

**Manhattan Beach Centennial Committee**  
**July 11, 2011 – 5:00 p.m. Police and Fire Conference Room**

**Meeting Notes**

Attendees: Mayor, Richard Montgomery; Mayor Pro Tem, Nick Tell; Committee Members Trish Pietrzak, Jeanna Harkenrider, Larry Lemoine, Oliver Thomas Schulster, Annie Walker and Jan Dennis; City Clerk, Liza Tamura and Recording Secretary, Mary Kirchwehm.

**Audience Participation**

Ed Caprielian was concerned that there was information missing from the June 27, 2011 minutes, specifically the discussion about how information to the media should be directed and dialogue about a misinformation campaign. In addition, Mr. Caprielian inquired if there was a change to the Gala event and if that change has been communicated to Supervisor Knabe, and if the Committee is considering dropping the sale of alcohol at the Gala event all together. In regards to the reserved seating and parking sales at Concerts in the Park, Mr. Caprielian questioned if enough funds are being raised to justify the cost and asserted that the minutes, that are presented to Council, do not include the financial data. Mr. Caprielian would also like to see the names of all the City Councilmembers on the Centennial letterhead.

The Committee responded to Mr. Caprielian's inquiries:

Regarding how information to the media should be directed, it can be found in the June 27, 2011 minutes under "Other Business."

With respect to the letter to Don Knabe on May 25, 2011, Nick reported that the Committee subsequently approached Council with a different plan that did not include a hosted bar or the sale of alcohol. It did include tickets, but the Committee is hoping that tickets can be avoided through sponsorship. The point about the misinformation campaign is referring to the circulation of old information in order to disparage an event.

Richard Montgomery reported that at every City Council meeting, Council is given the income/expense statement which shows that there is a profit being made from Concerts in the Park.

The names of Councilmembers are on the sponsorship guide and the Committee agreed to add their names to the letterhead.

**Meeting Topics**

**Review Meeting Notes:** The Committee reviewed and adopted the June 27, 2011 Centennial Meeting notes as written.

## **Committee Reports:**

### **Centennial Trademark and Historical Society Photos:**

Liza reported that the Centennial trademark was approved. To guarantee the safety of the trademark, the fee will be \$390 for one year. Nancy Hersman will review.

*Action Item:* Oliver, Richard Gill, Annie Walker, Kris Mackerer D'errico, and Liza will review photos at the Historical Society.

### **Budget Review:**

Richard Montgomery reviewed Grace's budget report in her absence and noted that the net income year to date is \$2,257.48.

*Action Item:* All receipts should be given to Mary until the reimbursement policy is implemented.

### **Parade Update:**

Jan reported that she spoke with two float manufacturers who will attend a community meeting in September, and she also found a place that rents floats. Jan also said that she spoke with a Manhattan Beach resident who offered to donate 100 of her paintings to auction off and will donate the money to the parade committee.

Richard Montgomery reported that the Rotary is interested in participating in the parade and being a sponsor.

### **Community Outreach Update:**

Trish reported that postcards have been distributed throughout the north end of Manhattan Beach by Larry and that she and Irene distributed more in the downtown area. There has been some inquiry from parents regarding community service hours for their children, but they did not seem interested in what we have to offer. Postcards have not been distributed around Sepulveda and Rosecrans yet. Trish has approximately 2,000 cards left.

A friend of Annie's has offered to volunteer and help with the outreach effort. Annie suggested contacting the marketing person at the *Los Angeles Times* with the possibility of placing postcards in the *Los Angeles Times* that are distributed in Manhattan Beach.

### **Beach Reporter Update:**

Trish reported that the Beach Reporter is looking forward to receiving the sponsorship guide and is interested in participating in exchange for recognition. They are very interested in participating.

*Action Item:* Trish will meet with Paul Silva again and will also go to the Easy Reader and the Daily Breeze.

**Manhattan Village Event and Chair Assignments Update:**

Chris Miller offered to make an introduction to Monica, the manager she knows at the Manhattan Village Mall. The Village Mall is looking for someone to sponsor the big “Black Friday” Thanksgiving Parade.

*Action Item:* Annie and Richard will coordinate a meeting when he returns.

*Action Item:* The next step is to work on story boards and finalizing the budget.

Annie reported that she will move forward with 13<sup>th</sup> Street for the Taste of Manhattan event. She will confirm the budget. Nick inquired about having the event at both Metlox and 13<sup>th</sup> Street and also expressed some concern about the cost of tents. Annie inquired if the wording should remain that this event is a ticketed event. Although it was approved as a ticketed event, it may end up being sponsored in which case it will not be ticketed. The Committee agreed to leave the wording as is and it can always be changed at a later date.

**Final Sponsorship Guide and Letterhead Update:**

Annie reported that this is still a draft of the sponsorship guide as there are some changes and sponsors to check.

The names of all the councilmembers have been added to the sponsorship guide.

*Action Item:* Oliver will add any new honorary committee members and the councilmembers to the letterhead. After Tuesday Oliver will adjust the letterhead to reflect the change in the mayor and mayor pro tem titles.

Jeanna inquired if there is a difference between a \$500 and \$2,000 banner. Annie reported that the difference is the location. Jeanna suggested that a supplement be made for the package to indicate the difference in pricing.

**Merchandising Update:**

Trish reported that two items were sold at Concerts in the Park on July 10, 2011.

Larry reported that approximately 75% of the inventory at Shark’s Cove has been sold, but it has not yet been reconciled. He inquired if a sign with pricing can be made for Shellback.

*Action Item:* Oliver will create a sign for Shellback that will include pricing and refer customers to City Hall for purchasing Centennial merchandise.

Trish would like to continue to sell merchandise at the concerts on Sundays even if nothing is sold. She believes it is important for recognition, branding and announcements.

**Certificate Template for Special Events Update:**

*Action Item:* Oliver will create a watermark of the Centennial logo for the certificate.

**Community Event Registration Update:**

Jeanna reported that she has not received any new applications. The two events for which applications have already been received are not one day events.

*Action Item:* Jeanna will forward Kris Mackerer D'errico's application to the Committee members regarding the sale of her Centennial bags in her store.

**Volunteer Recruitment List Update:**

Richard Montgomery reported that he spoke with Joe regarding volunteers and Joe needs some help. Nick suggested that Joe contact Eve Kelso for some possible resources.

*Action Item:* Richard Montgomery requested the Committee to review the list of organizations that Joe provided and to contact Joe with any information.

**Other Business:**

Annie expressed her concern regarding confusion with sponsorship commitments. From her experience in the past, there have been instances when a sponsor makes an original commitment and then inadvertently commits in a different capacity that jeopardizes the original commitment.

*Action Item:* All sponsorships, monetary or in kind, should be directed to Trish.

Richard Montgomery reported that Walmart is a new sponsor of the Independent Cities Association (ICA). A new Walmart is opening in Torrance, and they want to have a large presence in the South Bay. In addition, Anschutz Entertainment Group (AEG) would like to reach out as well.

*Action Item:* Trish and Richard Montgomery will visit AEG and Walmart regarding becoming neighborhood sponsors.

Larry reported that a friend of his anchors the KTLA morning news and that KTLA would consider covering the fireworks opening event and getting the news out about the Centennial.

*Action Item:* Larry and Trish will coordinate with Larry's friend.

**Adjournment:** The meeting was adjourned to the next scheduled meeting, Monday, July 25, 2011 at 5:00 p.m. in the Police and Fire Conference Room.