

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

SPECIAL MEETING

March 7, 2024
5:00 p.m.
City Hall
Donahue Council Chambers
27215 Base Line
Highland, California

MEMBERS

Pamela Bible, Chair
Patrick Sandford, Vice Chair
Tony Mauricio, Member
Gail Shelton, Member
Hugh Walker, Member

STAFF

Lawrence A. Mainez, Community Development Director
Kim Stater, Assistant Community Development Director
Angela Tafolla, Associate Planner
Camille Duarte, 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 7, 2024 to publiccomment@cityofhighland.org. if you are submitting a public comment pertaining to an item on the March 7, 2024 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 7, 2024 - 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 7, 2024, 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 1, 2024 Regular Meeting.

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

BUSINESS ITEMS

2. Certificate of Appropriateness No. 24-001 to allow a three-tabbed 'white' composition shingle re-roof on a contributing property within the Highland Historic District. (Applicant: Richard Gallina, Address: 27234 Main Street)

RECOMMENDATION: Staff recommends the Historic and Cultural Preservation Board consider Certificate of Appropriateness Application No. 24-001 for a proposed re-roof, which entails the use of 'white' three-tabbed composition shingle, on a contributing Historic District property.

3. Preparation for the 26th Annual Citrus Harvest Festival in 2024.

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

4. A status of Certificate of Appropriateness Applications for the properties within the Highland Historic District.

RECOMMENDATION: Staff recommends the Historic and Cultural Preservation Board receives and file Staff's report.

ANNOUNCEMENTS

ADJOURN

I, Camille Duarte, Administrative Assistant III of the City of Highland, California, certify that I caused to be posted this agenda on or before the 5th of March 2024 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: March 4, 2024



Camille Duarte, Administrative Assistant III



STAFF REPORT

TO THE HISTORIC & CULTURAL PRESERVATION BOARD

DATE: March 7, 2024

FROM: Lawrence A. Mainez, Community Development Director

REVIEWED BY: Kim Stater, Assistant Community Development Director

PREPARED BY: Camille Duarte, Administrative Assistant III *CD*

SUBJECT: Minutes from the February 1, 2024 Historic and Cultural Preservation Board Special 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 _____		
<i>Camille Duarte</i>		<i>Lawrence A. Mainez</i>	
Recording Secretary		Community Development Director	

MINUTES
HISTORIC AND CULTURAL PRESERVATION BOARD REGULAR MEETING
February 1, 2024

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	Patrick Sandford
	Member	Gail Shelton
	Member	Tony Mauricio
	Member	Hugh Walker

Staff Present: Kim Stater, Assistant Community Development Director
Angela Tafolla, Associate Planner
Camille Duarte, Administrative Assistant III

Member Shelton led the Pledge of Allegiance.

COMMUNITY INPUT

None

1. Election of Chair and Vice Chair

The Historic and Cultural Preservation Board elected Gail Shelton for Chair and Patrick Sandford for Vice Chair. Motion carried 5-0.
for Vice Chair. Motion carried 5-0.

CONSENT CALENDAR

2. Minutes from January 4, 2024 Special Meeting.

A MOTION was made by Vice Chair Sandford, seconded by Member Shelton, to approve as submitted. Motion carried, 5-0.

BUSINESS ITEMS

3. Code of Ethics – Annual Review

The Historic and Cultural Preservation received and filed the current Code of Ethics.

4. Preparation for the 26th Annual Citrus Harvest Festival in 2024.

Assistant Community Development Director Stater presented the staff report.

Associate Planner Tafolla stated the school contests have been mailed out to all the schools. Are the members still interested in placing a stuffed orange around the festival for kids to find?

Chair Shelton stated yes, definitely.

Assistant Community Development Director Stater notified the members about the oriental fruit fly infestation and how it impacts the citrus contest and festival this year.

Member Bible asked how can you tell if the trees are infested?

Assistant Community Development Director Stater stated I know that the larger commercial growers are informed right away. There is a farm that is close to Aurantia Park, and the county came out and told them they are under quarantine.

Member Mauricio stated regarding the contest, we should have two stuffed toys for the kids to find to make it fairer.

Assistant Community Development Director Stater suggested putting the stuffed toys at the sponsor booths. We will think of prize ideas and bring it back to our March meeting.

Associate Planner Tafolla stated regarding performances, the dancers have been confirmed and they will be performing in the afternoon. Pam Bible was nominated this year's honoree.

Assistant Community Development Director Stater stated I spoke with Julie Farron and informed us of the passing of James Fulmer a former editor for Highland Community Newspaper. She just wanted you to be aware in case you wanted to add him to a list of future honorees.

All Members nominated Pam Bible as the honoree.

Chair Shelton stated great, Pam Bible is our honoree this year.

