

Manhattan Beach Centennial Committee
June 13, 2011 – 5:00 p.m. Police and Fire Conference Room

Meeting Notes

Attendees: Mayor, Richard Montgomery; Committee Members Jeanna Harkenrider, Oliver Thomas Schulster, Annie Walker, Joe Franklin, Irene Cotter and Jan Dennis; Parks and Recreation Director, Richard Gill; IS Director, Leilani Emnace; and Recording Secretary, Mary Kirchwehm

Audience Participation

Ed Caprielian suggested that as part of the Centennial events to include a series of public forums relating to the future of Manhattan Beach. It is important to involve the youth since they are the future. For example, Leadership Manhattan Beach could focus on what type of leadership capabilities are needed for the future of the City. Ed also expressed his disappointment with the reserved seating for the Concerts in the Park and his concerns with alcohol on the beach for the Centennial Gala.

Meeting Topics

Review Meeting Notes: The Committee reviewed and adopted the June 6, 2011 Centennial Subcommittee Special Meeting notes as written.

Committee Reports:

Budget Review:

Grace reported that two additional seats and one reserved parking space was sold since the last meeting. Grace also reported receipt of \$420.00 in merchandise sales which she deposited. The expenses which total \$150.26 refer to postcards and PayPal fees. The total net income for reserved seating for Concerts in the Park to date is \$570.90.

Sponsorship Update:

Annie reported that Trish is spearheading the sponsorship guide. Annie would like to change some of the pictures on the brochure.

Action Item: Richard Montgomery will work with Trish on the wording of the brochure.

Parade Efforts Update:

Jan reported that she has 11 people on her committee and her committee will meet every two weeks. Her committee has established an email address MB100Parade@gmail.com. She also said that five units have expressed their desire to be in the parade, and she has all the cars and drivers lined up. All the cars are convertibles. Jan will be mailing out her letter and parade invitational form shortly.

Action Item: Jeanna will put Jan's parade form on the website so it can be printed and mailed to Jan. Forms will not be allowed to be submitted online. Jeanna will also put the Parade Committee email on the community events registration page of the website.

Action Item: All questions, entries and anything pertaining to the Centennial parade is to be directed to Jan. Any mail will be sent to her P.O. Box.

Action Item: Jan and Oliver will discuss banners for the cars.

Action Item: Richard Montgomery suggested, as part of the outreach, an email blast be sent out to various organizations notifying them of the parade.

Community Update and Event Registration:

Jeanna reported that she received Kate Nelson's application and will update the calendar updated with their information.

Action Item: Jeanna will send a letter informing Kate that her event has been accepted as a registered Centennial event and update the calendar with their information.

Leilani updated the "Volunteer Now" button on the website.

Action Item: Jeanna and Leilani will work together on updating content on the website.

Sponsorship Banner Package Update:

Oliver reviewed the banner package for street banners. The banner package includes the guidelines and required specifications. It also provides information on whom to contact with questions and submission. Oliver also showed the poles that are available to hang the banners. Larry inquired if sponsors will have the ability to select the location of their banners. The Committee was in agreement that location selection will be on a first come first serve basis.

Centennial Letterhead Update:

The Committee approved Option 2 for the Centennial Letterhead. The Committee also agreed to change the wording of "Honorary Board Members" to "Honorary Committee Members."

Action Item: Oliver will email everyone the letterhead as a word document and a PDF.

Beach Towel Design Update:

Oliver previously emailed three options for the beach towel. The Committee approved the striped towel.

Irene presented a sample of a yellow towel she acquired from a vendor who currently has them in stock. This vendor can produce Centennial towels in seven days so they would be available to sell at the Concerts in the Park. It would not have stripes and it is unknown if it would include any white. The cost would be approximately \$17.95 each which includes the set up.

Action Item: Oliver will email a few of his sources to inquire about towel production.

Volunteer Recruitment List and Concerts in the Park VIP Parking Plan:

Joe reported that the “Volunteer Now” button will be located on the left side of every page on the Centennial website.

Joe presented two VIP parking options for the Concerts in the Park. One option is to block off parking on Manhattan Beach Boulevard. The second option is to provide reserved parking off Peck Avenue near the trailer the Police Department used. There are 17 lined spaces at this location and it also includes a handicap space. Although the trailer is currently being rented to the L.A. County Department of Education, they do not use the space on the weekends.

Action Item: The Committee approved the location off Peck Avenue, and Joe will contact the Superintendent’s office to confirm availability of the parking spaces on Sundays.

Other Business:

- Jan reported her findings on the Centennial postage stamp. Stamps can be produced and ordered through Zazzle.com. The cost is approximately .88 - .99 per stamp.
- Irene reported that postcards have been delivered to Fresh & Easy and Ralphs. Vons has also agreed to distribute them. Trader Joes will only distribute the postcards to their employees. Irene is still awaiting a response from Bristol Farms and Grow. Richard Gill reported that another 5,000 postcards have been ordered.
- Annie reported that she is searching for a possible donation of storage space to house all the Centennial supplies and merchandise.
- Jeanna requested that her email be changed to her personal email address.

Adjournment: The meeting was adjourned to the next scheduled meeting, Monday, June 27, 2011 at 5:00 p.m. in the Police and Fire Conference Room.