

Manhattan Beach Centennial Committee

September 26, 2011 – 5:00 p.m. Police and Fire Conference Room

Meeting Notes

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

Audience Participation

Mr. Ed Caprielian requested clarification as to whom submitted the permit application, which included a request for the sale of alcohol, to the Department of Beaches and Harbors regarding the Centennial Ball event. He also requested a copy of the cover sheet that he believes accompanied the application. Mr. Caprielian inquired if this event will be sponsored by the City or the Centennial Committee and who will be assuming liability for this event. In addition, he requested that the Committee re-examine its stance on the permission of serving alcohol at the Centennial event.

Ms. Kate Nelson, from the Senior Advisory Committee (SAC), reported that the oral history project with Mira Costa has been approved by the Centennial Committee. They have 70 students who will be involved in the project, and the SAC decided that the students need pertinent background information for this project. She reported that one excellent source is Jan Dennis's book, *A Walk by the Sea*. Jan has offered a significant discount on the books; however, the SAC does not have the funds to provide the students with the books. Ms. Nelson inquired if the Centennial Committee would donate \$600 for the purchase of the books.

Richard Gill responded to Mr. Caprielian's requests and clarified that the application to the Department of Beaches and Harbors was submitted by Parks and Recreation. He further clarified that a cover sheet does not exist because the application was submitted online. Richard also clarified that although Parks and Recreation submitted the application, they will not be assuming responsibility. The Centennial Committee will be responsible for the implementation of the events, and the Committee will be separately insured for its events. Richard also stated that he will provide Mr. Caprielian with a copy of the \$10,000 budget request City Council approved.

Richard Montgomery indicated that there will be further discussion regarding the \$10,000 Centennial budget for a further City Council meeting, and the funding of the books for Kate Nelson's oral history project will be discussed at a future Centennial meeting.

Meeting Topics

Review Meeting Notes: Jan Dennis reported that the September 12, 2011 minutes should be amended to reflect that having signs at Marine Avenue and Second Street notifying drivers to

prepare to stop for the parade is a “suggestion.” The Committee reviewed and adopted the September 12, 2011 Centennial Committee meeting notes as amended.

Committee Reports:

Budget Report, Purchasing Policy and Report of New Donations Update:

Grace Leung reported that she revamped the report to make it easier to understand. The total income generated between September 13–26, 2011 is \$13,110.00. This comprised of donations from Russ Lesser and MB Studios. The total income generated year to date is \$25,325.04. The balance for expenses from the last report on September 12, 2011 was \$6,731.00 and the total amount for expenses between September 13-26, 2011 is \$226.58. These expenses are from banners for the Hometown Fair and the PayPal fee with Russ Lesser’s donation. The expenses year to date total \$6,957.58. The total net income is \$18,367.46. Nick Tell inquired if \$18,367.46 is the actual amount in the bank. Grace reported that from this amount she left \$156.25 in the PayPal account.

Grace presented a Purchasing Policy and a Check Request form and requested that the Committee review the policy and email her with any comments and/or clarifications prior to the next meeting.

Trish Pietrzak reported that Russ Lesser intends to donate \$2,500 for the next three months which will total his contribution to \$10,000. Nick Tell reported the Manhattan Beach Country Club is interested in making a donation. He also reported that he spoke with Torrance Memorial.

Parade Efforts Update:

Jan Dennis reported that the Parade Committee meeting on September 14, 2011 was very successful with over 52 people who attended. The Fire Marshal spoke about the types of materials to use for the floats. She has received more applications and has received a lot of positive feedback. Jan is still waiting to hear from Cal Trans regarding the parade crossing Sepulveda Boulevard. The City Engineer and the Police are spearheading this request. Richard Montgomery reported that the Rotary may be interested in sponsoring the parade and inquired if there are currently any sponsors for the parade. Jan reported that she has not received any funding or sponsors for the parade. She reiterated that Chevron offered to provide the float for the high school but she has not received any money from anyone. Jan reported that she initially expected the parade to cost between \$15,000 - \$20,000 but thinks that amount will be less. Nick Tell requested that a budget be developed for the parade.

Action Item: Jan will prepare a budget for the parade.

The driving museum in El Segundo will be providing the cars for the parade. The Committee will review applications and made the decision to turn down beer and liquor applicants. Nick inquired if the applications being received are from Manhattan Beach Organizations. Jan reported that there have been some verbal inquiries from organizations outside of Manhattan Beach such as one from Palos Verdes that involves horses. Jan reported that she contacted the same organizations who marched in the last parade. Nick requested that the Committee be informed at the Centennial meetings of any non-Manhattan Beach organizations interested in participating in the parade. Joe Franklin offered to help Jan obtain volunteers.

Community Outreach and Sponsorship Update:

Trish Pietrzak reported that she and Nick Tell have a meeting scheduled on September 27, 2011 with Waste Management and a meeting with the *Los Angeles Times* in the afternoon. In addition, they have a meeting scheduled with Verizon on September 29, 2011 and plan to meet with Quicksilver on October 17, 2011. There is no change to report regarding sponsorship.

