

**Manhattan Beach Centennial Committee**  
**April 25, 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, Joe Franklin, Oliver Thomas Schulster (via teleconference), Annie Walker and Jan Dennis; Parks and Recreation Director, Richard Gill; City Clerk, Liza Tamura; IS Director, Leilani Emnace; and Centennial Liaison, Lindy Coe-Juell.

**Audience Participation**

Kris Mackerer D'ericco, owner of Bella Beach Kids and Board Member of the Downtown Business and Professional Association introduced herself and offered to participate in any way she can.

Gary McAuly, from the Historical Society board, reported that the Historical Society is in the process of refurbishing the beach cottage and a garden is being planned. They expect an open house event as part of the Centennial events. Also as Committee Chair for three cub scout packs in Manhattan Beach, Gary reported that the Cub Scouts will look forward to participating in the community parade.

**Meeting Topics**

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

**Committee Reports:**

**Budget Review:**

Grace reported that four reserved spaces have been sold for Concerts in the Park and an online donation in the amount of \$50.00 was received. There was an expense in the amount of \$307.87 for the pop up vertical banner and \$106.30 for postcards. The total net income is currently \$501.60.

**Review of April 19<sup>th</sup> City Council Meeting:**

Richard Montgomery reported City Council has approved 24 spaces for reserved seating at each concert. The street banners were also approved by City Council.

**Resume Outreach/Sales:**

**Online Sales:**

Grace had reported that four spaces were sold for Concerts in the Park.

**Action Item:** The concert schedule is available online. Richard Gill will follow up with Leilani with seating count.

**E-notify:**

E-notifications for the Centennial can be done from the City site.

**Flyers:**

Flyers for the reserved seating for Concerts in the Park will be distributed around town and there will be an electronic distribution.

**Manhappenings and Post Cards:**

Oliver changed the artwork for the concerts reserved seating flyer in the Manhappenings. Manhappenings will be delivered to residents on May 16 with the full page flyer. Postcards will be reordered.

*Action Items:* Oliver reported that he will reorder the postcards tomorrow.

**Utility Bills:**

Trish reported information for the concerts reserved seating will be distributed with the utility bills in May.

**Beach Reporter Column:**

First article in the Beach Reporter will be this week and then bi-monthly thereafter. If we get very busy, we will have access weekly.

**Outreach Sales:**

Trish reported that the Downtown Business and Professional Association has been very supportive and is in agreement with distributing postcards through retail bags. Trish also attended the Environmental Task Force Meeting and reported that they are interested in hosting an event or series of events next year.

Trish met with Chevron, Continental Development and Kiwanis. Verbal commitments have been made but no checks have been received. Financial commitments cannot be made until June. Another letter was sent to Raleigh Studios. Continental Development would like a casual golf tournament and suggested that there be an event in the morning in the Kinecta parking lot—perhaps partner with Comstock Crosser and then move to Marriott for a golf tournament.

Annie discussed the Huntington Beach flyer and Richard Gill showed a draft of a four page flyer.

**Sponsorship Summary Packages:**

Trish has received inquiries from potential sponsors regarding what they might receive for their sponsorship. She reported that sponsorship levels will be offered between \$25,000 – \$50,000. Potential sponsors are interested in having tables and seats at events, signage and recognition. Trish suggested the possibility of giving sponsors recognition at various city wide events such as Movies at the Beach.

Annie suggested putting a value on the sponsorship packages so they will know what they would receive for the amount donated.

There was discussion regarding a sponsorship reception area at the different events. Nick Tell suggested dedicating a particular area at various events for sponsors.

Jan Dennis suggested putting a budget on each event and then offer the sponsors a choice of which event they would like to sponsor.

Richard Gill reported that the banners are another good opportunity for sponsors. Trish reported banners are only being given away as part of the sponsorship package and the banners would be on Sepulveda.

**Action Item:** Annie reported that she and Trish are interested in any feedback regarding the banners and to email them with comments. Annie and Trish will incorporate the comments and work on it within the next few weeks.

**Action Item:** Annie and Trish will finalize sponsorship flyer in next two weeks.

### **Events:**

Fireworks Centennial Kickoff (December 2011): Fireworks kickoff in December 2011 will have the regular fireworks with a special firework display at the end introducing the Centennial. City Council approved only one fireworks show with reserved seating.

Taste of Manhattan in Metlox (January 2012): Annie reported that she is speaking with restaurant owners in Metlox to possibly have the event in various restaurants to alleviate cost of tents, tables, chairs, etc.

Student Art Contest (February – April 2012): There is a gap between January and May events. The Committee came up with the idea of an art contest to be held among all the Manhattan Beach schools. The contest would run from February to March with the winners being announced in April.

**Action Item:** Annie and Trish would be interested in the Committee's feedback on the Student Art Contest event.

Celebration on the Pier (Late April 2012): Photographs and student artwork will be displayed along the pier with a timeline. Jan suggested displaying the Manhattan Beach flag and also selling them afterwards. Kris Mackerer D'ericco stated that it would be nice to have this event throughout the downtown businesses as well as the pier. Jan suggested businesses display historical photographs in their window.

**Action Item:** The Committee thinks displaying historical photographs in downtown businesses should be explored.

100 Years in Manhattan Beach (June 2012): The Red House is an important historical site in Manhattan Beach and it is a way to incorporate something on the east side of Manhattan Beach. Plans are for a barbecue at Polliwog Park, Red House, walk through time in Manhattan Beach.

Centennial Festival (July 2012): A one day event with a parade consisting of classic cars through the decades with a California beach theme to include such cars as convertibles. Pat

Auster of Redondo Beach has contacts for vintage cars. Gary McAuly also suggested contacting the Director of the El Segundo Car Museum who is also a resident of Manhattan Beach. The Committee does not want this to be another Hometown Fair, but there will be food and music.

As a reminder, Annie reported that the events are preliminary and requested that the Committee refrain from sharing event ideas with anyone outside the Committee to avoid any confusion.

**Action Item:** Jan agreed to take the lead on planning the parade and stated that she will update the Committee.

**Outreach Letter:**

Richard Gill mentioned that he was working on an information letter to Manhattan Beach organizations alerting them that the website is up, and if they are having an event during the 2012 year and would like to be part of the Centennial, to fill out the application form informing the Committee of the type of event, where and when.

**Other Business:**

Joe Franklin discussed the possibility of a time capsule.

Annie inquired about establishing a Facebook account or a Twitter account for when the events begin. Zack reported that he created a Twitter account named MB Centennial. There are Twitter live feed widgets that you can embed on websites. It shows everything on a Twitter page on a website. You can show and update it regularly. It could be monitored instantly. Leilani reported that through the existing Vision Intranet there is an integration tool that once you add to our website it would push the same information onto Twitter. The approval process is the same as the current one.

**Adjournment:** The meeting was adjourned to the next scheduled meeting, Monday, March 23, 2011 at 5:00 p.m. in the Police and Fire Conference Room.