

**Manhattan Beach Centennial Committee**  
**June 27, 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, Zack Gill, Jeanna Harkenrider, Larry Lemoine, Irene Cotter, Joe Franklin, Oliver Thomas Schulster, Annie Walker and Jan Dennis; Parks and Recreation Director, Richard Gill; and Recording Secretary, Mary Kirchwehm.

**Audience Participation**

Kris Mackerer D'errico presented a specially designed Centennial recycled bag she would like to sell in her store in an effort to promote the Centennial. The bag has “MB” on one side and “100” on the other side. The Centennial logo can also be placed inside the bag. One hundred bags will be made and numbered. Kris’s store will donate \$25 for each bag that is sold and will advertise it with signs, on their Facebook page, website and an email blast.

Ed Caprielian suggested the Centennial Celebration should focus on the youth and future of Manhattan Beach as well as the past. He also suggested that the Gala celebration be non-alcoholic and entitled “Youth on Future Centennial Choices for Healthy Mind and Body.”

Gary McAulay paid homage to current and previous officers of the Manhattan Beach Historical Society who have labored countless volunteer hours for years to preserve the history of Manhattan Beach. Gary invited everyone to participate in preserving the hometown history by becoming members of the Historical Society.

Steve Meisenholder, President of the Historical Society, reported that they will provide the Centennial Committee with historical high resolution images at a 90% discount--\$3.50 per image.

**Meeting Topics**

**Review Meeting Notes:** The Committee reviewed and adopted the June 13, 2011 Centennial Meeting notes as written.

**Committee Reports:**

**Budget Review:**

Richard Montgomery reviewed Grace’s budget report in her absence and noted that the net income year to date is \$1,623.58.

Jan Dennis inquired if the \$10,000 that the City gave the Committee as seed money was paid back. Richard Montgomery confirmed that it has been paid back.

### **Community Outreach and Sponsorship Update:**

Trish reported that Oliver and Annie have been working on the sponsorship package and they will be done very shortly.

*Action Item:* Trish will continue with Community Outreach when the sponsorship package is complete.

Irene reported postcards are at Trader Joes, Vons, Ralphs, Fresh and Easy and Bristol Farms. Trish put flyers and postcards at coffee shops, public notice boards, the post office, library, retail stores in town, community centers, etc.

Irene and Trish met with Managing Editor, Dawnya Pring, at the Beach Reporter. Dawnya was very accommodating and happy to accept material. However, she wants newsworthy information, not advertisements or announcements. The Beach Reporter will not repeat advertisements.

*Action Item:* Trish is meeting with Paul Silva to discuss the possibility of exchanging ad space for recognition as a sponsor.

*Action Item:* Trish will prepare a letter on behalf of Richard Montgomery to the Neptunians for their help with volunteers.

Committee decided to distribute postcards at Farmers Market on Tuesdays.

*Action Item:* Joe will contact Mary Ann Varni to let her know of the distribution.

### **Events and Chair Assignments Update:**

Nick reported that Annie put together a list of jobs that needs to be filled and is looking towards the Committee in helping to identify people to fill them.

*Action Item:* A list of the jobs will be emailed to the Committee requesting feedback on ideas and names of people who may be able to fill the roles.

Nick reported that Annie has received feedback on the Taste of Manhattan event with interest in possibly holding this event at 13<sup>th</sup> Street (Farmers Market location). There has also been feedback regarding having the cars for the parade displayed in the downtown parking lots by the pier instead of Valley/Ardmore.

The Manhattan Beach Mall is very excited about having an event there.

### **Parade Update:**

Jan reported that 70 letters have been mailed thus far. She has 15 people on her committee. There are currently 10 units committed to participating in the parade. Chevron is sponsoring the queen and her court and will run the competition, judging and make a float. Chevron will work with the schools.

Jan inquired where to submit her expenses.

*Action Item:* Mary will hold the bills until Grace can pick them up.

**Merchandising Update:**

Larry reported that he spoke with Bob Beverly, owner of Shellback, who will post a sign with pricing and where to purchase merchandise. He does not have room store the merchandise on the premises. Shark's Cove is slowly selling merchandise and the feedback is people want grey t-shirts instead of white.

*Action Item:* Trish, Larry and Irene will speak to discuss the wording for the Shellback sign.

Irene reported that they met with IMG and talked about beach towels. IMG thought the beach towel is a good idea and also suggested blankets and baseball caps. The yellow towel in stock can be screened and available to sell in two weeks.

*Action Item:* Oliver will modify the screening for beach towels so it will not be too rough.

*Action Item:* Irene will work with Jim to develop different items that are affordable with a longer lead time.

Irene presented samples of a historical commemorative stamp sheet that would make an affordable souvenir. It could have a historical story with five different images for stamps at face value. The sheets are 4" x 6" and the cost can be as little as \$6.60 each.

Jan Dennis suggested give away items that would help create Centennial awareness and excitement.

Nick reported that there is consideration of doing a 2012 joint MBO/Centennial t-shirt.

**Community Event Registration Update:**

Jeanna spoke about creating certificates of recognition for organizations whose events have been approved by the Centennial Committee.

*Action Item:* Mary will send Oliver a boilerplate certificate.

Jeanna reported that the website has been updated but not with the mall event.

*Action Item:* Jeanna will contact someone for wording of the mall event for the website.

Richard Gill reported that 120 Centennial event letters were sent to various organizations.

Joe suggested a possible event with an organized aerial photo of the community in the form of MB 100. It can be done at the pier. The Committee likes this idea.

**Volunteer Recruitment Update:**

Joe asked the Committee if they would help to provide key contacts and phone numbers at various organizations because he does not have the resources to obtain this information.

*Action Item:* Joe will email his working list to the Committee.

Trish asked for a list of volunteers and phone numbers each weekend. She asked if there could be volunteers to help carry the merchandise containers, help with merchandise sales, and assist with parking and seating.

*Action Item:* Richard Montgomery suggested a CSO to assist with parking.

*Action Item:* David and Trish will communicate regarding the reservations and Joe will coordinate the volunteers.

**High School Efforts Update:**

Zack reported that summer school at Mira Costa has started and the kids who are taking health classes will need to complete 10 hours of community service.

*Action Item:* Zack will draft a letter regarding volunteer opportunities for teachers to post.

**Other Business:**

The Committee agreed that all media inquiries, calls, and letters to the editor be directed to Trish.

**Adjournment:** The meeting was adjourned to the next scheduled meeting, Monday, July 11, 2011 at 5:00 p.m. in the Police and Fire Conference Room.