Associate Planner Tafolla stated City of Redlands no longer is allowing anybody out of the city to use their stage. We do have estimates which is apart of the staff report.

Vice Chair Sandford stated I am looking at the different estimates because it looks like they are the same stage. I am looking at the labor for set up and tear down which is \$500 for James Morales quote. Is set up and tear down included for Party Plus?

Assistant Community Development Director Stater stated there preference is to set up and take down. We can confirm if they do and ask if set up and tear down is included in price.

A MOTION was made by Member Bible, seconded by Vice Chair Sandford, to approve Party Plus stage and that staff verifies the set up and breakdown as stated, with no additional charge. Motion carried, 5-0.

Assistant Community Development Director Stater stated we are not recommending or suggesting it, but it is an option, but this stage set up does offer an opportunity to move it

elsewhere, whether it is in the middle of the event or one of the other corners. It is unfortunate because the Redlands stage was a safety barrier for the performers and for people driving into the event, which has been a public safety concern for years now.

Member Mauricio stated I prefer the stage to be moved to Palm Avenue because it is the heart of the Historic District, and it is by the car show.

Chair Shelton stated I agree.

Member Bible stated the only bad part about moving the stage back to Palm Avenue is businesses complain when there was food on both sides of the street because it blocked the front of their stores. Do we know how many food vendors there are? Would we be able to put them all on the west side of Palm Avenue so that the businesses on the east side are not blocked?

Assistant Community Development Director Stater stated it is different now because we have food trucks now.

Associate Planner Tafolla stated we have 6 food vendors and 3 pending as of now. So far, we have 2 trucks.

Member Bible stated we can put the food trucks on the west side and the tents on the east side. We can move the engines on the south side of Palm Avenue.

Assistant Community Development Director Stater stated there are a few things to consider before making the change, one is the public safety issue. Also, for most of the years, the engines were over on Center Street. Last year we had the train and thought that is the perfect spot, so we moved the engines into a more prominent spot. When I spoke to them midday they had a great day, they loved it because they could put their personal vehicles on the east side of the street. It turns out at the end of the day; they were not quite as happy because the Belle bar had karaoke all day and had a hard time communicating to residents about the engines.

Member Bible stated keep the engines on Palm Avenue but put them further down. Palm is wider and should have enough room to be on one side of the street.

All members agreed the main stage will be on Palm Avenue.

Associate Planner Tafolla asked when should the winners be announced for the car show?

Jeff Staggs stated normally we do our judging somewhere around 1:00 p.m. and try and have the results between 1:30 - 2:00 p.m. We have the car show participants gather in the car show booth because they do not like to leave their cars and then I go to the stage and give the results on who won. We want to do a noontime rumble where everyone starts their cars at the same time.

Member Mauricio stated I like that idea; we should incorporate that into the car show this year.

Jeff Staggs stated we can give a flyer to the participants that states we will do a rumble at 12:00 p.m.

Vice Chair Sandford stated we need to coordinate because there might be performances at that time.

Chair Shelton stated I like that idea if they do the rumble before announcing the winners of the car show.

Member Mauricio stated instead of the rumble at noon, we can call it the afternoon rumble.

Jeff Staggs stated I would rather have it at noon so we can draw people to see the cars and vote.

Assistant Community Development Director Stater stated we will have the car show dash plaques this year.

Member Bible asked how many dash plaques?

Jeff Staggs stated 55-60 dash plaques I ordered last year.

Chair Shelton suggested \$3 to participate in the home tour.

Member Bible stated yes, but children under 12 are free.

All members agreed to charge for the home tour.

Associate Planner Tafolla stated Member Bible is overseeing vendors. As of today, we have 53 vendors signed up. We have 7 historic demonstrators. Our new member Walker will be in charge of marketing, and we will have a save the date flyer on our social media and website. We are already getting interest in the event.

Assistant Community Development Director Stater stated we have requested Costco to be a cosponsor and we are waiting to hear back. Regarding the best landscaping award and best restoration award, we had discussion on a house on Church Avenue which has hundreds of citrus trees. The new owner came in and started fresh, but kept about 30% of what was there, but really cleaned up the property.

Member Bible stated first year was the Pythian Hall for landscaping. Last year there were 4 awards because we did two residential and two businesses. We had the Baptist Church for landscaping and the blue house on Main Street. The restorations were the house Pacific Street and the Community Cross Church, but they got awards for both years, and we do not know why. We have only been doing this for two years.

Assistant Community Development Director Stater stated one was specific because of the fencing and the second award was overall restoration. For this year we will Shorty's Garage for best restoration, and best landscape will go to 6986 Church Avenue.

All members were in consensus for best restoration and landscape.

The Historic and Cultural Preservation received and filed the 26th preparation of the Citrus Harvest Festival.