Richard Montgomery reported that Chevron would like to make a donation in 2011 and then one in 2012.

Trish also reported that Mayor Pro Tem Powell has offered to help with the outreach effort.

Beach Reporter, Easy Reader, Daily Breeze, Los Angeles Times and KTLA Update:

Trish Pietrzak reported she is meeting with *the Los Angeles Times* September 27, 2011. Richard Montgomery also suggested that Trish speak with Liz Spear.

Manhattan Village Event, School Art Contest and Historic Picnic/Chair Assignments for All Events/Insurance Update:

Annie Walker reported that there were no updates this week.

Jeanna Harkenrider reported that the owner of Round Table Pizza reached out and offered to help out with anything.

Action Item: Jeanna will forward the email she received from Round Table to Annie.

Hometown Fair Booths and Holiday Fireworks Update:

Annie Walker reported that the volunteers are scheduled for the Hometown Fair booths, and Richard Montgomery and Michael will pick up the water on Friday afternoon. She will forward information in an email tomorrow.

Oliver Schulster presented the signage for the water booth and the information booth.

Irene Cotter presented the hats that will be sold at the Hometown Fair. Oliver explained that the decision to use the MB100 logo was made due to the time constraints. The hats are in khaki and they are all adult size. Oliver indicated that for the next order, the intention would be to have Manhattan Beach stitched in the back of the hat. Irene recommended selling the hats for \$15.00 each. Oliver presented the postcards to be distributed at the Hometown Fair.

The Committee decided not to put the fireworks information on the postcards for distribution at the Hometown Fair.

Action Item: Oliver will arrange for 5,000 cards to be ordered tomorrow.

Oliver reported that he has been working on some ideas for the holiday fireworks for this year or 2012 that would involve a pre-show and a large LCD Panasonic screen that measures 33 feet tall by 20 feet wide and can be played throughout the day. Oliver introduced Chad Aronson from LiTEBOX, Inc. Chad indicated that Panasonic is one of their investors and provided funding for the construction of the screens and trucks that are used at various

events. He also reported that the LCD screen can be utilized where it can show different “loops” of the history of Manhattan Beach, show live commentary, interviews with local athletes, students, and advertising for possible sponsors. It can also be used to set up a gaming system for interactive play between the mayor and children. The cost is approximately \$19,000 for the day; however Chad expressed the desire to build a relationship with cities and non-profit agencies and can possibly reduce the price to \$10,000 for the day. This figure would include a technician and driver. Annie Walker inquired if LiTEBOX would be willing to provide their services in trade rather than cash. Chad responded that they are amendable to the possibility of a trade.

Nick Tell reported of the possibility that the Good Year Blimp could fly over during the countdown for the kick-off fireworks display in December.

Final Sponsorship Guide Update:

The Committee mentioned that the date for “Taste of Manhattan” has not been changed in the sponsorship guide.

Action Item: Oliver Schulster will change the date for the “Taste of Manhattan” in the sponsorship guide to March 25.

Annie Walker mentioned that it was agreed that there would be a sponsor protocol where sponsors would be invoiced and a commitment letter would be given to them outlining what was discussed. Richard Montgomery suggested that the commitment letter be expanded on the website.

Action Item: Oliver suggested this should be arranged with I.S. Manager Leilani Emnace. Oliver will email her and work with her on formatting. Annie has a commitment letter and agreement that can be used after making some minor adjustments.

Magnetic Emblem for City Vehicles Update:

Oliver Schulster reported that information is still being gathered on the cost of magnetic emblems for city vehicles.

Community Event Registration Update:

Jeanna Harkenrider reported that she has nothing further to report other than what she received from Round Table.

Volunteer Recruitment List and Organizational Chart Update:

Joe Franklin reported that the National Charity League signed up for 60-70% of the time slots for the Hometown Fair. They are a Manhattan Beach organization and are very interested in helping out. Joe also requested that as the events are being planned to please outline the needs for each event. Joe reported that the website is working fine and he has received a few volunteers through the website. He is currently working with the Soroptomist.

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

Zack Gill reported that he spoke with Ben Dale and he confirmed that all of “Mira Costa’s Cheer and Band” are at the Centennial’s disposal for whatever event the Committee needs. Zack also reported that the Centennial has a spot in the morning bulletin including the Mustang news. Therefore, everyone in Costa is aware of the Centennial. In addition, Zack visited the health class and discussed volunteer opportunities.

Trish Pietrzak reported her interest in the Mira Costa Band and Cheer to attend one of the events that KTLA will be covering. This would require them to attend very early in the morning.

Staff Reports:

Because the next regularly scheduled Centennial Committee meeting is on Columbus Day, October 10, 2011, the Committee agreed to reschedule the meeting to Wednesday, October 12, 2011 at 5:00 p.m. in the Police/Fire Conference Room.

Adjournment: At 6:15 p.m., the meeting was adjourned to the next scheduled meeting, Wednesday, October 12, 2011 at 5:00 p.m. in the Police/Fire Conference Room.