

Manhattan Beach Centennial Committee

October 24, 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, Oliver Schulster, Jeanna Harkenrider, Larry Lemoine, and Irene Cotter; Parks & Recreation Director Richard Gill, Recreation Services Manager Eve Kelso, and Recording Secretary Mary Kirchwehm.

Audience Participation

None.

Meeting Topics

Review Meeting Notes: The Committee reviewed and adopted the October 12, 2011 Centennial Meeting notes as written.

Committee Reports:

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

Grace Leung's budget report reflected that the total income year to date as of October 24, 2011 is \$30,576.04. The total income generated from September 27, 2011 to October 24, 2011 is \$5,251.00. The Committee received a donation from Russ Lesser in the amount of \$2,500. The total expenses year to date are \$8,158.13. The net income year to date is \$22,417.91. There is \$500.00 in petty cash which will bring the total income year to date to \$22,917.91. Oliver Schulster reported that he has some receipts for postcards and signage which will adjust the number for the next meeting.

Action Item: Discussion of the Purchasing Policy will be rescheduled to the next meeting on November 14, 2011.

Parade Efforts Update:

Jan Dennis reported that she has received a commitment from 30 parade units. She also reported that the Department of Transportation has approved the parade crossing Sepulveda Boulevard; however the cost will be between \$2,000-\$3,000. The Committee members indicated that it would be worth the money to have the parade route along Manhattan Beach Boulevard crossing Sepulveda Boulevard. Jan reported that Chevron contacted her and informed her that they will produce a float for a queen and her court.

Jeanna Harkenrider reported that she has not put any parade information on the website yet since she does not have any electronic information. Jeanna stated that she can add parade

contact information to the website. Jan approved of putting her home phone number on the website as a contact number for parade information.

Action Item: Jeanna Harkenrider will add parade contact information on the website.

Jan also reported that she will need announcers for the parade. Larry Lemoine suggested contacting the morning anchor from KTLA, Michaela Pereira since she has offered her help.

Community Outreach and Sponsorship Update:

Richard Montgomery reported that Chevron still intends on making two donations—one check before the end of the year and one after January 2012. He also reported that Nick Tell and Trish Pietrzak are speaking with Waste Management.

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

Larry Lemoine reported that the *Los Angeles Times* is interested in making an in-kind donation and doing some type of exclusive coverage in exchange for free Centennial advertising and free inserts in the *Los Angeles Times* by zip code. United Airlines also indicated considering an in-kind donation.

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

Annie Walker introduced Petra, the new chairperson for the Manhattan Village event. Annie reported that the mall is doing a lot of outreach and work on the event. The kiosk will not be available until the end of January 2012. The weekend before Halloween, the mall plans on distributing bags that will include Centennial event postcards. The same card will be circulated for their Christmas event. Petra's husband offered to donate some canvas for signage for the mall.

School Art Contest: Annie reported that Young at Art has not made any commitment regarding the School Art Contest. The Committee considered changing this event to an Art Show rather than an Art Contest. The Committee also discussed other possibilities such as contacting the Neptunians.

Taste of Manhattan: Cathy Thompson from the *Los Angeles Times* has offered to help with the Taste of Manhattan. Richard Montgomery will also call Marianne Fitzpatrick.

Historic Picnic at Polliwog Park: There was nothing to report at this time.

Downtown Festival: Annie reported that Kris Mackerer D'errico with Bella Beach Babies may be interested in chairing this event.

Open House and Pier Event: There was nothing to report at this time.

Centennial Ball: To be discussed at a later date.

2012 Holiday Fireworks: To be discussed at a later date.

Richard Montgomery reported that he, Nick Tell, Michael Greenberg, and Pete Moffet met regarding the fireworks for 2012. It is their inclination for the 2012 fireworks date to remain

on the second weekend in December and not to change it to the actual anniversary of December 2nd.

