot 109.3 radio station at Citrus Harvest Festival, and the music was great. I was thinking of placing them at the intersection of Palm Avenue and Main Street where the car show is.

Member Shelton stated I would like to nominate Chair Bible as our honoree this year.

Chair Bible stated thank you.

Vice Chair Sanford stated I want to honor Highland Community News.

Member Mauricio stated I would like to nominate Sam Racardio.

Chair Bible suggested to honor both Highland Community News and Sam Racardio.

All Members agreed.

Associate Planner Syed stated we have the car show flyers at the front counter for anyone who wants to participate, and Jeff Staggs will still be the primary contact.

Associate Planner Syed stated regarding the vendors, we have 11 historic demonstrators.

Member Mauricio stated have we contacted AAA to be a vendor?

Associate Planner Syed stated I will contact them. We have more sponsorships so far. I am focusing on contacting sponsors next week. We will have a taco stand at the event and we will have a new kettle corn vendor.

ANNOUNCEMENTS

The next meeting will be March 2, 2023 at 5:00 pm.

ADJOURN

There being no further business, Chair Sandford declared the meeting adjourned at 6:02 p.m.

Submitted by:

Approved by:

Camille Goritz, Administrative Assistant III

Pamela Bible, Chair



STAFF REPORT

TO THE HISTORIC AND CULTURAL PRESERVATION BOARD

DATE: March 2, 2023

FROM: Lawrence A. Mainez, Community Development Director

REVIEWED BY: Kim Stater, Assistant Community Development Director 

SUBJECT: Preparation for the 25th Annual Citrus Harvest Festival

RECOMMENDATION: Staff recommends the Historic and Cultural Preservation Board discuss the logistics of the Festival and direct Staff as necessary.

FISCAL REVIEW: The Festival Account has a balance of \$6,652. The Home Tour Account has a balance of \$1,639.91. The Festival Budget is attached.

PROJECT REVIEW: Staff recommends discussing the aspects of the Festival listed below.

1. Entertainment – Patrick

- Baking Contest – entries due March 9th through 12:30 pm. Judging to follow.
- School Contests – due March 13th. Judging March 14th at 10 am.
- Entertainment Schedule – if you are available, please be present at stage at 10:30 am, 12:00 pm and 1:15 pm for announcements
- Festival Honorees were notified, Chris Racadio & Hector Hernandez to attend

2. Car Show – Tyler

- Jeff Staggs to provide update
- HOT 103.9 to be located on the south side of Main St, west of Palm Ave
- Discuss location of EVWD blue/white truck and water fountain
- Should Model As be located in the Community Cross parking lot
- Barriers at Cole and Reedy

Approved _____	Motion _____	Second _____	Agenda Item No. <u>2</u>
Denied _____	Ayes _____		
Continued _____	Noes _____		File No. _____
Tabled _____	Abstain _____		
	Absent _____		
 Recording Secretary		 Community Development Director	

3. Home & Walking Tour – Gail

- Confirmed for tour – Highland Baptist Temple, Gloria's Crafts
- Brochure
- Meeting point & signage

4. Vendors – Pam

- Booth Count:
 - Sponsors - 16
 - Historic Demonstrators – 10 including reenactors & several antique vehicles
 - Food booths - 3
 - Vendors - 23
 - Non-Profit/Gov't – 10
- Specialty Vendors confirmed – SB County Animal Control confirmed. Waiting for a determination by Lowe's for kid's building/activity booth
- In need of additional kid's activities

5. Admin/Marketing – Tony

- East Highlands Ranch Newsletter secured slightly over budget (\$535 budgeted, \$680 current cost)
- Hot 103.9 radio advertising secured slightly over budget to discuss at meeting
- Staff is working to prepare advertising with the School District 'Peach Jar' electronic newsletter
- Staff will provide advertising opportunities from the Sun and Redlands newspapers at the meeting for discussion
- Discuss price increase for portable toilets

6. Sponsors – Staff has confirmed the following Sponsors:

1 - 'Title Sponsor' (\$2,500) - Burrtec Waste Industries, Inc.

