

# Manhattan Beach Centennial Committee

January 9, 2012 – 5:00 p.m. City Hall Council Chambers

## Minutes

Attendees: Committee Members Annie Walker, Jan Dennis, Jeanna Harkenrider, Irene Cotter, Larry Lemoine, Joe Franklin, Grace Leung, and Zack Gill; Director of Parks and Recreation Richard Gill, City Clerk Liza Tamura, and Recording Secretary Mary Kirchwehm

### Audience Participation

None.

### Meeting Topics

**Review Meeting Notes:** Richard Montgomery reported that the December 12, 2011 meeting notes should be amended to reflect that the 50% profit to be received from the sale of James Gill's Centennial coins should be in U.S. currency. The Committee reviewed and adopted the December 12, 2011 meeting notes as amended.

**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:**

#### **Events Update:**

#### Budget Report:

Grace Leung reported that since the last treasurer's report of December 12, 2011, the income generated is \$32,815.00. From that amount \$32,000.00 is from sponsorship and \$815.00 is from merchandise sales from the Holiday Fireworks event and various merchandise sold at City Hall. The total income generated to date is \$73,481.04. The amount incurred from December 13, 2011 to January 9, 2012 is \$13,979.58. This amount was mostly from the holiday fireworks. The total expenses incurred to date is \$22,493.07. The total net income to date is \$51,487.97.

#### Adoption of the Purchasing Policy:

Grace Leung reported that the Resolution was supplied by Nancy Hersman for the Committee to adopt to be used in conjunction with the bylaws so that it would be in line with the purchasing policy. It was suggested that a subcommittee consisting of three people be appointed to approve the expenses and contracts (not to exceed \$10,000) so that the entire

Committee would not need to confer on every purchase. Anything above \$10,001 would need to be brought to the Committee for approval.

MOTION: Nick Tell made a motion to nominate Grace Leung as Chairperson of the Purchasing Policy Committee, and Larry Lemoine and Annie Walker as members of the Purchasing Policy Committee. The motion was seconded by Councilmember Richard Montgomery.

Ayes: Trish Pietrzak, Annie Walker, Larry Lemoine, Jan Dennis, Jeanna Harkenrider, Irene Cotter, Joe Franklin, Grace Leung

Noes: None.

Abstain: None.

Absent: Oliver Schulster.

Richard Montgomery reported that the Manhattan Country Club is donating \$25,000.

Joe Franklin reported Little Company of Mary is committed to donating \$25,000. Little Company of Mary requests an invoice.

**Action Item:** Grace Leung will provide an invoice to Little Company of Mary.

Richard Montgomery reported that the Chevron check has still not been received.

**Action Item:** Grace Leung will follow up with Chevron.

**Annie Walker:**

Annie Walker reported that she has been looking for office space, preferably in the downtown area. Annie reported that space is needed for volunteers to make phone calls, maintain files, etc. She found space at 806 Manhattan Beach Boulevard east of Pacific Avenue for \$775 a month for one year. The rent includes water and trash but not electricity or phones. If everyone is in agreement, she would like to proceed. Annie reported that she would need a security deposit of \$850.00. The Committee approved renting this space for the Committee.

Nick Tell reported Manhattan Towers may possibly donate some office space.

**Manhattan Village Mall Carnival Event:** The carnival event is scheduled for Sunday, January 29<sup>th</sup> from 3:00 to 6:00 p.m. Irene Cotter reported that the Mall has agreed to everything that was originally arranged with Erica Sanchez and Annie Walker; however, they cannot provide a photo booth due to the expense. Irene and Annie believe that the photo booth is important to the event and inquired with the mall if the Centennial Committee can donate some of the funds to enable the photo booth to be part of the event. Irene also reported that she and Annie committed Nick Tell and Richard Montgomery to attend the event. The mall inquired if the Centennial Committee plans a ribbon cutting ceremony or something similar as a kick off for the first Centennial event. The Committee agreed to have balloons and cupcakes.

**Action Item:** Irene will contact the mall to inquire if balloons can be dropped from the ceiling.

**Action Item:** Grace Leung offered to contact someone she knows at Suzy Cakes.

Trish Pietrzak reported that the mall will advertise for the carnival event in the Beach Reporter on January 26<sup>th</sup>. They will send out three email blasts to their customer database (January 6, 16 and the 28<sup>th</sup>), provide signage throughout the mall, post on their website, and have flyers at the concierge desk starting in December.

**Action Item:** Oliver Schulster and Trish will put together a flyer/announcement/ad that will go into as many backpacks as possible to include all the elementary schools, preschools, churches, daycare centers, community groups, etc.

Trish Pietrzak also reported that she received a call from the *Easy Reader*, and they are eager for the information for the mall event.

**Action Item:** Trish will send out a press release this week.

Richard Montgomery inquired if there will be a video person who will be taping events.

Annie Walker reported that she tried to set up a meeting with JD's office, but he has been gone.

Trish Pietrzak inquired about promoting Centennial events in the utility bills.

**Action Item:** Richard Gill will follow up on Centennial promotions in the utility bills.

Irene Cotter also reported that she contacted the author and publisher of the book, "Manhattan Beach: A California Beach Town" and reported that they have reduced their price to \$13.00. They also agreed that they would be interested in partnering at any venue, and they would donate 15% of the sales. The mall approved of the author being at the carnival and selling the books.

Irene Cotter reported that there will be a merchandise table selling hoodies, hats, t-shirts and a few scarves. There will also be signage. In addition, if the mall permits, the photographs that were donated from Torrance will be displayed and a docent will be available to discuss the photographs.