Hometown Fair Merchandising Sales Report on Caps and Water:

Annie Walker reported that the National Charity League were great volunteers. The hats and water were completely sold out. Annie informed the Committee that she received a lot of positive feedback and questions from the community regarding the Centennial. Irene Cotter reported that Annie did a great job coordinating the Hometown Fair booths. She also stated that the people really like the hats and felt the price was great. The postcards also worked out very well since people could take the information with them.

Action Item: Irene Cotter and Oliver Schulster plan to meet regarding merchandise to sell at the fireworks in December and January in the Mall.

Annie reported that several people inquired about a coffee table book. She spoke with Steve Meisenholder regarding coffee table books and was informed that John Post is working on a coffee table book.

Holiday Fireworks Seating, Merchandise Sales and Schedule of Events:

Annie Walker reported that she still needs to get together with Richard Gill to walk the area for the 2011 Holiday Fireworks.

Video and Image Content Project/Mira Costa:

Oliver Schulster discussed meeting with Zack Gill to work with the Mira Costa High School Media Department regarding the possibility of gathering photographs and video content at the Centennial events in 2012.

Action Item: Richard Montgomery suggested contacting Mr. Hernandez for weekly broadcasts in the *Mustang News*.

Magnetic Emblem for City Vehicles Update:

Oliver Schulster reported that the cost for two magnetic UV coated logos on each city vehicle (150 vehicles) would be \$2.45 excluding tax and shipping. It would consist of four colors and measure approximately 9” x 11”. This cost is based on purchasing 500 emblems (2 for each vehicle and extra to allow for theft or damage throughout the year).

Action Item: Oliver will report the process time and provide a template at the next Committee meeting.

Oliver also reported that he has spoken with Steve Meisenholder and will be receiving higher resolution images on Wednesday. Richard Montgomery asked Oliver to find out if Steve has a high resolution of the sign over the pier.

Community Event Registration Update:

Jeanna Harkenrider had nothing new to report since the last meeting.

Recent Website Updates:

Jeanna Harkenrider reported that in addition to parade information for Jan she is going to work on the sponsorship page.

Action Item: Jeanna will print a sample of what is going on the website and bring it to the next meeting.

Volunteer Recruitment List and Organizational Chart Update:

Joe Franklin reported he has approximately 14 volunteers from Mira Costa as a result from Zack Gill's efforts at Mira Costa. Richard Montgomery suggested that someone from City staff send out an email blast of the flyer from the City website.

Staff Reports:

Kate Nelson Request for a \$630 Donation to Purchase 36 Books for Mira Costa High School Oral History Project: This item will be discussed at the next meeting.

Merchandise Discussion to Consider the Purchase of Various Centennial Merchandise:

Richard M. reported that Trish Pietrzak would like to address some possible merchandise items to give away such as two types of challenge coins--one to give to volunteers and another to give to sponsors. Richard Montgomery also reported that a Manhattan Beach resident designed a Centennial logo to place on a bag and offered to charge just her cost. It will be presented at the next meeting.

Action Item: All possible Centennial merchandise will be discussed at the next meeting.

Request by the Parks and Recreation Commission to Sell Centennial Merchandise:

Richard Gill reported that the Parks & Recreation Commission has expressed interest in promoting the Centennial and the possibility of selling Centennial merchandise such as flags, coins, etc.

Action Item: The Committee decided to discuss this further at the next Centennial meeting.

Other:

Larry Lemoine suggested putting the arch back in front of the pier to consist of committee names, sponsors, etc.

Adjournment: The meeting was adjourned at 6:20 p.m. to the next Centennial meeting on November 14, 2011 at 5:00 p.m. in the Police/Fire Conference Room.