4 of 5 'Co-Sponsors' (\$1,000 each) - Jim Cimino Realty, D.R. Horton, Marinita Development, Twisted Images Ink

3 of 5 'Additional Sponsors' (\$500 each) – Arnott Farms, Richards Watson Gershon, Sunland Communities, LLC

8 of 10 'Citrus Supporters' (\$100 each) - East Valley Water District (\$300), Gail Shelton (\$100), Highland Area Historical Society (\$200), John and Carol Timmer (\$250)

- Missing 1 Co-Sponsor, 2 Additional Sponsors and 1.5 Citrus Supporters
- Budget shortfall for Sponsorship is currently \$2,150
- Print Media Sponsor – Not identified. To be discussed at the meeting

- Attachments:
1. Budget
 2. Entertainment Schedule
 3. Vendor Booth List
 4. Festival Layout
 5. Baking Contest Form
 6. Items for Discussion

ATTACHMENT 1

Budget

2023 Citrus Harvest Festival Budget

FESTIVAL EXPENDITURES			
Item / Description	Budget	Actual	Significant Difference
Advertising – Print Media Sponsor	0		
Redlands Daily Facts / SB Sun	1,225		
East Highlands Ranch Newsletter full page ad	535	680	-145
‘Peach Jar’ School District Electronic Newsletter	518	1	
Hot 103.9 Radio Advertisement & Live Remote	0	-(1,400 to 1,800)	-1,400 to 1,800 Discuss
Historic Demonstrators/Exhibitors (17 x \$200 ea)	3,400	1,650	+1,750
Entertainment (Bands & DJ) (2 Bands \$450, Highland Music Co. \$1,300)	1,500	HMC? + 250	
Balloons street decorations	1,200	1,195	
Insurance	1,800	-	
Street Banner over Base Line (date modification)	300	-	
Portable toilets	1,000	1,222	-222 Discuss
Posters, Flyers, print marketing materials	450	-	
Mobile Stage (Towing)	400	-	
Paper materials, copying, postage	500	-	
Tables w/ umbrella & chairs for food court & stage area	830	740	+90
Signs for parking & festival activities	0	-	
Contest ribbons & 3 Dash plaques	240	-	
Kid’s activities	100	-	
Booth refunds for historic displays	0	-	
Miscellaneous supplies	310	-	
Staff shirts (10)	50	-	
Contest materials	75	-	
Car show dash plaques	100	-	
TOTAL	\$15,378	\$0	

FESTIVAL REVENUES			
Item / Description	Budget	As of 2/22/2023	Significant Difference
Sponsorship	11,000	8,850	-2,150
Retail vendor Booth spaces	2,500	1,200	-1,300
Food vendor booth spaces	2,000	600	-1,400
TOTAL	\$15,500	\$10,650	

ATTACHMENT 2
Entertainment Schedule

ENTERTAINMENT SCHEDULE

2023 HIGHLAND CITRUS HARVEST FESTIVAL

10:30 am Announce Winners for the:

- * Baking Contest**
- * Coloring Contest**
- * Poetry Contest**
- * Citrus Label Design Contest**

11:00 am Highland Music Company

12:00 pm Presentation of Festival Honorees:

Sam J. Racadio & the Highland Community News

12:15 pm Highland Music Company

1:15 pm Announce Winners for the:

- * Car Show**
- * Citrus Growing Contest**
- * Best Landscaping Awards**
- * Best Restoration Awards**

