

Manhattan Beach Centennial Committee
February 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, Irene Cotter, and Oliver Thomas Schulster, Annie Walker (via conference call); Parks and Recreation Director, Richard Gill; City Clerk, Liza Tamura; IS Director, Leilani Emnace; and Centennial Liaison, Lindy Coe-Juell.

Audience Participation

James Gill inquired about a Centennial Coin proposal he submitted last year. The Mayor responded that the Committee had not gotten to the point of reviewing Centennial memorabilia proposals, but would follow-up when they do.

Gary McAuly stated that the proposed idea of a formal Centennial gala on the beach would detract from the city's small town atmosphere and that he would prefer a different venue.

Meeting Topics

Review Meeting Notes: The Committee reviewed and adopted the January 24, 2011 Centennial Committee meeting notes as written.

Committee Reports:

Budget Review:

Lindy reported on the expenditures that were made in the last eight months from the initial \$10,000 seed money the City budgeted for the Centennial. Those expenses included Beach Reporter advertising for the community wide logo contest, 501c3 filing costs, Centennial merchandise, informational post cards, website registration, website design and the Council Chamber banner. With these expenditures, the budget was exceeded by \$488.95. The Committee voted to reimburse the City account for this amount with proceeds from their merchandise sales.

Grace reported on the Committee's MB Centennial Foundation income and expenses. Income has come from sales of the Centennial merchandise and expenses have been related to fling fees and the purchase of additional merchandise. The February account balance was \$280.65. Moving forward, Centennial related expenditures for the Committee will be made solely from the foundation's account with income generated by merchandise sales, fundraising activities and sponsorship/donor contributions.

Merchandise Sales:

Irene reported that approximately \$1,000 in sales have been made this year from the January sidewalk sales, the farmer's market and sales at the Neptunian Women's club. The vast majority of sales were made to the Neptunians. The farmer's market turned out to not be the best venue as shoppers were focused on their produce shopping. The Committee agreed to

offer the merchandise for sale at future outreach meetings to clubs such as Rotary. Larry and Irene also agreed to work with several downtown vendors this month to display and sell Centennial merchandise.

Irene also reported on research she has been conducting for future potential merchandise to offer for sale over the summer and fall this year. She displayed a sample Centennial patch on a baseball cap. The Committee liked this idea. Irene also presented the idea of a blanket that could be used at venues like the concerts in the park and for beach outings. The Committee asked that she further pursue purchase costs for the blanket, patch and baseball cap options.

Zack brought up the idea of offering Centennial merchandise for sale at High School football games this fall and through the High School store. The Committee liked both ideas and Irene said she would work with Zack to pursue them.

Community Event Registration:

Jeanna presented the idea of having a process for interested community groups and organizations to register events they plan to hold with a Centennial theme during 2012. She had researched several other cities that established similar programs during their Centennial year and proposed that the Manhattan Beach Committee implement such a program in order to recognize and engage with those groups that would like to celebrate the Centennial.

Jeanna reviewed draft event guidelines and an application to be posted to the Centennial website and distributed during upcoming community outreach meetings. The proposed benefits for registering an event presented were use of the Centennial logo, use of a display banner during the event, listing of the event on the Centennial website calendar and a resource kit to include a historical fact page and logo stamped balloons.

The Committee endorsed this idea and made several suggestions for the guidelines and application form including to make it possible to submit the application online, list a sample of event types on the Centennial website, offer Centennial merchandise purchases at a discounted rate, provide an opt-out option for listing the event on the Centennial website calendar and to have a policy of sign/banner replacement if lost or damaged during the community event.

Jeanna agreed to incorporate these suggestions and to create a page on the Centennial website for the program by the March Committee meeting. Larry, Grace and Joe agreed to serve on a sub-committee with Jeanna to review the event applications as they are submitted. Related to the idea of the signs to loan to the groups for their events, the Committee endorsed the purchase of two retractable vertical banners that could also be used at community outreach meetings. Trish said she would provide the specs for this type of banner to Lindy who will work with Oliver to design and make the purchase.

2011 Sponsorship, Fundraising Projects, Outreach and Marketing:

Trish reported that she is working with Richard Montgomery and Nick to set up meetings with five companies to request their support for the Centennial as top tier corporate sponsors with the benefit of prime advertising space on Centennial promotional materials, signs and recognition at Centennial events. These meetings will be scheduled in March and early April. Trish will also draft a document to present to the Committee at their March meeting for sponsorship levels for the broader campaign to follow the top tier requests.

Trish and Irene reported on the plan to promote and sell VIP seats and parking at the Concerts in the Park this summer to fundraise for the Centennial events, which will include advertisement through the Centennial website, in print and through cooperation with local businesses over the next three months. Oliver has designed a full page ad to be distributed through the Parks and Recreation summer guide that will be mailed to every household in May. Trish, Irene and Oliver have gained the support of the Downtown Professional Business Association to work with their members to distribute postcards advertising the seating and parking sales to their customers. Oliver will design a postcard with the goal of printing and distributing in early April. And, Trish will be contacting the Beach Reporter to inquire about ways to incorporate this and other Centennial related news through their paper.

Trish and Irene also reported that Oliver had worked with a company called Triple A Flag to get a proposal for printing and installing 27 Centennial street pole banners at a cost of \$4,500. The Committee endorsed this idea and wants to offer space on the banners for companies to purchase as a sponsor benefit and to offset the costs for banner printing and installation. Trish and Irene agreed to work with Oliver to create several designs for the Committee to review at the March meeting and Trish will plan to offer the banner space to the top tier sponsors in their upcoming meetings.

Irene reported briefly on the idea of selling VIP seating and parking tickets for the Fireworks show in December 2011. This idea will be fleshed out in greater detail after the summer concert series promotion is underway. Initial ideas include approaching restaurants and businesses close to the Pier to sponsor and host space for VIP Centennial parties during the fireworks show, sectioning off a part of seating space on Manhattan Beach Boulevard for VIP ticket sales and selling raffle tickets for an "Eve of the Centennial" prize item. An idea for this item is a parking pass that could be used by the winner for one vehicle for free parking during the Centennial year. The Committee liked the ideas and agreed they would need further development and vetting.

Trish also reported that she has started to schedule meetings with Community clubs and organizations such as the Chamber, Kiwanis, and Rotary to raise awareness about the Centennial year events and the opportunities to get involved through volunteering, holding events, and sponsorship.

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