

**Manhattan Beach Centennial Committee**  
**January 24, 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, Joe Franklin, Jan Dennis, Zack Gill, Jeanna Harkenrider, Larry Lemoine, Irene Cotter, and Oliver Thomas Schulster; City Manager, David Carmany; Community Development Director, Richard Thompson; City Clerk, Liza Tamura; Centennial Liaison, Lindy Coe-Juell.

**Audience Participation**

Gary McAuly asked when the notice of the Centennial Committee meetings would appear online. Lindy replied that they will be online within the next week as the MB Centennial website ([www.mb100org](http://www.mb100org)) is now up and running.

**Meeting Topics**

**Review Meeting Notes:** The Committee reviewed and adopted the December 20, 2010 Centennial Committee meeting notes as written.

**Discussion with the Fire and Police Departments Regarding the Centennial:** Lindy introduced this item by saying that as we approach the Centennial year, the Committee will create opportunities to celebrate the City's history and that the Fire and Police Departments have both played prominent roles in that history. As such, it would be great to highlight history from each Department and to honor their current work through the Centennial celebration.

Chief Shuck attended the meeting to represent the Fire Department and said that his Department is looking forward to the celebration and would like to participate as time and resources allow. Several initial ideas were discussed including highlighting historical images from the Fire Department at various Centennial events, approaching the California State Firefighters Association with a request to borrow historical equipment to display, and honoring retired firefighters at a Centennial event and asking them to share their stories. Chief Shuck stated that all these ideas sound interesting and could be pursued. The Committee and the Fire Department will plan to have an ongoing dialogue about the Centennial in the coming months.

Chief Uyeda sent email communication to the Committee through Lindy earlier in the week for the Police Department. He said that the Police Department will have representatives come to future Centennial Committee meetings. However, they had schedule conflicts for this evening. Chief Uyeda noted that the Police Department has some initial ideas on how they may celebrate the Centennial within their department including the possible creation of a Centennial badge (an old fashioned star). The Committee and the Police Department will also plan to have an ongoing dialogue about the Centennial in the coming months.

**Discussion of Merchandise Sales:** Irene reported that she and Lindy met with Mary Ann Varni, the Executive Director of the Downtown Business and Professional Association (DBPA), on

January 19<sup>th</sup> to talk about potential venues for selling the Centennial apparel that the Committee has on hand. One of the ideas discussed was the January 22<sup>nd</sup> Sidewalk Sales. Although it was very short notice, Irene and several Neptunian volunteers staffed a table and made approximately \$100 in sales.

The other possible venue that was discussed with Mary Ann is the weekly Farmer's Market on 13<sup>th</sup> Street. The Committee discussed this venue and decided we should try it. Irene, Larry, Joe and Lindy will work out the logistics for the merchandise transfer, booth set-up and staffing and report back to the Committee on the progress in February.

The Committee also discussed the idea of working with retailers in the Downtown to display and sell some of the Centennial apparel. They decided that if we pursue this idea, we should work with Skechers first (because they have already pledged support for the Centennial). The Committee also agreed that it would be best to find businesses that would be willing to work with and in support of the Centennial rather than taking a portion of the profit.

**Discussion of Centennial Fundraising in 2011:** The Committee held a discussion on the fundraising efforts for 2011. Over the past several months, Committee members, with leadership by Annie, and staff have looked into the possibility of holding fundraising events in 2011 such as a golf tournament and mini-triathlon. Although these events have the potential to be successful in terms of participation and gaining attention for the Centennial, the up-front costs and volunteer support required to put on the events are significant. The Committee decided to place the idea for holding fundraiser events on hold and to focus on raising sponsorship money and using currently planned City events for raising awareness of the Centennial.

Lindy reported that she met with Richard Gill to explore an idea that had sparked conversation at a previous Committee meeting. This idea is to reserve seats and parking at the Concerts in the Park summer series that could be sold as Centennial fundraiser. The Committee agreed that this idea has potential and Lindy asked for volunteers from the committee to further develop the idea and a marketing plan. Trish, Oliver and Irene agreed to take on this project and will report their findings at the February Committee meeting.

**Discussion of Committee Member Projects:** The Committee reviewed a list of projects that are either underway or need support and signed up for working on the following:

- **Merchandise:** Irene, Joe, Larry
- **Sponsorship:** Richard, Nick, Trish
- **Visual/Design Support:** Oliver
- **VIP Seating/Parking:** Trish, Oliver, Irene
- **2012 Event Planning:** Annie as lead (entire committee as support)
- **Budget Tracking:** Grace, Larry
- **Historical Calendar:** Jan
- **Student Outreach:** Zack
- **Website Updates:** Jeanna, Oliver, Trish and Grace
- **Community Organization Event Application and Resource Kit:** Jeanna

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