



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, Centennial Liaison

DATE: September 21, 2010

SUBJECT: Update on Initial Centennial Committee Activities and Additional Committee Member Selection

RECOMMENDATION:

Staff and the Council Centennial Subcommittee, Mayor Pro Tem Montgomery and Councilmember Tell, recommend that the City Council accept the Centennial Committee activities update and approve the selection of additional Committee Members as recommended by the Subcommittee.

FISCAL IMPACT:

The recommendation before the City Council this evening carries no immediate fiscal impact. The budget for the 2012 Centennial celebration is expected to be funded through private sponsorship and fundraising activities organized by the Centennial Committee. Staff and the Council Subcommittee will keep the City Council updated on this effort.

BACKGROUND:

On May 4th, the City Council selected the initial five members of the planned ten-member Centennial Committee from a list of twenty-five community applicants. The Committee Members selected that evening were Annie Walker, Grace Leung Hiskey, Jan Dennis, Joe Franklin and Trish Pietrzak.

These five Committee Members were tasked with first focusing on the development of the Manhattan Beach Centennial theme and logo. This initial task has been accomplished along with several other significant steps forward that are described in this report. The Committee and the Council Subcommittee have identified future areas of needed support and, at this time, are recommending that the City Council approve the selection of four additional Committee Members.

DISCUSSION:

Centennial Activities Update

The Centennial Committee has established their regular meeting dates as the fourth Monday in each month at 5:00pm with the meetings being held in the Police/Fire Conference Room. During their initial meetings the Committee Members divided their work into five main areas: theme/logo development, budget, events, volunteers and historical reference. The Committee

determined the first priority task should be the development of the Centennial theme and logo. To that end, the Committee conducted outreach to community members, researched other Cities' Centennial themes/logos, and considered historical references in developing the Manhattan Beach Centennial theme as *Our Hometown – 100 Years of Sun, Sand and Sea*.

The Committee then developed and advertised a contest for the creation of a Manhattan Beach Centennial Logo that was open to all who live, work, or go to school in Manhattan Beach. The Committee received a wide range of entries to the contest that clearly demonstrated the high level of creativity and talent in the community. The Committee selected a Centennial Logo that they believe will be an excellent representation the people and spirit of the City of Manhattan Beach. The logo will be unveiled at this evening's Council Meeting.

The other initial activities of the Centennial Committee have included work on the Centennial website www.mb100.org (which is expected to launch in the coming weeks), the establishment of a Centennial Foundation for fundraising purposes, the development of an initial outline of events, and a plan to represent the Centennial at the 2010 Manhattan Beach Hometown Fair. To expand on the last point, Centennial Committee members will be sharing space in the Manhattan Beach Chamber of Commerce booth during the Fair and will be providing information about the Centennial, selling t-shirts with the newly minted Centennial logo, and seeking volunteers and funding for the Centennial celebration. Please look for us at the Hometown Fair!

Selection of Additional Committee Members

The next areas of focus for the Centennial Committee will include formalizing the schedule of major Centennial events for the celebration in 2012, establishing the events budget, and planning fundraising activities to be held in 2011. The current Centennial Committee Members and the Council Subcommittee, Mayor Pro Tem Montgomery and Councilmember Tell, have discussed and identified the type of support that will be needed from additional Committee members to help accomplish these goals.

The additional Committee members should have expertise in the areas of event planning, production and marketing; merchandising; entertainment industry and media relations; and fundraising and sponsorship organization. Upon review of the applicants for the Centennial Committee, the Council Subcommittee recommends the following individuals for selection:

- Irene Cotter – marketing/merchandising
- Jeanna Harkenrider – event planning
- Larry Lemoine – entertainment industry/media/fundraising
- Oliver Thomas Schulster – event production

The approval of these four individuals would bring the total number of Committee Members to nine. The Council Subcommittee would like to recommend appointing a high school student representative as the tenth and final Centennial Committee Member in order to provide a connection to and input from the student community. With Council approval, Staff and the Subcommittee will work with school officials to identify a student representative and return to City Council with the recommended selection in the next several months.

CONCLUSION:

Staff and the Council Centennial Subcommittee recommend that the City Council accept the Centennial Committee activities update; approve the selection of Irene Cotter, Jeanna Harkenrider, Larry Lemoine and Oliver Thomas Schulster as additional Centennial Committee Members; and approve the recruitment of a high school student as the final representative on the Centennial Committee.

ATTACHMENT: List of Applicants for the Centennial Committee

List of Applicants for the Manhattan Beach 2012 Centennial Committee

Name/Profession		Application Marked Committee Related Experience									
		Event Planning	Fundraising	Sponsorship	Marketing	Volunteer Coordination	E. Industry	Media Expertise			
Current Committee Members (selected in May 2010)											
1	Annie Walker Travel Industry/Event Production and Marketing	X	X	X	X	X					X
2	Grace Leung Hiskey Managing Partner , RGH Enterprises, Inc.	X	X	X	X	X					X
3	Jan Dennis Former Mayor & Local Historian	X	X	X	X	X					X
4	Joe Franklin Communication & Marketing	X	X	X	X	X					X
5	Trish Pietrzak PR & Marketing Specialist	X	X	X	X	X					X
Recommended Additional Committee Members											
6	Irene R. Cotter Beauty Industry Executive	X	X		X	X					X
7	Jeanna Harkenrider Retail & Aerospace Event Planner/Marketing	X			X						
8	Larry Lemoine CEO of Wave Entertainment	X	X	X	X	X					X
9	Oliver Thomas Schulster Art Direction, Production Mgt., Design	X	X		X	X					X
10	Brent Enright Real Estate Brokerage Agent-Entrepreneur	X	X	X	X	X					
11	Candy Duncan Volunteer Director, Washington International Center	X	X		X	X					
12	Chuck Harris Entertainment Industry Personal Manager & Producer	X									X
13	Claire Barberi Fundraising VP, Robinson Elementary	X	X	X	X	X					
14	Cyndi Strand Training Center and HR Management	X			X	X					
15	Francey Marzicola Founder & Principal, Full Spectrum Marketing	X	X	X	X	X					X
16	J.J. Turkmany Business Owner & Manager	X	X	X	X	X					
17	James R. Gill Business Owner & Manager	X	X		X	X					
18	John Marston CEO of Pilates Anytime	X	X	X	X	X					X
19	Michelle M. Memmott BCHD Resource Librarian	X	X	X		X					
20	Paul Stromgren Educational & Corporate Training Administrator	X			X	X					
21	Phil Reinert Industrial Engineer	X			X						
22	Richard A. Ackerman Senior Manager for Raytheon	X	X			X					
23	Stewart Fournier Business Owner & Realtor			X							X
24	Sue Vogl Director of University Publications, USC	X	X		X	X					X

*Steven J. Rothans was among the original applicants but was selected as a member to the City's Park and Recreation Commission in May and therefore removed from this list.