ANNOUNCEMENTS

Member Mauricio announced that he will be leaving the Historic and Cultural Preservation Board in April 2024. He has been a member for 10 years.

ADJOURN

There being no further business Chair Shelton declared the meeting adjourned at 6:16 p.m.

Submitted by:

Approved by:

Camille Duarte, Administrative Assistant III

Gail Shelton, Chair



STAFF REPORT

TO THE HISTORIC AND CULTURAL PRESERVATION BOARD

DATE: March 7, 2024

FROM: Lawrence A. Mainez, Community Development Director

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

PREPARED BY: Angela Tafolla, Associate Planner *AT*

SUBJECT: Certificate of Appropriateness No. 24-001 to allow a three-tabbed 'white' composition shingle re-roof on a contributing property within the Highland Historic District.

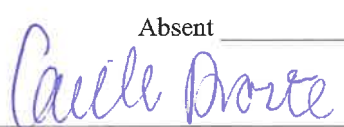
LOCATION: 27234 Main Street, Highland Historic District
Assessor's Parcel No. 1191-471-46-0000

PROPERTY OWNER: Richard Gallina

RECOMMENDATION: Staff recommends the Historic and Cultural Preservation Board consider Certificate of Appropriateness Application No. 24-001 for a proposed re-roof, which entails the use of 'white' three-tabbed composition shingle, on a contributing Historic District property.

ENVIRONMENTAL REVIEW: This project is Categorically Exempt from environmental proceedings pursuant to Section 15301, Class 1, Existing Facilities, of the California Environmental Quality Act (CEQA) Guidelines, since the proposed project consists of minor alterations to existing topographical features resulting in a negligible expansion of use.

PUBLIC NOTICE: As required by City Council Resolution, notice of the public meeting was posted at three (3) designated posting locations within the City. In addition, the notice was posted on the City's website, and mailed to interested agencies and property owners within 300 feet of the project site. No further notice is required.

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

PUBLIC COMMENT: Staff has not received any public comments in response to the project notice at the time of preparing this staff report.

DESCRIPTION OF SITE: The subject site is located on the north side of Main Street, between Palm Avenue and Cole Avenue (Attachment 1). The property contains a bungalow residence constructed circa 1904. The 1988 Historic Architectural Survey describes the one-story residence as having, “a bellcast hip roof with boxed cornice and broad frieze.” In addition, the residence has a raised entry with steps leading to a hip roofed covered porch with three (3) Tuscan columns. The entrance is flanked by two windows with decorative muntins in the upper sash. The house is sheathed in two-lap siding (Attachment 2).

PROJECT REVIEW: As mentioned above, the residence, which was constructed circa 1904, is a contributing property within the Historic District. The Applicant is requesting to replace the existing three-tab ‘white’ composition shingle roof material with an in-kind ‘white’ three tabbed composition shingle. The home was purchased by the owner in 1983 with the existing roof.

ANALYSIS: The policies applicable to this application are the Secretary of the Interior’s Standards for Rehabilitation and the Historic District adopted roofing guidelines.

The Secretary’s Standards guide the City in how to treat repairs, alterations and additions to historic structures (Attachment 4). The Standards state that alterations may occur as long as those features of the historic property that convey its architectural values be preserved with minimal change to distinctive materials, features and spatial relationships. It is noted that the original roofing material of the house was likely shake shingle. However, the Secretary’s Standards allow for the consideration of compatible substitute materials if preserving the original material is not feasible or economical.

Furthermore, the Historic and Cultural Preservation Board adopted roofing guidelines in 2021 (Attachment 5), which permit the use of a ‘brown’ tone or colored three-tab or dimensional composition shingle material as a compatible replacement for wood shake or shingle roofs. The process for replacing the roof involves submitting a Certificate of Appropriateness Application for staff review. If the proposed roof does not adhere to the approved materials and colors in the Guidelines, and thus the application is elevated to the Board for consideration. The Applicant feels that the white three-tab shingles best represents the aesthetic feel of the house.

Staff recommends the board review and consider the proposed re-roof material, and subsequently Approve or Deny Certificate of Appropriateness Application No. 24-001.

Attachments:

1. Aerial Map
2. Photos
3. Certificate of Appropriateness Application
4. Secretary’s Standards for Rehabilitation
5. Highland Historic District Roofing Guidelines

Attachments:

1. Aerial Map
2. Photos
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ATTACHMENT 1

Aerial Map



ATTACHMENT 2

Photos



ATTACHMENT 3

Certificate of Appropriateness Application



CITY OF HIGHLAND

27215 Base Line, Highland, CA 92346
Telephone (909) 864-8732 FAX: (909) 862-3180

COMMUNITY DEVELOPMENT DEPARTMENT PLANNING DIVISION

HISTORIC AND CULTURAL PRESERVATION APPLICATION CERTIFICATE OF APPROPRIATENESS

1. APPLICANT: RICHARD D GALLINA TEL #: 909 800-5598

2. MAILING ADDRESS: 27234 MAIN ST
HIGHLAND CA 92346

3. EMAIL: DICKGALLINA@AOL.COM

4. ASSESSOR'S PARCEL NUMBER: _____

5. SITE ADDRESS: SAME

6. REPRESENTATIVE INFORMATION (IF DIFFERENT THAN APPLICANT):

NAME: _____ TEL#: _____

ADDRESS: _____

EMAIL: _____

☐ Certificate of Appropriateness

☐ Certificate of Economic Hardship

7. PROJECT DESCRIPTION AND PURPOSE: WHITE ROOFING

8. SIGNATURE: I certify under penalty of perjury that I am the Legal Owner(s) (all individuals must sign as their names appear on the property deed), or Owner's Legal Agent and that the foregoing is true and correct.

Richard D Gallina
Signature

2-26-24
Date

(FOR OFFICE USE ONLY)

FILE NO.: COA 24-001

FILING DATE: 2-26-24

ATTACHMENT 4

Secretary's Standards for Rehabilitation

The Secretary of the Interior's Standards for Rehabilitation

The Secretary of the Interior is responsible for establishing professional standards and providing advice on the preservation and protection of all cultural resources listed in or eligible for listing in the National Register of Historic Places.

Rehabilitation:

The act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values.

Standards for Rehabilitation:

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.
2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.
3. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

10. New additions and adjacent or related new construction will be undertaken in a such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

NOTE:

When repair and replacement of deteriorated features are necessary; when alterations or additions to the property are planned for a new or continued use; and when its depiction at a particular period of time is not appropriate, Rehabilitation may be considered as a treatment. Prior to undertaking work, a documentation plan for Rehabilitation should be developed.

ATTACHMENT 5

Highland Historic District Roofing Guidelines

ROOFING GUIDELINES

for the Highland Historic District

Applicability – These Roofing Guidelines are applicable to all properties within the Highland Historic District, including historically contributing and non-contributing properties.

Guidelines – A Certificate of Appropriateness Application must be filed with the City and approved prior to construction. Applications which meet the criteria below will be reviewed by City Staff and a notice of approval will be issued within fourteen (14) calendar days. All other Applications will be reviewed by the Historic & Cultural Preservation Board at a public meeting.

Standards:

Existing Material	Acceptable Replacement Material
 Three-tab or Dimensional Composition Shingle (1890-1938 construction)	Dimensional composition shingle, brown color or tone only
Three-tab or Dimensional Composition Shingle (1939-present construction)	Three tab or dimensional composition shingle, any color or tone other than brown
Wood Shake and Shingles	Simulated or real wood shake or shingles of similar size and color meeting Highland Fire Department regulations, concrete tile of similar size or dimensional composition shingle, brown color or tone only
Slate	Slate of the same size and color, concrete or composite tile of similar size and color or dimensional composition shingle of the same color or a brown or gray color
Clay Tiles	Clay tiles of similar shape and color or concrete tile of similar size and color
Roll Composition (hot mop or torch down)	Roll composition of similar finish and visual character or dimensional composition shingle if appropriate for the pitch, dark gray or black only

- If a wood shake or shingle roof is to be replaced, the spaced sheathing (original nailing strips), if present, shall be preserved in place. If it is necessary to install new plywood, start behind the eaves, where it will not be visible.
- New galvanized drip edges shall be iron if available. It shall be painted to match the trim of the structure.

Adopted by the Historic and Cultural Preservation Board 2/4/2021



STAFF REPORT

TO THE HISTORIC AND CULTURAL PRESERVATION BOARD

DATE: March 7, 2024

FROM: Lawrence A. Mainez, Community Development Director

REVIEWED BY: Kim Stater, Assistant Community Development Director 

PREPARED BY: Angela Tafolla, Associate Planner 

SUBJECT: Preparation for the 26th Annual Citrus Harvest Festival in 2024

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 \$1,401.47. Separately, the Home Tour Account has a balance of \$1,639.91. Expenses are estimated to be \$15,350 while the expected revenues are \$15,400. Attached is the 2024 Citrus Harvest Festival Budget (Attachment 1).

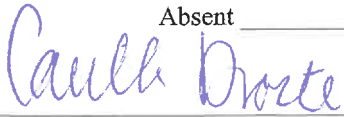
Traditionally, Staff time spent is not charged to the CHF fund. Planning, Public Works, and Finance Departments spend many hours on the event. Personnel costs are estimated at \$18,000.