1:45 pm Highland Senior Center Dancers

2:30 pm Mark Barnett – Roy Orbison Tribute Artist

3:30pm End of Show

ATTACHMENT 3

Vendor Booth List

Business Name	Type	Contact Person	Address	City	State & Zip	Contact #	Booths	Insure	Paid? / \$?	Special Requests
Avon	Direct Sales	Ofelia Anthony / Denise Powell	28390 Saffron Ave	Highland	CA, 92346	909 862-9279	1		\$40	Corner Booth
Big Wills Jerseys	Direct Sales	Will Binney	26254 Orchid Drive	Highland	CA, 92346	909 289-6759	2		\$70	Corner Booth
Bon's Personalized Gifts	Direct Sales	Bonnie Calleros	20872 Spring Street	Riverside	CA, 92507	951 315-5447	2		\$80	
Burrtec Waste Industries	Sponsor						1			
California Citrus Pest and Disease Prevention Program	Nonprofit Gov Org	Paige Shewmaker	4045 Third Ave	San Diego	CA, 92103	916 753-4491	1		\$40	
California Experience	Historic Demonstrators	Jeanne Duebbert	2112 W Westward Ave.	Banning	CA, 92220	951 849-9444	1		\$0	
California Experience (Blacksmith)	Historic Demonstrators	Ken Kuhn	25459 Wedmore Dr.	Moreno Valley	CA, 92553	909 947-7028	1		\$0	
California Experience (Chuck Wagon)	Historic Demonstrators	Klaus Duebbert	2112 W Westward Ave.	Banning	CA, 92220	951 849-9444	1		\$0	
California Experience (Pottery)	Historic Demonstrators	Paul Bear Bradford	4998 W Ramsey Street	Banning	CA, 92220	951 306-2640	1		\$0	
California Experience (Rope Making)	Historic Demonstrators	Camille Meldrum	4998 W Ramsey Street	Banning	CA, 92220	952 306-2640	1		\$0	
California Experience (Rope Winding)	Historic Demonstrators	Eleanor Ripple	25459 Wedmore Dr.	Moreno Valley	CA, 92553	909 947-7028	1		\$0	
Carl's Concessions	Food	Carl Verbanic	1093 Alcott Ct	Hemet	CA, 92543	951 634-4056	2		\$200	Same spot as 2022
Century 21 Top Producers	Direct Sales	Kirk Stoffel	27993 Greenspot Road	Highland	CA, 92346	909 567-3501	2		\$80	
Charlene's Crafts	Direct Sales	Charlene Downing	2995 Mojave Court	Highland	CA, 92346	909 633-0697	1		\$40	Level ground, not facing sun
Country River Candles	Direct Sales	Debbie Carignan	723 Flower Street	Beaumont	CA, 92223	951 255-6264	1		\$40	
Cutco Cutlery	Direct Sales	Matt Graves	322 Houghton Ave	Olean	NY, 14760	716 790-7388	1		\$40	None.
Doreen's Fashions	Direct Sales	Doreen Davis	111 N Plymouth Way	San Bernardino	CA, 92408	909 519-3398	1		\$40	Placed at corner of Center and Main
Double Dippin	Direct Sales	Shawn Piccini	113 W. G Street #303	San Diego	CA, 92101	619 597-9775	1	owes \$40		Place on the south side away from sun
DR Horton	Sponsor						1			
E'kernely Yours Kettle Corn	Food	Diane Wickham	1751 Olive Street	Highland	CA, 92346	909 239-0424	2		\$195	
Eduardo Fernandez	Direct Sales	Eduardo Fernandez	1820 Nowell Ave	Rowland Heights	CA, 91748	626 450-5107	1		\$40	
EF High School Exchange Year	Non-Profit	Tracey Powell	27729 21st Street	Highland	CA, 92346	909 518-5056	1		\$40	
Embroidery with Class	Direct Sales	Kay McKenna	16125 East Gale Avenue	City of Industry	CA, 91745	626 925-7297	2		\$80	Next to Patsy Horsman Tupperware
Floss (Sky Ranch Beef Jerky & Stone Jewelry)	Direct Sales	Kenny Foster	1315 E Marshall Blvd #143	San Bernardino	CA, 92404	909 963-5831	2		\$80	Next to Bridgette
