

**Manhattan Beach Centennial Committee**  
**October 12, 2010 – 5:00pm Police and Fire Conference Room**

**Meeting Notes**

Attendees: Mayor, Richard Montgomery; Mayor Pro Tem, Nick Tell; Committee Members Annie Walker, Grace Leung Hiskey, 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**

None.

**Meeting Topics**

**Review Meeting Notes:** The Committee reviewed and adopted the September 27, 2010 Centennial Committee meeting notes as written. Richard Montgomery and Nick Tell requested that these, and future adopted meeting notes, be placed on the City Council consent agenda for information sharing. Staff agreed to do so.

**MB Centennial Foundation 501c3:** Lindy introduced this item by providing a brief review of the Committee's work to date. In summary, based on the experience and examples of other similar groups, the Committee decided to establish a non-profit organization with the sole purpose of raising funds for celebrating the 2012 Centennial. There are several steps to creating a 501c3 including registering Articles of Incorporation with the Secretary of State, adopting bylaws, filing with the IRS, and filing with the State Tax Franchise Board.

Nancy Hersman, of Chase Hersman LLP, volunteered her time to help the Committee by drafting and filing the Articles of Incorporation and drafting the Foundation bylaws. Nancy attended this portion of the meeting, provided an overview of the bylaws, and answered several questions from the Committee. Following Nancy's presentation and review of the document, the Committee adopted the bylaws as written. Nancy confirmed the next step will be to work with Gary Wayland, of Wayland & Vukadinovich LLP, who is also volunteering his time to help the Committee to file paperwork with the IRS.

As required in the bylaws, the Committee elected officers for the Foundation; Richard Montgomery was elected as President, Nick Tell was elected as Vice President, Trish Pietrzak was elected as Secretary and Grace Leung Hiskey was elected as Treasurer.

**Centennial Website:** As requested during the previous Committee meeting, Leilani provided a detailed presentation on the pros and cons of using the City's website consultant to design and implement the Centennial website. Leilani also reviewed the Centennial page on the City's website that is currently serving as a place holder with basic information until the Committee

decides the best path forward. After a round discussion, the Committee consensus was that the Vision solution offers a lot of value with the tools already available through the City's website. However, they would like to create a site that can incorporate features like rotating pictures that will be high impact and engage the viewers. The Committee, with Oliver taking the lead, decided to work further with Vision to see if they can build a page that offers these high impact features while also taking advantage of the City's website tools.

**Hometown Fair T-Shirts:** Richard Montgomery provided a summary of the Centennial t-shirt sales at the Hometown Fair, which were highly successful on Saturday with 80 shirts sold. In response to the Fair Board's request, the Committee did not sell t-shirts at the Fair on Sunday. Lindy reported that a total of 120 shirts had been sold to date combining the sales from the Fair and to the Committee.

After discussing the options for selling the remaining inventory (180 shirts) the Committee decided to offer them for sale outside of the City Council meeting on the 19<sup>th</sup> (City Council will be recognizing the logo contest design winner that night) and at the October 24<sup>th</sup> Pumpkin Races. Larry volunteered to help with the sale of the t-shirts on the 19<sup>th</sup>. Richard Montgomery and Lindy will follow-up with organizing Committee help for t-shirt sales at the Pumpkin Races.

As a part of this discussion, the Committee agreed that they should focus on preparing merchandise for sale in time for the December 12<sup>th</sup> Fireworks. Oliver and Irene volunteered to develop some merchandising options for review by the Committee at their next meeting.

**Events and Budget Planning:** Annie presented her draft plan for four major fundraising events in 2011 and four major celebration events in 2012 and the Committee members each briefly discussed event ideas they had submitted. After a round discussion, Annie agreed to put together another draft plan with greater detail and incorporating ideas from the Committee. Trish and Lindy offered to help as needed. The Committee will plan to review the updated draft during their next meeting and further discuss the development of the Centennial event calendar. Once the Committee has developed an event calendar that they believe will work, the Council representatives and staff will take it to the full City Council for review.

**Adjournment:** The meeting was adjourned to the next scheduled meeting, Monday, October 25, 2010 at 5:00pm in the Police and Fire Conference Room.