PROJECT REVIEW:

1. Entertainment – Patrick

- Contests

1. Citrus Seekers, Coloring, Poetry Citrus Labels, Baking, Good Neighbor
2. Entertainers – Aztec Dancers, School Bands, Folklorico Dancers
3. Schedule of Events – See attachment 3
4. Festival Honoree – Pam Bible

Approved _____	Motion _____	Second _____	Agenda Item No. <u>3</u>
Denied _____	Ayes _____		
Continued _____	Noes _____		File No. _____
Tabled _____	Abstain _____		
	Absent _____		
 Recording Secretary		 Community Development Director	

- Event Stage
 1. Party plus confirmed setup and take down was included in the quote.
 2. Stage contract with Party Plus signed on 2/5/24 (\$954)
 3. Stage to be located at the top of Palm Ave. and Pacific St.

2. Car Show – **Patrick**

3. Home & Walking Tour – **Gail & Tony**

- Discuss Tour Options
 1. Provide desired locations of additional directional signage and event schedule locations.
 2. How many tours will be given?
 3. Discuss home tour route.
 4. Home tour ticket - \$3 each – new payment option offered.
 5. Finalize brochures, tickets, and times.

4. Vendors – **Pam**

1. Discuss Historic Demonstrators
2. Historic Demonstrators Budget – \$1700
3. Submitted Historic Demonstrator Applications – 7
(7x \$200 ea / 1 x \$300 = \$1700)
4. Pending Historic Demonstrators Applications – 10 (Heritage Trails)
5. Does the Board want to go outside of budget for the additional 10 demonstrators? (\$2000 over budget)

5. Admin/Marketing – **Hugh**

1. Radio – Hot 103.9 (no live promotion)
2. Newspaper – See attachment 4
3. Peachjar – RUSD 6 schools / SBUSD 14 schools
4. EHR Newsletter – March edition

6. Sponsor Levels – 2024 Current Sponsors:

- 1/1 – Title Sponsor, \$2,500 - Burrtec
2/5 – Co-Sponsors, \$1,000 - San Manuel; DR Horton,
2/5 – Additional Sponsors, \$500 each – Sunland Communities; Arnott Farms
4/10 – Citrus Supporters - \$300 EVWD; Gail Shelton \$100; Historical Society
\$200; John & Carol Timmer \$250
1/1 – Print Media Sponsor (*Twisted Images Ink*)

- Attachments:
1. Citrus Harvest Festival (CHF) Budget
 2. CHF Contests
 3. Entertainment Schedule
 4. Scheduled/Booked marketing
 5. Citrus Harvest Festival Layout
 6. List of 2024 Vendors

ATTACHMENT 1

Citrus Harvest Festival (CHF) Budget

2024 Citrus Harvest Festival Budget

FESTIVAL EXPENDITURES		
Item / Description	2024 Budget	Confirmed
Advertising – Print Media Sponsor	0	0
Advertising - Redlands Daily Facts / SB Sun	1,250	1,250
Advertising - East Highlands Ranch Newsletter	700	680
'Peach Jar' School District Electronic Newsletter	500	450
Hot 103.9 Radio Advertisement	1400	1250
Historic Demonstrators/Exhibitors (16 x \$200 ea) (1 x \$300)	1700	1,700
Entertainment DJ & MC (Highland Music Co. \$1,300)	1500	
Bands (Roy Orbison)	250	
Balloons street decorations	1,200	1,196.02
Insurance	1,800	1,616 (tentative)
Street Banner over Base Line (date modification)	0	0
Portable toilets	1,100	1,041.20
Posters Boards (\$800), Flyers (\$85), print marketing materials	600	
Mobile Stage (Towing)	0	945
Paper materials, copying, postage	500	
Tables w/ umbrella & chairs for food court & stage area	800	740.43
Signs for parking & festival activities	0	
Contest ribbons (126) & Plaques (2 Honorees + 4 Home Restoration)	550	
Kid's activities	100	
Miscellaneous supplies (Game Truck)	300	
Staff shirts (4 x \$25)	100	
Contest materials	200	
Car show dash plaques	500	
TOTAL	\$15,050	\$9,253

Item / Description	2024 Budget	Confirmed
Sponsorship	11,000	6,050
Retail vendor Booth spaces	2,800	2,595
Food vendor booth spaces	1,600	2,000
TOTAL	\$15,400	10,645
CURRENT BALANCE: \$1,401		PROJECTED BALANCE: \$1,051