**MB Centennial Foundation
Income & Expenses
YTD 10/24/11**

Prepared by: Grace S. Leung

Income

9/26/2011 **Beginning Balance ~ from Last Report on 9/26/11** \$ 25,325.04 (Attached)

Income Generated ~ Period 9/27/11 - 10/24/11

| Date | Event / Description | Amount |
|---|---|---------------------|
| 10/2/2011 | Hometown Fair Hat Sales | 1,460.00 |
| 10/2/2011 | Hometown Fair Water Sales | 1,188.00 |
| 10/2/2011 | Hometown Fair Water Sales - <i>Tips</i> | 13.00 |
| 10/20/2011 | Online Donation - Russ Lesser (Body Glove) ** | 2,500.00 |
| 10/23/2011 | City Hall Merchandise Sales | 90.00 |
| Total Income Generated ~ Period 9/27/11 - 10/24/11 | | \$ 5,251.00 |
| Total Income YTD 10/24/11 | | \$ 30,576.04 |

(PayPal)

Expenses

9/26/2011 **Beginning Balance ~ from Last Report on 9/26/11** \$ 6,957.58 (Attached)

Expenses Incurred ~ Period 9/27/11 - 10/24/11

| Ck Date | Vendor | Expense Description | Amount |
|--|-------------------------|--|--------------------|
| 9/16/2011 | Old Hometown Fair Board | Fee to Participate in 2011 Hometown Fair | 100.00 |
| 9/29/2011 | Costco | Water for Hometown Fair | 251.69 |
| 10/1/2011 | Long Beach Ice Co. | Ice for Water at Hometown Fair | 72.00 |
| 10/6/2011 | CX&B United | MB Centennial - Hats for Hometown Fair | 721.56 |
| 10/20/2011 | PayPal | Fee for Donation - Russ Lesser (Body Glove) ** | 55.30 |
| Total Expenses Incurred ~ Period 9/27/11 - 10/24/11 | | | \$ 1,200.55 |
| Total Expenses YTD 10/24/11 | | | \$ 8,158.13 |

Net Income YTD 10/24/11 \$ 22,417.91 **

Petty Cash - Locked Boxes in City Hall 500.00

Total Net Income YTD 10/24/11 **22,917.91** **

**Out of this amount ~

**MB Centennial Foundation
Income & Expenses
YTD 9/26/11**

Prepared by: Grace S. Leung

Income

9/12/2011 **Beginning Balance ~ from Last Report on 9/12/11** \$ 12,215.04

Income Generated ~ Period 9/13/11 - 9/26/11

| Date | Event / Description | Amount | |
|--|---|---------------------|----------|
| 9/20/2011 | Online Donation - Russ Lesser (Body Glove) ** | 2,500.00 | (PayPal) |
| 9/21/2011 | Misc. T-Shirt Sales | 600.00 | |
| 9/21/2011 | MB Studios - "Community Sponsor" Donation via Check | 10,000.00 | |
| 9/21/2011 | Franchise Tax Board - Refund for Tax Year 2010 | 10.00 | |
| Total Income Generated ~ Period 9/13/11 - 9/26/11 | | \$ 13,110.00 | |
| Total Income YTD 9/26/11 | | \$ 25,325.04 | |

Expenses

9/12/2011 **Beginning Balance ~ from Last Report on 9/12/11** \$ 6,731.00

Expenses Incurred ~ Period 9/13/11 - 9/26/11

| Ck Date | Vendor | Expense Description | Amount |
|---|-------------------|--|------------------------|
| 9/20/2011 | PayPal | Fee for Donation - Russ Lesser (Body Glove) ** | 55.30 |
| 9/22/2011 | AAA Flag & Banner | MB Centennial - Hometown Fair Banner | 171.28 |
| Total Expenses Incurred ~ Period 9/13/11 - 9/26/11 | | | \$ 226.58 |
| Total Expenses YTD 9/26/11 | | | \$ 6,957.58 |
| Net Income YTD 9/26/11 | | | \$ 18,367.46 ** |

****Out of this amount ~ Monies currently in our PayPal account ~ total \$156.25**