Good Mama's Health	Direct Sales	Shawn & Tracy Walker	12975 Claremont Ct	Victorville	CA, 92392	424-349-9712	1		\$40	
Graces Design	Direct Sales	Grace Yu	6260 Firestone Drive	Fontana	CA, 92336	951 316-3398	1		\$40	Placed in a Shaded booth, away from sun
Highland Church of Christ	Nonprofit Gov Org	Maxx Turner	26814 Cypress Street	Highland	CA, 92346	619 721-4222	1		\$35	
Highland Community Trails Committee	City	Angela Tafolla	27215 Base Line	Highland	CA, 92346	909 864-8732	2		\$0	
Highland Public Services	City	Carlos Florez	27215 Base Line	Highland	CA, 92346	909 864-6861	4		\$0	
Highland Police	City	Lisa Henley	26985 Base Line	Highland	CA, 92346	909 425 9793	2		\$0	
Historic Demonstration (2 Ford Model A)	Historic Demonstrators	Lynda Shubert	7740 Calhoun Road	Highland	CA, 92346	909 208-5218	1		\$0	
Innovative Signs & Designs	Direct Sales	Theresa Rivera	2550 Highland Ave	Highland	CA, 92346	909 425 3638	2		\$80	
Jim Cimino Realty	Sponsor						1			
National Orange Show	Nonprofit Gov Org	Leslie Bischoff	689 South E Street	San Bernardino	CA, 92408	909 888-6788	1		\$40	
Pampered Chef	Direct Sales	Jackie Aronowitz	1932 Duke Street	Redlands	CA, 92405	909 335-1833	1		\$40	
Pancho's Kitchen Mexican Restaurant	Food	Francisco Cortes	27141 Base Line	Highland	CA, 92346	909 609-7651	2		\$200	
Paparazzi Jewelry and Accessories	Direct Sales	Jainell Wesson	2909 N Pershing Ave	San Bernardino	CA 92405	909 674-7076	2		\$80	Placed at a corner booth
Paradise Valley Model A Ford Club	Historic Demonstrators	Richard Bronstrup	3255 Valencia Avenue	San Bernardino	CA, 92404	909 658-5914	0		\$0	Church parking lot
Past to Present Programs & Trading Post, LLC	Historic Demonstrators	James Bowden	703 Coronado Drive	Redlands	CA, 92374	909 557-5515	1		\$0	
San Bernardino Animal Care and Control	Government	Vanessa Ermilio	19777 Shelter Way	San Bernardino	CA, 92407	909 387-9156	HBT		\$0	On the lawn at the Highland Baptist Temple
Scentsy	Direct Sales	Tawanna Blanche	28945 E Vallejo Avenue	Temecula	CA, 92592	951 551-2409	1		\$40	Placed at a corner booth
Scentsy Vanessa Horrington	Direct Sales	Venissa Horrington	1456 E. Philadelphia St Sp 79	Ontario	CA, 91761	310 489-2643	1		\$40	Booth in shade
Simply Marvelous	Direct Sales	Jewlie Serna	22805 Kentfield St	Grand Terrace	CA, 92313	909 263-3181	1		\$40	
St. Adelaide Acadmy	Nonprofit	Courtney Hernandez	27487 Base Line	Highland	CA, 92346	840 215-8773	1		\$35	
Steve's Bird Houses	Direct Sales	Steve Hadley	6535 Rhone Ct.	Highland	CA, 92346	909 647-3642	2		\$70	Placed at a corner booth
Sunland Communities, LLC	Sponsor	Camille Bahri	10575 Oakdale Drive	Rancho Cucamonga	CA, 91730	951 538-4140	1			
Texas Treasures	Direct Sales	Kay Kincannon	18348 Newman Avenue	Riverside	CA, 92508	949 292-2551	2		\$80	
The Crafty Mama	Direct Sales	Sara Kramer	4814 Stoneglen Avenue	Fontana	CA, 92336	626 290-2276	2		\$80	
TOPS CA 1387 Highland	Nonprofit	Carolyn Rowe	1551 E. Date Street #5	San Bernardino	CA, 92404	909 496-6146	1		\$40	
Twisted Images	Sponsor						3			Near Public Works
WAPA Western Antique Power Associates	Historic Demonstrator	Mitchell Reichwein	680 Ventura Street	Altadena	CA, 91001	626 710-8348	block		\$0	Palm Avenue, north of Base Line
						Booths:	68		\$2,125	& Sponsorships