ATTACHMENT 2

CHF Contests

CONTEST	CATEGORIES	NO. WINNERS (total)	PRIZE
COLORING	Pre-K & K	1 st , 2 nd , & 3 rd place for each grade (2x3 = 6 total)	Ribbon & Prizes for all (6)
POETRY	Grades 1-3	1 st , 2 nd , & 3 rd place for each grade (3x3 = 9 total)	Ribbon & Prizes for all (9)
CITRUS LABEL	Grades 4-12	1 st , 2 nd , & 3 rd place for each grade (9x3 = 27 total)	Ribbon & Prizes for all (27)
BAKING	1. Cake/Cupcake/Bread/Muffin 2. Cookie/Bar 3. Pie/Tart 4. Jam/Jelly/Relish/Salsa	Adults - 1 st , 2 nd , & 3 rd place for each category (12 total) Kids – 1 st , 2 nd , 3 rd (No jams) (9 total)	Ribbon for all (21) Prizes for 1 st place only
GOOD NEIGHBOR AWARD	1 - Best Landscaping 1 - Best Restoration	(2 total)	Plaques
Ugly Dog	1 – Ugliest 1 – Cutest 1 – Best Costume	1 st place (3 total)	Ribbons (3)
Pie Eating	1 – 5-11 1 – 12-18	1 st Place (2 total)	Ribbons (2)

ATTACHMENT 3

Entertainment Schedule

EVENT SCHEDULE

2024 HIGHLAND CITRUS HARVEST FESTIVAL

- 10:15 am Beattie Middle School**
- 11:00 am Citrus Valley High School Jazz Band**
- 11:45 am Announce Winners for the:**
* **Baking Contest**
* **Coloring, Poetry, Citrus Label Design Contests**
- 12:00 am The Highland Music Co.**
- 12:45 pm Presentation of Festival Honoree: Pam Bible**
- 1:00 pm The Highland Music Co.**
- 1:45 pm Announce Winners for the:**
* **Best Landscaping – 6986 Church Ave.**
* **Restoration Award – 6905 Palm Ave.**
* **Car Show (2 pm)**
- 2:15 pm Ugly Dog Contest &
Pie Eating Contest**
- 2:30 pm Ballet Folklorico Cultural**

ATTACHMENT 4

Scheduled Marketing

Angela Tafolla

Subject: FW: FW: CHF Advertising

From: Adil Zaher <azaher@scng.com>
Sent: Wednesday, February 21, 2024 10:39 AM
To: Angela Tafolla <atafolla@cityofhighland.org>
Subject: Re: FW: CHF Advertising

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

Hello Angela,

It's wonderful to hear from you! Indeed, we experienced quite a downpour this weekend, making everything feel snug and cozy at home.

Here is our revised proposal:

1/4 color ad run in The Sun, Inland Valley Daily Bulletin, Riverside Press Enterprise and Redland Daily Facts.

35,000 Impressions online ads run in Sbsun.com; redlandsdailyfacts.com.

Total price: \$1250

Thank you so much!

Adil Zaher
Senior Account Executive
Phone: [909-386-3960](tel:909-386-3960)
Cell: [619-867-6979](tel:619-867-6979)
Email: azaher@scng.com

