

## **Manhattan Beach Centennial Committee September 27, 2010 – Meeting Notes**

Attendees: Mayor Pro Tem, Richard Montgomery; Councilmember Nick Tell; Committee Members Annie Walker, Grace Leung Hiskey, Jan Dennis, Joe Franklin, Trish Pietrzak, Irene Cotter, Jeanna Harkenrider, Larry Lemoine and Oliver Thomas Schulster; Interim City Manager, Richard Thompson; Director of Parks and Recreation, Richard Gill; City Clerk, Liza Tamura; IS Director, Leilani Emnace; Centennial Liaison, Lindy Coe-Juell

### **Audience Participation and Logo Review**

As directed by the City Council at their September 21<sup>st</sup> meeting, the Centennial Logo (in poster form) was displayed for public review and comment.

Gary McAuly: Commented in favor of the selected logo.

### **Meeting Topics**

**Welcome New Members:** Mayor Pro Tem, Richard Montgomery, welcomed the four new members (Irene Cotter, Jeanna Harkenrider, Larry Lemoine and Oliver Thomas Schulster) that were selected by the City Council at their September 21<sup>st</sup> meeting and noted that their talents and time are greatly appreciated and will be put to good use in planning for the Centennial. He also let the Committee know that the City Council had directed that the final member to the Centennial Committee should be a student representative. Staff will work with the School District to make this selection.

**Website Review:** Leilani Emnace led a review of the draft page that was created by Vision Internet, the City's internet contractor. The Committee held a broad discussion regarding the draft and the website with the overall general feedback that the design should give greater focus to the Centennial Logo and incorporate the colors from the logo as the overarching color theme. The Committee would also like to have a central area on the website show individual pictures with historical information, rather than pictures in the collage format.

The Committee agreed that a full discussion on the pros and cons of using Vision Internet versus another designer should be placed on an upcoming Committee agenda. In brief, benefits of using Vision include access to the City's current website features such as email notification while there are also restrictions such as the website display will be a part of the City's overall website (with an automatic redirect from mb100.org). Staff agreed to prepare for this discussion. The Committee also asked Oliver to serve as the Committee lead for input on the website design, to which he agreed.

Because the Committee members will be handing out information about the Centennial, including the mb100.org website address, at the Hometown Fair on October 2<sup>nd</sup> and 3<sup>rd</sup>, it was agreed that the basic items to be addressed over the next several days were to: 1) ensure that the

mb100.org site would provide (or redirect to) basic information including the welcome address that was shown on the draft slide and 2) incorporate a sign-up function for people to enter their information for updates about the Centennial and to volunteer at Centennial events.

**Hometown Fair Plan:** The Committee reviewed the plan for staffing the Chamber of Commerce booth at the Hometown Fair (10am-2pm on Saturday and Sunday) and learned about the response from the Fair Committee to our plan to sell t-shirts as they were concerned Centennial t-shirt sales will compete with their own t-shirt sales. Mayor Pro Tem suggested a compromise could be to only sell the t-shirts on Saturday. The Committee agreed that they would like to continue with their plan to sell t-shirts on both days since it is a limited number (only 300).

Lindy reported that the 300 t-shirts would be ready for pick-up tomorrow and the Committee agreed to the sales price of \$15 for the short sleeve t-shirts and \$20 for the long sleeve. Grace agreed to finalize the design of the donation receipt (with the addition of a volunteer sign-up line and the website address) and forward the final file to Lindy. Annie will call several vendors to find the best print source for receipts and provide the information to Lindy. Trish agreed to finalize the postcard design and send the final file to Lindy for print. Joe will staff the booth on Saturday and Trish on Sunday.

**Centennial Logo:** Richard Montgomery and Nick Tell relayed that the City Council had asked that the Committee allow for public comment on the logo at this meeting and return to the City Council on October 5<sup>th</sup>. During the October 5<sup>th</sup> meeting the public comments will be discussed and the City Council will have the opportunity to provide their feedback and input on the design. Assuming that the logo discussion is finalized by the City Council on October 5<sup>th</sup>, the City Council will plan to recognize the winner of the logo design contest at their October 19<sup>th</sup> meeting.

**Next Steps for Events Plan, Budget and Fundraising Goals:** The Committee agreed that the overall goal should be to hold one big Centennial Celebration event per quarter in 2012 and that the fundraising efforts should cover the cost of the celebration events. They also agreed that the finale for the 2012 Celebration year should be held in conjunction with the City's December Fireworks show since the actual incorporation anniversary date falls in December.

It was agreed that Annie would provide her draft event plan to the entire group to inspire discussion. The Committee agreed to review the draft and submit additional ideas, or ideas to augment the current event draft plan, to Annie with copy to Lindy by October 4<sup>th</sup>. Annie and Lindy will prepare for a discussion of all the ideas during the next Committee meeting on October 12<sup>th</sup>. The Committee also asked staff to research the cost information from the Hermosa and Huntington Beach Centennial celebration.

This information plus the definition of the event calendar will lead to the budget development and create an overall goal for fundraising efforts.