

Manhattan Beach Centennial Committee
July 25, 2011 – 5:00 p.m. Police and Fire Conference Room

Meeting Notes

Attendees: Mayor, Nicholas Tell; Councilmember Richard Montgomery; Committee Members Joe Franklin, Grace Leung, Jan Dennis, Trish Pietrzak, Annie Walker, Oliver Schulster, Jeanna Harkenrider, Larry Lemoine, and Zack Gill; Parks & Recreation Director, Richard Gill, Recreation Services Manager, Eve Kelso, City Clerk, Liza Tamura and Recording Secretary, Mary Kirchwehm.

Audience Participation

Angela Silverman, who represents Friends of Local Artists (FOLA), spoke about the possibility of integrating one or two projects together by having a series of artists at events such as the Metlox event or having art in the various downtown businesses in conjunction with a Centennial event. Richard Montgomery directed Angela to visit the website and fill out an application. Annie Walker will coordinate a discussion with Angela.

Madonna Newburg expressed her hope that the Committee keep the older adults in mind when planning events—especially the parade. She suggested a senior grandstand, handicap spaces for wheelchairs and a way to accommodate those who cannot walk very far. Richard Montgomery suggested Madonna contact Jan Dennis with any questions and concerns for the parade and contact Annie Walker for regarding the other events.

Ed Caprielian had several inquiries and comments regarding the Centennial Ball such as the status of alcohol, ticketing, catering service, and sponsorship. He read his notes from the previous meeting indicating that alcohol would be sold at the Centennial Ball. The Committee members disagreed with his recollection of what was said regarding the status of alcohol for the event. He also informed the Committee that he did not see any financial data in the staff reports or minutes that were transmitted to City Council. In addition, he thinks the profit for ticket sales for Concerts in the Park seating should be reviewed to determine if it is worth the effort involved.

Meeting Topics

Review Meeting Notes: The Committee reviewed and adopted the July 11, 2011 Centennial Meeting notes as written.

Comments: Jan Dennis reported that the offer to donate 100 paintings has been withdrawn.

Committee Reports:

Volunteer Recruitment List Update:

Joe Franklin reported that he has not received any recommendations from the Committee for additional outreach contacts and is continuing to pursue his own contacts. He also questioned the use of manpower for selling merchandise at the park since sales have been extremely low. Collectively, the concerts scheduled on August 14 and August 21 have 17

reserved seating spaces sold, and therefore it is imperative to have volunteers lined up for those dates. He further added that he will not be there for the Eagles Tribute on August 14.

Eve Kelso reported that the City has approximately 100 active volunteers on their list in addition to enlisting service organizations for special events. Recruitment is based on the size of the event. Eve mentioned that through an organization called Volunteermatch.org she is able to recruit college and high school students for volunteer positions. She also has a few contacts with local colleges and churches for volunteers.

Trish Pietrzak reported that there needs to be some coordination with the merchandise, banner and possible storage for these items.

The Committee decided that it is important to have the presence of volunteers at the concerts to promote awareness of the Centennial. They can wear Centennial t-shirts, and distribute flyers and cards.

Action Item: Joe Franklin will work diligently at obtaining volunteers for the concerts on August 14 and August 21.

Action Item: Eve Kelso will inform City volunteers of upcoming events and instruct them to contact the Centennial Committee to sign up. Eve will also help with obtaining two to four volunteers for the August 14 and August 21 Concerts in the Park.

Action Item: Richard Gill will email the Committee David Ibarra's his cell phone number and confirm that he has keys and access to the storage area.

Action Item: Liza Tamura reminded the Committee that volunteers should be instructed not to place Centennial cards on cars since this is a violation of the Municipal Code.

Budget Report and Purchasing Policy Update:

Grace Leung reported that the net income year to date is \$3,104.98 and since the last report seven reserved seating spaces have been sold. In addition, a deposit in the amount of \$165 was made from t-shirt sales at Sharks Cove. There was \$17.50 in PayPal expenses.