ATTACHMENT 5

Citrus Harvest Festival Layout



ATTACHMENT 5

List of 2024 Vendors

Business Name	Type	Contact Person	Booths	Insure	Paid? / \$?	Special Requests
Kernely Yours Kettle Corn	Food	Diane Wickham	1	yes	\$ 200.00	
Carl's Concessions	Food	Kelly Martinez / Carl Verbanic	1	Yes	\$ 200.00	same spot as 2023. Do not allow anyone else to sell similar food.
Wildlands Conservation	Nonprofit Gov. Agency	Elba Mora	1		\$ -	
Doreens Fashions	Direct Sales	Doreen Davis	1		\$ 40.00	
Bon's Personalized Gifts	Direct Sales	Bonnie Calleros	1		\$ 40.00	same spot as last year
Rosales Mexican Food	Food	Christopher Rosales-Garcia	1	yes	\$ 200.00	Corner booth
Fuego Me Up	Food	Nicholas Nguyen	1	yes	\$ 200.00	
Pampered Chef	Direct Sales	Jackie Aronowitz	1		\$ 40.00	
WAPA Western Antique Power Associates	Historic Demonstrators	Mitchell Reichwein	1		\$ -	Away from any Karaoke activities
Highland Trails Committee	City of Highland	Travis Trejo	2		\$ -	
2 Stone Jewelry Guys & 2 Jerky Guys (pp)	Direct Sales	Kenny Foster & Chris Starbeck	2		\$ 80.00	
Good Mama's Health	Direct Sales	Shawn & Tracy Walkee	1		\$ 40.00	
Simply Marvelous	Direct Sales	Jewlie Serna	1		\$ 40.00	
Wrightwood Rocks (Magnetic Angela)	Direct Sales	Angela Nielsen	2		\$ 80.00	
Bear Creek Pottery - Pottery	Historic Demonstrators	Paul Bear Bradford	1		\$ -	need electricity from church
Bear Creek Pottery - Rope Making	Historic Demonstrators	Camille Meldrum	1		\$ -	
Avon	Direct Sales	Ofelia Anthony	1		\$ 40.00	easy up is larger than normal will need a corner
Steve's Bird Houses	Direct Sales	Steve Hadley	2		\$ 70.00	wants north side of street sp. 158&159 or 127&128
The Banana Pudding Lady	Food	Shonda Carcamo	1	yes	\$ 200.00	
California Experience - Wool spinning	Historic Demonstrators	Klaus Duebbert	1		\$ -	
The Cake Plug	Food	Tiffany Syal	1	yes	\$ -	
Bridgee's Brittle (prepackaged)	Direct Sales	Bridget Calburn	1		\$ 40.00	wants to be next to Two Guys Jerky and stones same spot as 2023
Cutco	Direct Sales	Matt Graves	1		\$ 40.00	
Fabulous Faces by Linda (face painting)	Direct Sales	Linda Powers	1		\$ 40.00	
Paparazzi Jewelry and Accessories	Direct Sales	Jainell Wesson	2		\$ 80.00	
Eddi Fern	Direct Sales	Eduardo Fernandez	1		\$ 40.00	corner space
California Experience - Blacksmith	Historic Demonstrators	Ken Kuhn	1		\$ -	
California Experience - Rope winding	Historic Demonstrators	Eleanor Ripple	1		\$ -	
Wood Crafts	Direct Sales	David Rhaton	1		\$ 40.00	
Grace Designs	Direct Sales	Grace Yu	1		\$ 40.00	same booth as last year (32)
Highland Public services	City of Highland	Carlos Florez	4			
Scentsy Independent Consultant	Direct Sales	Venissa Horrington	1		\$ 40.00	shaded area
Norwex	Direct Sales	Cindy Nelson	1		\$ 40.00	
Crestline Dream	Direct Sales	Debbie Sawyer	1		\$ 40.00	
Samantha Steffen (décor & jewelry)	Direct Sales	Samantha Steffen	1			
W&H Party Rentals (train)	Direct Sales	Ray Williams	1			
MARs Whealthness, LLC	Direct Sales	Melissa Campos	1		\$ 35.00	
Texas Treasures	Direct Sales	Kacy Kincannon	2		\$ 80.00	
Décor Boards and More	Direct Sales	Armida & Anna Angeloni	1		\$ 40.00	
costco	Direct Sales	Maureen Moore	1		\$ 40.00	
Church of Christ	Direct Sales	Steve Webb	1		\$ 40.00	
Inland Empire Proectors and Miners	Historic Demonstrators	Charles R. Jajola	3		\$ -	
Moan Pie Pizza	Food	Sergio Hernandez	1	no	\$ -	has food trailer for pizza oven (4x12)
D.R. Horton	Sponsor	Rudy Provost	1		\$ 1,000.00	
Burrtec Waste Industries	Sponsor	Michael	3		\$ 2,500.00	
SB County Stormwater (SGA)	Government	Arlisa Cleveland	1		\$ -	
Tops CA1387 Highland	Non-profit	Carolyn Rowe	1		\$ 40.00	
Blue River	Direct Sales	Paul Tananan	1		\$ 40.00	had space #40 in 2023 would like same spot
Institute for Public Strategies	Government	Lupita Martinez	1		\$ 40.00	
SB County Animal Care	Government	Briana Garcia	1		\$ -	need grass area - turn off sprinklers
Pips Stop	Direct Sales	Amy Pippenger	4			needs all booths next to each other
Gail Shelton, Realtor	Sponsor	Gail Shelton	1			
Richard Watson Gershon	Sponsor	Maricela Marroquin	1		\$ 500.00	
John Timmer	Sponsor	John Timmer	1		\$ 250.00	
Highland Area Chamber of Commerce	Non-profit	Chris Nielse	1		\$ 40.00	
Brightwater Senior Living	Direct Sales	Kelli Kowalski	1		\$ 40.00	
Sunland Communities, LLC	Sponsor	Camillie Bahri	1		\$ 500.00	
EF High School Exchange Year	Non-profit	Tracey Powell	1		\$ 35.00	
Re/Max Freedom	Direct Sales	Tamara Zaman	2		\$ 70.00	
Heart Anime Shop	Direct Sales	Paulina Arellano	2		\$ 40.00	
Jamaica Love	Food	Cassius Henry	1			
Blizzy Bea's Cha Cha (prepackaged)	Direct Sales	Renee Phillips	1		\$ 40.00	
Lulubear Bakery (prepackaged)	Direct Sales	Elizabeth Duvall	1		\$ 35.00	
Arnott Farms	Sponsor	Ron Arnott	2		\$ 500.00	is also using sunland communities booth space
Sassy Chicana	Direct Sales	Christina Phelps	1		\$ 40.00	
San Manuel	Sponsor	Marissa Aguilar	3		\$ 1,000.00	2 DPS vehicles placed next to booth space
Cache Fashions custom jewelry	Direct Sales	Amelia Orjoseph Maya	1		\$ 40.00	Would like the sides open
Researching Family Hlstory	Direct Sales	Deania Gallaher	1		\$ 80.00	applied and paid for 2 booths only needs one. No refund required.
Crazy Beanie Lady Tumblers	Direct Sales	Lisa Elias	1		\$ 40.00	Close to restrooms
Pinazzo's Pizzo Box	Food	Matt Baker	1			needs 20x30 space for food truck
Avon	Direct Sales	Rosemary Okofoh	1			
Whimsical Lei Creations	Direct Sales	Rosy Cervantes	1		\$ 40.00	Placed far away from food so the flower do not pick up scents
Highland Historical Society	Sponsor	Patrick Sanford	1		\$ 200.00	
Brushketeer Densitry for Klds	Direct Sales	Harbir Jhavar	1		\$ 35.00	Placed near kid zone.
Ca Dept. of Food & Agriculture	Government	Makayla Thompson	1		\$ 40.00	
Embroidery with Class	Direct Sales	Kaye McKenna	2		\$ 80.00	
Paradise Valley Model A Club	Historic Demonstrators	Richard Bronstrap	5			Need parking space for 5 Model A's
Century 21 top producers	Direct Sales	Sasha Washington	1		\$ 40.00	
Brewzr 3D Printing LLC	Direct Sales	Rosalina Arellano	1		\$ 40.00	
Big Wills Jerseys	Direct Sales	Will Binney	2		\$ 80.00	need 10x20 handicaped possible corner booth
Wild and Twisted Foods	Food	Linda Quiroz	1			passenger side of trailer needs to be facing the event.

