



Agenda Item No: 1.f

PLACENTIA CITY COUNCIL AGENDA REPORT

Meeting Date: May 20, 2025

Submitted by: Aileen Munoz

From: Community Services

Subject:

Acceptance of Resignation from the Heritage Committee and Consideration of the Appointment of a New Committee Member

Financial Impact:

Fiscal Impact: None

Summary:

Mr. Gonzalez has served on the Heritage Festival Committee since May 2021. He has volunteered his time to the community and has been part of projects throughout his time as a Committee Member. The City received his email correspondence on May 8, 2025, indicating Mr. Gonzalez's resignation from the Committee effective May 21, 2025.

Due to the resignation of Mr. Gonzalez, a vacancy has been created on the Heritage Festival Committee. Staff recommends that the position be filled by Mrs. Lisa Pallares, who was appointed as an alternate committee member.

Recommendation:

Recommended Action: It is recommended that the City Council:

1. Accept the resignation of Martin Gonzalez from the Heritage Festival Committee effective May 21, 2025; and
2. Consider the appointment of alternate member Lisa Pallares to the Heritage Festival Committee effective May 21, 2025.

Strategic Plan Statement:

This item is consistent with the City Council approved 5-year Strategic Goal 4: Increase community engagement and Goal 3: Promote community and economic development. Heritage Committee members actively encourage the community to participate in the annual Heritage parade and festival to promote community development through this event.

Discussion:

During his time with the Committee, Mr. Gonzalez contributed to a variety of duties and brought forward numerous innovative ideas that enhanced the Committee's operations. He introduced the concept of digitizing paperwork, streamlining internal processes, and improving advertising strategies. He played a key role in securing sponsorships through his community connections and was actively involved in the Grand Marshal selection process. Additionally,

he collaborated with the Arts Department at Cal State Fullerton to strengthen the Committee's marketing strategy. The city greatly appreciates Mr. Gonzalez's dedication and his many contributions during his time on the Heritage Festival Committee.

A vacancy has been created on the Heritage Festival Committee. Staff recommends that the position be filled by Lisa Pallares, who was previously appointed as an alternate Committee Member. Mrs. Pallares has demonstrated a strong commitment to the community and brings a wide network of connections with local businesses and community members. Her established relationships and outreach abilities make her a valuable asset to the Committee and an ideal candidate to step into this role.

Fiscal Impact Summary:

There is no fiscal impact.

Attachments

[Marty Gonzalez Resignation.pdf](#)