



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Ward and Members of the City Council

THROUGH: Richard Thompson, Interim City Manager

FROM: Lindy Coe-Juell, Assistant to the City Manager
Liza Tamura, City Clerk
Richard Gill, Director of Parks and Recreation

DATE: February 2, 2010

SUBJECT: Consideration of Establishing a Centennial Celebration Committee

RECOMMENDATION:

Staff recommends that the City Council review the proposed Centennial Celebration Committee application, timeline and selection process, provide direction as needed and select a Council subcommittee to guide the planning effort for celebrating the City's 100th anniversary year.

FISCAL IMPACT:

The recommendation before the City Council this evening carries no immediate fiscal impact. Staff, with input from the committee, would return to the City Council at a future meeting to discuss a budget for the celebration activities. Staff also anticipates that sponsorship and private fundraising will play into the fiscal planning for various events.

BACKGROUND:

The City of Manhattan Beach was incorporated in December 1912 and, as such, we will reach an extraordinary milestone in the City's history in 2012. As a part of the 2009-2010 Work Plan, the City Council asked staff to bring this item forward for initial discussion early this year.

DISCUSSION:

Staff has learned that both the City of Hermosa Beach, which celebrated its centennial in 2007, and our own city (for the 75th year celebration) formed committees with public, Council and staff representatives to plan the festivities. A recent, successful model for committee formation in Manhattan Beach is our Environmental Task Force (ETF). To establish the ETF membership, the City Council selected a diverse group of people with experience and skills that directly related to the subject through an application process.

Staff recommends using a similar process for selecting a core group of members for a centennial committee that will be responsible for developing the plan for the major events, updating and seeking approval from the City Council, coordinating participation by all interested groups and individuals, budgeting, organizing event sponsorship and marketing the celebration. Staff

recommends establishing a committee of ten (10) people, with the City Council each selecting two (2) members, as a good working group size. Although this committee would form the core work group for the Centennial, ongoing ideas, enthusiasm and input would be sought and welcomed by all interested parties. The proposed application (attached) would allow people interested in serving on the committee to highlight their experience in event planning, marketing, volunteer coordination, sponsorship and fundraising.

Similarly to the ETF, staff recommends that the City Council select (2) Councilmembers for a subcommittee to help guide the planning efforts. The Assistant to the City Manager, City Clerk and Parks and Recreation Director will serve as the staff liaisons to the committee. The City Clerk has already gathered contact information from 30 cities that have recently celebrated significant anniversaries to consult for ideas and lessons learned. Additionally, staff has held initial conversations with Jan Dennis (former Mayor, historian and a leader for the Manhattan Beach 75th anniversary) and the City Manager in Hermosa Beach to gather ideas and advice.

Should the City Council approve the proposed application and selection process, staff recommends the following timeline:

- Post the application to the City website by Friday, February 5th.
- Advertise the application in the Beach Reporter during the month of February.
- Close the application process on March 5th.
- Schedule Council selection of committee members at the March 16th City Council meeting.

This timeline would allow a month for the open application period and a kick-off meeting to be held in April 2010.

CONCLUSION:

Staff recommends that the City Council review the proposed Centennial Celebration Committee application, timeline and selection process, provide direction as needed and select a Council subcommittee to guide the City's centennial planning effort.

ATTACHMENT: Proposed 2012 Centennial Celebration Committee Application



City Hall 1400 Highland Avenue Manhattan Beach, CA 90266-4795
Telephone (310) 802-5050 FAX (310) 802-5051 TDD (310) 546-3501

2012 CENTENNIAL CELEBRATION COMMITTEE APPLICATION

The City of Manhattan Beach is forming a Centennial Celebration Committee that will, at minimum, meet monthly with the purpose of planning the City's 100th Anniversary Celebration for the year 2012. This committee will be responsible for developing the plan for the major events to mark the Centennial Celebration, recommending the plan and seeking approval from the City Council, coordinating participation by all interested groups and individuals, budgeting, organizing event sponsorship and marketing the celebration.

The City Council will appoint a 10-member Centennial Celebration Committee based on a review of submitted applications. In order to promote diversity in participation, current Board and Commission members will not be eligible for selection. Although the 10-member Committee will form the core work group for the Centennial, ongoing ideas, enthusiasm and general input will be sought and welcomed by everyone who is interested in celebrating this extraordinary milestone. Please fill out the application below and return it by **Friday, March 5th at 5:00 p.m.** to:

Lindy Coe-Juell
Assistant to the City Manager
1400 Highland Ave., MB 90266
lcoe-juell@citymb.info
310-802-5054 (phone); 310-802-5051 (fax)

Name _____

Home Phone _____

Other Phone _____

Address _____

Email _____

Are you a qualified elector of the City of Manhattan Beach? _____

Will you be able to attend monthly Committee meetings? _____

Will you have time to follow-up on tasks between the regular monthly meetings and to participate in additional planning meetings (especially as we near the beginning of the celebration year) as necessary?

Please check each box that describes your experience:

- event planning**
- fundraising**
- organizing event sponsorship**
- event marketing**
- volunteer coordination**

Please describe your experience in the items checked above and your interest in helping the City to plan its Centennial Celebration:

**Resumes and/or additional information may be attached and submitted with application.
All materials submitted will be forwarded to the City Council for consideration.**