

MINUTES
HISTORIC AND CULTURAL PRESERVATION BOARD SPECIAL MEETING
August 4, 2022

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 Patrick Sandford
 Vice Chair Pamela Bible
 Member Gail Shelton
 Member Vacant

Absent: Member Tony Mauricio

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

The Pledge of Allegiance was led by Member Shelton.

COMMUNITY INPUT

None

CONSENT CALENDAR

1. Minutes from the June 2, 2022 Special Meeting.

A MOTION was made by Vice Chair Bible, seconded by Member Shelton, to approve the minutes, as amended. Motion carried, 3-1, with Member Mauricio being absent.

BUSINESS ITEMS

2. Selection of an Event Date, Budget Analysis, and Organizational details for the 25th annual Citrus Harvest Festival in 2023.

Associate Planner Syed presented the staff report.

Member Shelton suggested the dates to be either April 1st or 8th, 2023.

Assistant Community Development Director Stater stated those dates are better for the school bands, however it is not good for our vendors who set aside the last Saturday in March.

A MOTION was made by Member Shelton, seconded by Vice Chair Bible, to accept the Citrus Harvest Festival date of March 25, 2023, and a rain date of April 1, 2023. Motion carried, 3-1, with Member Mauricio being absent.

Assistant Community Development Director Stater stated this is a recommendation for City Council which will be presented at the next hearing.

Associate Planner stated we have vendor booth fees, and these haven't changed in the past four years or so. Does anyone have input on modifying the fees?

Vice Chair Bible stated it did not seem that we had many food vendors last year.

Associate Planner Syed stated I reached out all the previous vendors, and 75% do not operate anymore because of COVID-19. Next year, we are hopeful that we will have more participate.

Vice Chair bible stated it would be great if we had vendors that had carts, that wouldn't have to take up two spaces. A pushcart would be the best option that we could offer a lower price for them. Is that an option?

Associate Planner Syed stated we have vendors that makes prepackaged items, for example, beef jerky, BBQ sauce and peanut brittle.

Historic Board members were in consensus of the vendor booth fees presented in the staff report.

Associate Planner Syed stated we no longer have Highland Community News as print media sponsor.

Member Shelton stated the Chamber of Commerce will promote it, as well as the Redlands Community News. We also have the San Bernardino Sun.

Assistant Community Development Director Stater stated we can ask San Bernardino Sun if they are willing to be our print media sponsor.

Member Shelton asked I was wondering if there was an opportunity to add in a \$250 sponsor? I would love to be a sponsor at that level. How much are the flag sponsors?

Assistant Community Development Director Stater stated if you are 500, 1,000, 2,500 or print media sponsor you are on the flag poles.

Member Shelton stated I think having \$250 would be another category we should consider to folks.

Vice Chair Bible stated I am worried if you add even more categories than that's more spaces to fill up and are you going to fill them?

Chair Sandford asked my question is, what does that get you as the sponsor?

Vice Chair Bible asked what does the \$100 sponsor receive?

Assistant Community Development Director Stater stated T-shirts, a space at the event, and your announced at the event. What we wouldn't want to do is add more sponsors to the flyer because there is so many already.

Member Shelton stated I think there are a lot of smaller businesses in Highland who would like to see their names up there and would be willing to spend the money, which would increase the sponsorship.

Assistant Community Development Director Stater stated we can bring this back for discussions for the next meeting.

Associate Planner Syed stated regarding the contests on page 4 you will see the contests including the new Good Neighbor award. We had several homeowners inquire about it after we had decided who the winners were going to be. I let them know they can participate next year. The school contests are always the same and quite of few entries of every grade level. I sent the Good Neighbor award inquiries to the homeowners in January 2022 and another batch of letters in February 2022. The only people that we heard from was who Colin personally went and spoke with.

Vice Chair Bible stated the letters were not the same, one of them was a Good Neighbor award and another was regarding the Home Tour award.

Associate Planner Syed stated the Home Tour letter was sent out January 2022.

Vice Chair Bible stated I think both letters need to be sent out in January to give the Historic District more notice. Also, I think it should be the same letter for instead of two separate letters.

Member Shelton stated yes, and then another letter to follow up.

Associate Planner Syed stated that is a good idea. Do we have any volunteers to take Colin's job and go out and speak with some of the homeowners about participating?

Vice Chair Bible stated I think it would be better to send the letter in February and then follow up beginning of March go speak to the homeowners in person.

Associate Planner Syed stated I think that works out better. Regarding the honoree for next years Citrus Harvest Festival, do we have any suggestions who our honoree will be?

Vice Chair Bible stated I did not bring my list with me.

Historic Board members and staff spoke about who the past honorees were.

Associate Planner Syed suggested Larry McCallon as an honoree for next year. We could honor Highland Community News.

Vice Chair Bible stated yes, we could, that is a good idea because they were involved the last 24 festivals.

Historic Board members and staff spoke about businesses that have served Highland for over 25 years.

Vice Chair Bible stated Historical Society would be nice to have them as an honoree. During Covid-19 that was going to be their 40th anniversary.

Member Shelton stated I would like the Historical Society to be our honoree too.

Chair Sandford stated I am not opposed to the Historical Society. What about Sam Racadio?

Vice Chair Bible stated he was on the list.

Chair Sandford stated I would like to bring this back to the October 2022 meeting and discuss it further.

Associate Planner Syed stated regarding the car show, we have not decided if they're going to be around to sponsor the car show next year.

Assistant Community Development Director Stater stated if the Kiwanis car club is no longer, the city will pick up the responsibility, it will not completely go away.

Associate Planner Syed stated the home and walking tour was wonderful. Colin Childs has a lot of knowledge express to the community. With him no longer apart of the Historic District we need someone to take that initiative. Any volunteers?

Assistant Community Development Director Stater stated unless the board wants to wait until Member Mauricio returns and then we have the assignment of all five members.

Chair Sandford stated I have feedback regarding the layout of the festival, when we were moving things, I was concerned moving away from Palm Avenue where our true retailers are, however the power engines were great located there.

Vice Chair Bible asked how long did it take them to take down everything once the event was over?

Associate Planner Syed stated by 4, it was quick and easy for them. They said their access to get in and get out was significantly faster than where their placement was previous years.

Historic and Cultural Preservation Board received and filed staffs report.

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

Associate Planner Syed presented the staff report.

Historic and Cultural Preservation Board received and filed staffs report.

ANNOUNCEMENTS

The next meeting will be October 6, 2022 at 5 pm.

ADJOURN

There being no further business, Chair Sandford declared the meeting adjourned at 6:10 p.m.

Submitted by:

Approved by:

Camille Goritz, Administrative Assistant III

Patrick Sandford, Chair