

# HEBER PUBLIC UTILITY DISTRICT

## REPORT TO BOARD OF DIRECTORS

**MEETING DATE:** October 21, 2021

**FROM:** Laura Fischer, General Manager

**SUBJECT:** Heber Fall Fiesta Update

### **INFORMATION ONLY:**

The Fall Fiesta is moving forward and staff feels that we will be ready for the big event. Check out our fall fiesta website at: [www.heberfallfiesta.com](http://www.heberfallfiesta.com).

### **PARADE:**

The Holt Group submitted the encroachment permit applications to County of Imperial and Cal Trans. We have received signed permits for all activities at the Fall Fista.

The parade entry forms have been completed and we are waiving the fee for schools and youth organizations. We expect to have at least 30 entries. The parade route runs down Hawk from Heber Ave to Oak Ave.

The parade starts at 4pm. We will have three judges for the parade. We will have three announcer stations in the parade. We will have some bleachers set up on Palm for spectators.

We need all of the Board of Directors to ride in the parade. We have signs with your name on them. We would like for you to ride in an HPUD vehicle or if you have another vehicle we will have the signs ready to place on any vehicle you ride in. We will have one electric vehicle available as well as trucks.

### **FIESTA:**

Once again we are using the theme "Day of the Dead" and decorating like the movie Coco. The seniors have been busy making tissue paper flowers. We will be focusing on having more vendors with activities for kids and more food, drinks and items for sale. Our vendor forms are on line and Diahna Garcia-Ruiz from Proyecto Heber is handling the fiesta vendors and will secure the health permits. The Sheriff has signed the ABC Permit application and we expect it to be in hand by the time of the meeting.

The kid activity booths are being constructed and set up by HPUD staff. We have 14 booths.

Loteria- Seniors

Fish for Ducks

Ping Pong Toss

Spin the Wheel

Pinata

Plinko

Ring Toss over Bottles

Chess/Checkers

Ring Toss

Bean Bag Toss

Photo Booth

Bowling

Spooky Ball Toss

Hay Ride (Pending Torrence Farm Implements)

To run the booth, the organizations need to show up and work the booths starting at 5pm and cleaning up after 8pm. We will provide the booth and prizes. They just need to work the booth. In exchange, the HPUD will donate \$200 per organization, per booth. The organization must be non-profit or a youth group such as Little League, Church groups, 4-H, Boy Scouts. This helps the group make money with little planning and helps HPUD start a tradition of quality fall activity booths that can be used every year.

We will also have live music throughout the day. Our MC is Maribel Puentes, Mariachi Aurora, Aliado Norteno, and J2 Entertainment as the DJ.

### **DIA DE LOS MUERTOS OFRENDA**

This year the HPUD will be setting up the memorial 'Day of the Dead' alter in the baseball field by Homeplate. We will have it secured so that we can keep it open until after November 2<sup>nd</sup>. We will open the Dia de los Muertos ofrenda from 6pm-10pm every night starting at the Fall Fiesta.

Father David will bless the alter at 7:30 at the Fiesta and Mariachis will be playing.

### **HPUD Board's Assignment for the Fiesta**

***Ride in the parade.*** Please arrive at 3:30pm at the corner of Hawk and Heber. Look for Vianka Villa or a member of Los Vigilantes to help you find your vehicle. You will be assigned an HPUD vehicle unless you arrange for a different ride. HPUD is preparing your banner, which will be hung on the vehicle.

***Prepare Write Up for Parade.*** As you know we have parade announcers and we need you to prepare a short statement that you want read during the parade. Example, BOD member is excited to once again hold the Heber PUD Fall Fiesta, and invited you all to Tito Park to enjoy the free games and Dia de los Muertos Ofrenda. You can also have this statement in Spanish. I need this emailed to me or to Vianka at [Events@heber.ca.gov](mailto:Events@heber.ca.gov) by October 25<sup>th</sup>.

### ***Parade Awards.***

The awards for the parade are scheduled for 5:30pm. Please check in at the HPUD Booth (at the entrance with HPUD staff and our banner) to help make the announcements from stage.

### ***MC Duties.***

If you are comfortable doing it, please make some announcement over the microphone on stage. Just walk up to Maribel or the DJ and grab the microphone and say hello to everyone and remind them that HPUD is putting on the event. Thank our sponsors, vendors, staff. Remind them that we have a movie starting at 8:30pm (The Book of Life) and that the games are free so send the kids over. You could also tell them that the tacos are great and so are the desserts!

### **Sponsors.**

As of Friday the 14<sup>th</sup> we have the following sponsors:

The Holt Group - \$1,000  
Queen of Dragons - \$500  
Sun Community Federal Credit Union - \$250  
Braga Fresh Farms - \$250  
Clinicas de Pueblo - \$250

The HPUD Board approved the budget and we are within the appropriated amount and don't expect to exceed.

I want to thank the team working on this event. It takes a lot of time and energy, but they are excited and ready to party. I will be calling and texting you before the event to get the needed information.

Respectfully Submitted,

Laura Fischer,  
General Manager