ATTACHMENT 4

Festival Layout



ATTACHMENT 5
Baking Contest Form

CITY OF HIGHLAND
CITRUS HARVEST FESTIVAL
BAKING CONTEST
Thursday, March 9, 2023

CALLING ALL BAKERS!

You're challenged to enter into a citrus inspired
BAKING CONTEST!

Many categories to choose from for both adults and
children including cakes, cookies and pies!

CONTEST INFORMATION

• **NO ENTRY FEE** • Multiple entries accepted • **Entry Forms** are
available at Highland City Hall and on our website • **Drop off baked**
entries from 7:30am to 12:30pm at Highland City Hall • Entries must be
homemade & contain a citrus product • Refrigeration is provided! •
Ribbons will be awarded to 1st, 2nd & 3rd place in each category •

**CONTACT VOLUNTEER SERVICES
FOR MORE INFORMATION:**

909-864-6861 EXT 203

dmoreno@cityofhighland.org

ATTACHMENT 6
Items for Discussion

Customer's Indemnity: Customer will indemnify Diamond Environmental Services, its employees and agents against any claim, liability, or costs arising from this agreement or the use of the equipment, including property damage and personal injuries, except to the extent that such claims, liabilities or costs are due to Diamond Environmental Services sole negligence. Customer is responsible for damage caused by Acts of God, fire, theft, negligence, abuse, or vandalism, and agrees to pay all costs and expenses necessary to restore or replace said equipment. Failure to sign Diamond agreement and/or replacement of Diamond agreement with a P.O. or contract does not waive or alter Diamond language. Customer representative must be present at time of installation of Diamond equipment. Damaged or missing equipment or material will be charged to Lessee. Damage caused to after installation or delivery shall be the responsibility of Lessee. Rates quoted do not include Prevailing Wages unless specified. Diamond cannot comply with any PSA's or PLA's requirements. Prices subject to change due to desired actual material installed, ground conditions and/or accessibility. **Lessee responsible for utility marking.**

Kim Stater

From: Tasha Bailey <tashab@hot1039.com>
Sent: Tuesday, February 14, 2023 1:06 PM
To: Ash Syed
Cc: Kim Stater
Subject: RE: Highland Citrus Harvest Festival 2023 on March 25th
Attachments: image005.wmz; 2023 CITRUS HARVEST FESTIVAL.pdf; Hot 1039 Live Remote Package.pptx; Credit Card Authorization Form.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

EXTERNAL EMAIL: Do not click on links or open attachments unless you know the content is safe.

Hi Ash & Kim,

Currently we have (2) opportunities to choose from, both are on a first come basis and not locked in until confirmed with payment. The major difference between the opportunities are that the LIVE REMOTE is a station personality vs HOT Squad station staff but please review each carefully and once you make your selection by returning the completed credit card authorization. Please keep in mind availability is on a first come, first confirmed basis.

If you have any questions. Please do not hesitate to contact me.



LIVE REMOTE PACKAGE SPECIAL

Invite Hot 1039 listeners to a live remote at your location,
Build Traffic for your Business, Create Awareness for your Event.....

Remote Package Includes:

One (2) Hour On Site Activation, with **HOT** Personality To Host,
Promotional Staff to Coordinate,
Station Vehicle, Station Tent, Sound and PA System,
Prize Giveaways, And Social Media Posts,
(4) Live call-ins

@ 2 Call-In's Per Hour,

(12) on-air promotional announcements prior to event, M – Sun 10a – 7p

(promotional announcements begin 3 days out from live remote date),

(16) :30 On-Air Commercial Spots (M-Su 6a-8p),

*spots begin to air 3 days before live remote

REMOTE BROADCAST INVESTMENT: \$1800.00 net (*includes tech/talent fee)

Authorized Signature: _____

Representing KATY/All Pro Broadcasting, KATY/All Pro Broadcasting.

