

Manhattan Beach Centennial Committee
May 31, 2011 – 5:00 p.m. Police and Fire Conference Room

Meeting Notes

Attendees: Mayor, Richard Montgomery; Mayor Pro Tem, Nick Tell; Committee Members Grace Leung, Trish Pietrzak, Zack Gill, Jeanna Harkenrider, Oliver Thomas Schulster, Annie Walker, Joe Franklin, Irene Cotter and Jan Dennis; Parks and Recreation Director, Richard Gill, City Clerk, Liza Tamura and Recording Secretary, Mary Kirchwehm

Audience Participation

Chris Miller, photographer for Beach Reporter for 16 years proposed the following ideas for Centennial events: 1) a Metlox Dining Open House; 2) Handprints on sidewalks at various locations throughout the City; 3) Dancing Through the Years at the armory; and 4) utilizing the Mira Costa auditorium for some type of community performance.

Maggie Movius, President of the Hometown Fair, reported that the Hometown Fair will be celebrating their 40th anniversary in 2012 and proposed a coordinating celebration. She also offered a booth at the Hometown Fair to help raise funds.

Kate Nelson proposed a joint history project with the Senior Advisory Committee and Mira Costa High School. Students would interview seniors who graduated from the local schools in the 30's, 40's, 50's and 60s and research the music and fashion of the period. They would write a report and display photographs of people and local sites from then and now and possibly include some artifacts. This would be displayed at the Mira Costa library as well as the Manhattan Beach library.

Meeting Topics

Review Meeting Notes: The Committee reviewed and adopted the April 25, 2011 Centennial Committee meeting notes as written.

Committee Reports:

Budget Review Update:

Grace reported income and expenses for the month of May. The expenses for May include \$9.70 for a PayPal fee; reordering postcards for \$143.64; the registration fee for the 501c3 in the amount of \$25.00; and the Franchise Tax Board filing fee for \$10.00. The income for concert seating is \$471.16, and the net income year to date is \$713.24.

Community Outreach and Sponsorship Efforts Update:

Trish presented a partial list of community organizations and potential sponsors with whom they have met and plan on meeting. Trish reported that no additional meetings will be scheduled until the levels of sponsorship have been determined.

Trish also reported that Centennial information is getting lost in the Beach Reporter. The information is being placed wherever there is room and it is not easy to find in the paper. Irene will start helping Trish with the Beach Reporter.

Advertisement for Concerts in the Park reserved seating has been done through the Beach Reporter, flyers and postcards. The flyers and postcards will be distributed through every retail and office building downtown. Joe spoke with Nancy Hersman regarding distributing postcards at graduation on June 23.

Action Item: Trish and Irene will meet with the contact person at the Beach Reporter to solidify what they are committed to offering in advertising.

Action Item: Committee members will find out what upcoming events will be occurring at the schools to potentially pass out postcards at those events. Trish will get in touch with Paula Spence at Mira Costa.

Action Item: Richard Gill will provide a schedule for Concerts in the Park at the next meeting.

Sponsorship Guide and Events Calendar Update:

Annie would like to solidify the event calendar before printing anything or putting anything on the website.

Action Item: Nick, Richard Montgomery, Richard Gill and Annie agreed to meet to review dates and logistics of events and will report back at a special meeting.

Parade Efforts Update:

Jan presented a possible downtown parade route that would end at Live Oak Park for a picnic. Richard Gill observed from photographs that the 75th anniversary parade route on Manhattan Beach Boulevard looked very successful and suggested it might be successful for the Centennial. Annie suggested that this would provide an opportunity for the parade to end with a picnic at Polliwog Park. The Committee suggested moving the parade to May which would be more suitable to the schedule of children. The Committee also discussed moving the Centennial Celebration on the Pier to July and moving Taste of Manhattan Beach to February or even April instead of January.

Action Item: The Committee will follow up with Steve Napolitano regarding Gala on the Sand.

Action Item: Richard Gill reported that the events calendar will be reviewed at the next meeting to determine possible dates for events.

Merchandise Sales Update:

Irene reported that she would like to deplete the existing inventory before incurring expenses on additional items. The items have not been selling very quickly as only \$105 was raised on Earth Day from merchandise sales. The Committee suggested selling existing merchandise at Concerts in the Park and in addition, order beach towels to sell. Annie inquired if high school volunteers could assist with the selling of merchandise to fulfill their service hours requirement.

Action Item: Nick, Irene, and Larry will coordinate a meeting with James Leitz of the International Merchandising Group to meet in the next couple of weeks to develop a merchandising plan.

Community Event Registration and Draft of Community Event Letter Update:

Jeanna does not have any updates on the event registration other than what Kate Nelson presented. Richard Gill presented a draft of the community event letter.

Action Item: Richard Gill would like feedback from the Committee on the Community Event letter that was drafted.

Action Item: Richard Montgomery requested that the Centennial website be updated to reflect the 501c3 status on the home page.

Jeanna commented that the Committee would like to provide a card or one page synopsis of the history of Manhattan Beach to any organization who hosts an event.

Action Item: Jan will draft a one page fact sheet on the history of Manhattan Beach.

Sponsorship Banner Package and Centennial Letterhead Update:

Oliver presented what he has as the current Centennial letterhead and indicated that it needs to be updated with the names of new committee members.

Action Item: The Committee requested removing the two floating dates located at the top of the letterhead. The Committee also requested about the possibility of adding honorary committee members to the letterhead.

Action Item: Oliver will put together a banner graphics package for sponsors with instructions on submitting artwork, directions, etc.

Action Item: Oliver would like to start gathering information for the Celebration on the Pier.

Volunteer Recruitment List Update:

Joe reported there are currently 20 volunteers. All volunteers receive a thank you letter from Joe. He is also in the process of developing a point of contact list.

Action Item: The Committee requested an e-mail blast be sent through the city e-mail system to contact Joe, at his Centennial e-mail address, for volunteer inquiries and signups.

Action Item: The Committee requested badges be made for volunteers.

High School Efforts, Facebook & Twitter Update:

Zack reported that he has not made an event page on Facebook since events have not yet been finalized. He also suggested that all event sponsors be allowed to submit a Twitter entry.

City Staff Reports:

Use of Centennial Signature Line on City E-mails:

The Committee suggested replacing the pier picture currently used as the tag line with the Centennial logo until the end of the Centennial which would be January 1, 2013.

Action Item: Richard Montgomery will discuss the start date with Nick for using the Centennial logo on all outgoing City e-mails.

Consideration for Centennial Meetings to be Held on the 2nd and 4th Mondays of the Month:

The Committee would like to hold an additional meeting each month to keep things moving and to stay focused. These meetings would address specific topics and require attendance from only those who need to be present for those topics.

Action Item: The Committee approved meeting on the 2nd and 4th Mondays of each month.

Action Item: Nick, Annie and Richard Gill plan to meet to discuss details for special events and will present their information to the Committee at the Special Meeting on Monday, June 6, 2011.

Adjournment: The meeting was adjourned to the next scheduled meeting, Monday, June 13, 2011 at 5:00 p.m. in the Police and Fire Conference Room.