Richard Montgomery reported that all money the City advanced has been paid off to date and that there is a zero balance owed to the City. He asked Grace Leung to reflect that information on the next budget report.

Richard Gill reported that currently Grace is the only person who can make purchases. This may present a problem going forward as events develop.

Action Item: Grace Leung stated that she is working on a purchasing policy with Finance Director, Bruce Moe.

Parade Effort Update:

Jan Dennis reported that she has a couple of meetings planned and a unicycle unit lined up. Everything is moving along fine. No other updates.

Richard Gill inquired if this event as well as the other Centennial events will be self-insured.

Action Item: Richard Gill will inquire the issue of insurance with the City’s Risk Management Department.

Community Outreach and Sponsorship Update:

Trish Pietrzak reported that she has contacted almost everyone on her list, and everyone seems very excited to participate in either a monetary or service capacity. She has emailed the brochure to everyone on her list. In addition, Trish has also reached out to South Bay magazines in order to get the events on the calendar for next year.

Beach Reporter, Easy Reader and Daily Breeze Update:

Trish Pietrzak reported that she has spoken with Paul Silva regarding the brochure but nothing has been published yet. Otherwise, there is no update with the *Beach Reporter, Easy Reader and Daily Breeze*.

Manhattan Village Event/Review Chair Assignments Update:

Annie Walker reported that a meeting is scheduled with Ericka Sanchez, the Assistant Marketing Manager at Manhattan Village on Wednesday afternoon. She will also be meeting with Classic Party regarding the “Taste of Manhattan.” Annie also reported a friend of hers is helping with chair assignments for the different events, and she may have someone for the BBQ. Annie still has not been able to get in touch with Mike Zislis and would like to keep in updated. She and Oliver are working on storyboarding.

Action Item: Annie Walker and Oliver Schulster are working on storyboarding.

Final Sponsorship Guide Update:

Oliver Schulster inquired about the titles for the Honorary Committee Members.

Action Item: Annie Walker will provide Oliver Schulster with titles for the Honorary Committee Members.

Action Item: Oliver Schulster will update the guide to reflect the current City Council positions. Oliver will also add information to the brochure that includes the tax i.d., where to mail checks and to whom the checks are payable. Oliver will also add the Manhattan Beach Centennial copyright on the bottom of the back cover.

Letterhead Template Update:

Action Item: Oliver Schulster will update the letterhead template to reflect the current City Council positions.

Merchandise Sales Update:

Larry Lemoine reported that the inventory at Sharks Cove has been reconciled, and they need to be restocked. He would like to expand the selling of merchandise to the east side of Sepulveda.

Irene Cotter recommended that the Committee sell the merchandise that remains in stock before putting money into towels since summer is almost over. Irene inquired if the Committee is interested in selling merchandise at the Hometown Fair. The Committee agreed that having an informational booth at the Hometown Fair is enough and not to sell any merchandise. It was also mentioned that Chamber of Commerce inquired if they can use the Centennial logo on merchandise and keep the proceeds. The Centennial Committee was not adverse to the idea.

Community Event Registration Update:

Jeanna Harkenrider reported that she received an event request from PierYoga requesting to hold an event on the pier.

Action Item: The Committee agreed that all event requests submitted to the Centennial Committee should be forwarded to the City for review by various departments. Although the Committee may approve using the Centennial logo for events, applicants will still need to follow the proper channels for approval of their event. The Committee agreed that there should be some language on the application informing applicants of this.

High School Volunteer Efforts/List of Mira Costa High School Volunteers:

Zack Gill reported that there have not been any responses for high school volunteers this summer. The high school students are interested in longer hours and there may be more interest when school starts.

Other Business:

Larry Lemoine reported that he spoke with the KTLA producer who indicated that KTLA is interested in covering the Holiday Fireworks Show in 2011.

Adjournment: At 6:15 p.m., the meeting was adjourned to the next scheduled meeting, Monday, August 8, 2011 at 5:00 p.m. in the Police and Fire Conference Room.