1. Payment method: First 3 months are due prior to run date, unless credit has been established. Each month thereafter is due upon the end of that month until contract expires. Any changes or alterations must be submitted in writing and agreed upon by all parties. Amounts subject to change depending on any schedule changes.
2. The broadcast company reserves the right to refuse, reject, alter or change, at any time, any campaign deemed not in keeping with the broadcast protocols, ethical standards or legal governmental regulation.
3. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, or ancestry.
4. NOTE: Signatures of this agreement constitutes a legally binding contract. It is agreed that all information is accurate and correct. No conditions except those written herein are part of this agreement. All changes must be submitted in writing and agreed upon by all parties.



2023 HIGHLAND CITRUS HARVEST FESTIVAL

- o (50) :30 COMMERCIALS
 - (25) M-F 6A-7P (5X PER DAY)
 - (20) M-F 7P-12M (4X PER DAY)
 - (10) SA 12M-12P
- o Hot 103.9 ON SITE DURING FESTIVAL
 - HOT SQUAD
 - STATION VEHICLE
 - PRIZE WHEEL AND PRIZES
 - BONUS MINIMUM OF 12 LIVE LINERS TO PROMOTE EVENT
- o SOCIAL MEDIA PROMOTION
 - MINIMUM (1) FACEBOOK POST
 - MINIMUM (1) INSTAGRAM POST

TOTAL CASH INVESTMENT \$1400 PLUS (1) BOOTH SPACE (SUITABLE FOR STATION VEHICLE AND TENT)

Authorized Signature: _____ Date: _____
Representing KHTT/All Pro Broadcasting, KATY/All Pro Broadcasting.
1. Payment method: First 3 months are due prior to run date, unless credit has been established. Each month thereafter is due upon the end of that month until contract expires. Any changes or alterations must be submitted in writing and agreed upon by all parties. Amounts subject to change depending on any schedule changes.
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Make it a great day!

Tasha Bailey | Radio & Digital Media Specialist
All Pro Broadcasting, Inc. Southern California
Digital * Event Marketing * On Air * On Site
C. 909-572-1039 | O. 909-890-5904 | F. 909-890-9036
242 E. Airport Dr, Suite 106, San Bernardino, CA 92408



From: Tasha Bailey
Sent: Friday, February 10, 2023 3:42 PM
To: 'Ash Syed' <asyed@cityofhighland.org>

Cc: Kim Stater <kstater@cityofhighland.org>

Subject: RE: Highland Citrus Harvest Festival 2023 on March 25th

Hi Ash,

It's that time of year again! As of now that date is available. What time frame did you prefer? Please note there has been a slight increase in rates.

Make it a great day!

Tasha Bailey | *Radio & Digital Media Specialist*

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242 E. Airport Dr, Suite 106, San Bernardino, CA 92408



From: Ash Syed [<mailto:asyed@cityofhighland.org>]

Sent: Friday, February 10, 2023 10:07 AM

To: Tasha Bailey <tashab@hot1039.com>

Cc: Kim Stater <kstater@cityofhighland.org>

Subject: Highland Citrus Harvest Festival 2023 on March 25th

Good morning Tasha!

Hope all has been well 😊

We're in the process of planning for our 25th annual Citrus Harvest Festival that's coming up on Saturday, March 25th. Like last year, we're expecting over 100 vendors and an overall turnout of around 5,000 to 6,000 people. Could you please let me know if you and your team are available for this year's festival and provide a contract for my review? I've attached a copy of last year's contract that includes each of the advertisements that were included in our package. This year, I'm also looking at placing the radio station booth at the intersection of Palm Avenue and Main Street, at the center of the festival, between the car show to the west and the vendor booth lineup to the east as circled on the map below in blue:



I will be out of the office starting February 13th and returning on March 6th so my supervisor, Kim Stater, will be your contact in the meantime. I look forward to hearing from you.

Thanks!



Ash Syed
 Associate Planner
 27215 Base Line
 Highland, CA 92346
 (909) 864-6861 ext. 210