San Bernardino County Env. Health Ser.	Government	Carlos Orozco	1		\$ 40.00	
Accent on Flowers	Direct Sales	Te Kui Yang	1		\$ 40.00	same booth as last year (60)
Crafty Banana	Direct Sales	Annalisa Roríguez	1		\$ 35.00	
YMCA East Valley - Camp Edwards	Direct Sales	Autumn Lozano	1			
	<i>Sponsors</i>		112		\$ 9,685.00	
	<i>Historic Demonstrators</i>					
	<i>Food booths</i>					
	<i>Direct Sales</i>					
	<i>Non-Profit</i>					
	<i>Government</i>					
	<i>City of Highland</i>					



STAFF REPORT

TO THE HISTORIC AND CULTURAL PRESERVATION BOARD

DATE: March 7, 2024

FROM: Lawrence A. Mainez, Community Development Director

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

PREPARED BY: Angela Tafolla, Associate Planner *AT*

SUBJECT: A status of Certificate of Appropriateness Applications for properties within the Highland Historic District.

LOCATION: Highland Historic District, generally bound by Nona Avenue to the north, Clifton Avenue to the south, Orange Street to the west and Church Avenue to the east.

RECOMMENDATION: Staff recommends the Historic and Cultural Preservation Board receives and file Staff's report

PUBLIC NOTICE: As required by City Council Resolution, notice of the public meeting was posted at three (3) designated posting locations within the City. No further notice is required.

DESCRIPTION OF SITE: The City's Historic District consists of 102 contributing properties and 32 noncontributing properties and is generally bounded by Nona Avenue to the north, Church Avenue to the east, Clifton Avenue to the south and Orange Street to the west. All 134 properties within the Historic District were considered when reviewing Certificate of Appropriateness projects.

PROJECT REVIEW/ANALYSIS:

Attachment 1 includes a table of approved Certificates of Appropriateness which have not yet been completed or partially completed.

Attachments: 1. Certificate of Appropriateness Log

Approved _____	Motion _____	Second _____	Agenda Item No. <u>4</u>
Denied _____	Ayes _____		File No. _____
	Noes _____		
Continue _____	Abstain _____		
	Absent _____		
<i>Carole Bruce</i> Recording Secretary		<i>Lawrence Mainez</i> Community Development Director	

ATTACHMENT 1

Certificate of Appropriateness Log

Certificate of Appropriateness Applications Not Yet Completed

File Number	Address	Description of Project	Approved	Expires	Status
COA 23-004	6986 Church Avenue	Museum and special event center			<i>Incomplete – Revising plans to only include museum</i>
COA 23-005	6956 Palm Avenue	Bank Building re-roof and waterproofing	10/25/23		<i>Approved. Permit issued on 11/01/23. To date, no inspections requested.</i>
COA 24-001	27234 Main St.	Re-roof – requesting to use existing white shingle color. Historic District Roofing guidelines only permits brown color or tone only.			<i>Received 2/26/24 Scheduled for HCPB 3/7/24</i>
COA 24-002	27439 Main St.	Re-roof	2/28/24		<i>Approved. Permit issued on 2/28/24.</i>