

Manhattan Beach Centennial Committee
March 28, 2011 – 5:00pm Police and Fire Conference Room

Meeting Notes

Attendees: Mayor, Richard Montgomery; Mayor Pro Tem, Nick Tell; Committee Members Grace Leung Hiskey, Trish Pietrzak, Zack Gill, Jeanna Harkenrider, Larry Lemoine, Oliver Thomas Schulster, Annie Walker and Jan Dennis; City Manager, Dave Carmany; Community Development Director, Richard Thompson; City Clerk, Liza Tamura; IS Director, Leilani Emnace; and Centennial Liaison, Lindy Coe-Juell.

Audience Participation

None.

Meeting Topics

Review Meeting Notes: The Committee reviewed and adopted the February 28, 2011 Centennial Committee meeting notes as written.

Committee Reports:

Budget Review:

Grace reported that the current balance in the Committee's MB Centennial Foundation account is \$501.60.

Merchandise:

Irene prepared an inventory update for the Firework's merchandise. Lindy gave the report on Irene's behalf as Irene was under the weather and unable to attend. The remaining inventory consists of 15 youth t-shirts, 89 adult t-shirts, 22 youth sweatshirts, 82 adult sweatshirts, 16 scarves and 14 ski caps. The total potential sales remaining is \$5,315.

Website Updates:

Lindy reported on several updates to the Centennial website including the Committee page with mb100.org email addresses and the listing of the 2012 Centennial celebration events.

Action Item: The Committee asked that the event list include an asterisk stating that descriptions are subject to change as the final detailed plans are still being developed.

Leilani reported that Vision Internet has suggested that the Committee use Paypal for online donations and the purchase of reserved seats for Concerts in the Park.

Action Item: The Committee asked that she make both options functional by April 1st.

Jeanna reported that the online application, along with the guidelines and other related information, for organizations to register their own Centennial events is now available.

Action Item: The Committee requested that this information should be distributed at the outreach meetings with community organizations and through the Beach Reporter.

Summer Concerts Reserved Seating Program Update:

Trish reported that the advertising for the Concerts in the Park reserved seating program, including the online purchase on the mb100.org website, will be ready to roll out on April 1st or shortly thereafter. She reviewed the draft flyer and postcard with the Committee and reported that the advertising will include e-notification, flyers and postcards delivered to downtown stores, and an ad in the Manhappenings guide that will be delivered in May.

Action Item: The Committee made several suggestions for the wording of the flyer and postcards for the advertising campaign including to clearly state that each reserved seat is a space that seats 4-6, that the spaces will be assigned on a first purchased basis, and that the cost listed is per concert not for the entire summer series. The Committee also requested that the band for each concert throughout the series would be listed on the online purchase page.

Sponsorship Update:

Richard Montgomery reported that he and Trish have had meetings with Raytheon, Continental Development and Chevron and that each has expressed interest in sponsoring the MB Centennial and the final details will be worked soon.

Trish shared a draft sponsorship levels document with the Committee and said that the potential sponsors are very interested in seeing a finalized sponsorship level package.

Action Item: Richard Montgomery, Nick and Annie agreed to review the document and provide feedback by the next Committee meeting. The entire Committee also agreed that delivery of sponsorship benefits (such as advertising on the website) should come only after 100% of the money committed is delivered.

Marketing and Outreach Update:

Trish and Oliver reported that the locations for the pole banners in the downtown and along Sepulveda had been selected in accordance with the City approved locations list and they shared the proposed design of the banners with the Committee which incorporated the mb100.org website graphic.

Audience Participation: Gary McAuly stated that he thinks the official Centennial logo, rather than the website graphic should be used on the banners.

Oliver explained that the Centennial logo in its current form will not work on the street pole banners which are narrow and vertical in orientation and that many of the smaller details such as the wording will not be visible from the pole height. He also explained that he had incorporated elements from the logo including the Pier shadow and yellow sunshine.

The Committee discussed the pole banner design and program. They decided that it would be best to incorporate the Centennial logo in a more original format and to feature the logo on one side of the banner with the website graphic to be featured on the other side of the banner. In addition, the Committee decided that because the banners will be a highly visible part of the Centennial outreach and awareness effort, the program should be presented to the City Council for review. The Committee also decided that the sponsorship buy-in amount for the banners should be \$1,000 for the downtown and \$500 for the Sepulveda locations.

Action Item: Oliver and Lindy will contact the Centennial logo artist and work with him to create a version of the logo that will work for the banners. Lindy will prepare a Centennial update report for the City Council to include the Street Pole Banner program for April 19th.

Beach Reporter Centennial Space:

Trish reported that the Beach Reporter has agreed to allocate space to the Centennial Committee on a bi-monthly basis for updates and advertorials. Trish will create the copy to send to the Beach Reporter. She asked that the Committee decide the first four topics.

Action Item: The Committee decided that the first four topics should cover the Reserved Seating program for the Summer Concerts, advertise for volunteer recruitment, advertise the community/organization event registration application, and highlight the merchandise for sale.

Centennial Calendar:

Jan presented the idea of creating a Centennial calendar. The Committee held a discussion regarding this idea and decided to pursue a slightly different avenue because the Chamber of Commerce already produces a wall calendar and it was the group's perception that not as many people use them as in the past. Instead, the idea of a Centennial book was raised.

As a part of this discussion, the idea of creating a Facebook page for the Centennial was also raised. Zack agreed to work with Trish on opening a page.

Adjournment: The meeting was adjourned to the next scheduled meeting, Monday, March 28, 2011 at 5:00pm in the Police and Fire Conference Room.