Annie Walker reported that she would like to have the historic photos displayed throughout the mall and is checking on the possibility of making cling-ons for store windows to display the photographs. Irene Cotter reported that they are in the process of having stickers made to give away to the children at the mall event.

Irene Cotter inquired if anyone has access to a portable public announcement (P.A.) system.

**Action Item:** Richard Gill will supply a portable (P.A.) system.

Richard Gill inquired if the mall is requiring insurance from the Committee. Irene Citter reported that the vendors will have their own people at the event and the Committee only has the merchandise table. Annie Walker reported that she received in writing what is needed back in November and will resend the email to Richard Gill.

**Action Item:** Annie Walker will resend an email regarding the mall's requirement for insurance.

Joe Franklin inquired if any volunteers are needed for the carnival event. Irene Cotter reported that additional volunteers are not needed.

Irene Cotter reported that coordination of transporting merchandise is needed.

Trish Pietrzak recommended that the Committee meet for a photo. The Committee agreed to meet at 4:00 p.m. for a photo.

Trish Pietrzak inquired about placing an ad to advertise the Centennial kick-off event. Annie Walker reported that the event is budgeted between \$5,000-\$10,000 and believes the event will not cost near the budgeted amount. Annie agreed that an ad for the event should be supplemented and not to depend on the mall for advertising. The Committee agreed to place an ad in the various papers for the event.

Taste of Manhattan: Annie Walker reported that at the last subcommittee meeting a ticketed price of \$15-\$20 was going to be the benchmark; however, Annie is trying to find a way to make this event free. After her subcommittee meeting, she would like to come back to the Committee with two or three options to make the food area free or as reasonable as possible.

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

Richard Montgomery inquired if KTLA and the radio were notified of the kick-off event. Trish reported that they have been notified but did not show up for the fireworks.

Richard Gill inquired if there are any in-kind donations from the *Beach Reporter* or the *Easy Reader*. Trish Pietrzak reported that the *Easy Reader* is interested. Larry Lemoine reported that the *Los Angeles Times* offered an in-kind donation where they can stuff locally, by zip code. Trish inquired if the offer from the *Los Angeles Times* is a one-time offer or if it can be done for more than one event.

**Action Item:** Annie Walker and Larry Lemoine will discuss with Kathy the offer from the *Los Angeles Times*.

**Parade Update:**

Jan Dennis reported that there are 1,669 people involved with the parade. She also reported that there are 53 units committed to participate in the parade. The cutoff date for the parade entry is March 15, 2012.

Jan reported that insurance for the parade is up to date.

**Action Item:** Mary Kirchwehm will follow up on the status of the Cal Trans permit for the parade.

**Insurance Update/Community Event Registration/Website Update:**

Jeanna Harkenrider reported that she has all the paperwork filled out and will forward it to the City's risk manager.

Jeanna Harkenrider reported that she received an application from the Soroptomist for a tea in May and will distribute to the committee.

Jeanna Harkenrider reported that she has not made any changes to the website.

Richard Montgomery inquired if there has been any tracking of the number of visits on the website.

*Action Item:* Jeanna Harkenrider will contact Ravy Sok to inquire about the possibility of tracking the number of visits on the website.

**Volunteer Update:**

Joe Franklin reported that there are some volunteers from the website. The feedback from the volunteers from the fireworks were great.

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

Zack Gill reported that he had created a Facebook page for the Centennial, and he created a Twitter account as well. He plans to update it and to make a school announcement to the students to visit the Centennial's Facebook page. Annie Walker reported that she also created a Facebook page. Annie suggested that the Facebook page and Twitter account be updated regularly.

*Action Item:* Annie will arrange a conference call so Zack and she can coordinate the Facebook page.

*Action Item:* Zack will send the link to everyone.

Zack also reported that he is trying to pursue Costa organizations to participate in the parade with floats.

**Staff Reports:**

**Irene Cotter:**

Irene Cotter reported that the Neptunians are also reaching 100 and will be having a fundraiser Saturday evening and is encouraging everyone to buy a ticket and attend the event.

Irene distributed a sample of a beach yellow and white striped beach towel. The towel is made in the U.S. The cost to produce 44 towels or less is \$25 each, and the cost to produce 100 towels or more would be \$24 each. To avoid fading of the logo, Irene suggested an embroidered logo on the towel.

*Action Item:* Irene will provide a sample of the embroidered towel.

**Richard Montgomery:**

Richard Montgomery is in agreement to have 25 coins made, but would like to make it clear that the 50% should be paid to the Committee in money not in coins. He requested that a letter be sent to James Gill to clarify that the 50% profit be in money and requested an acknowledgement of the letter with a signature.

**Richard Gill:**

Richard Gill reported that he would like to proceed with the implementation of banners. Annie Walker reported that they have kept the location just to downtown area due to lack of sponsorship. Richard Montgomery reported to move forward with banners.

Richard Gill introduced each of the Parks and Recreation Department managers and reported that he plans to assign each manager to work with the chairperson of a Centennial event to coordinate sharing City resources. Although the Centennial events are separate from the City, there are resources that can be shared.

**Adjournment:** The meeting was adjourned to the next Centennial meeting on January 23, 2012 at 5:00 p.m. in the Police/Fire Conference Room.

DRAFT

**MB Centennial Foundation  
Income & Expenses  
YTD 1/9/12**

*Prepared by: Grace S. Leung*

**Income**

12/12/2011 **Beginning Balance ~ from Last Report on 12/12/11** \$ **40,666.04 (Attached)**

**Income Generated ~ Period 12/13/11 - 1/9/12**

Date	Event / Description	Amount
12/19/2011	Donation/Sponsorship - Local Yolk	500.00
12/19/2011	Donation/Sponsorship - Manhattan Beach Country Club	25,000.00
12/19/2011	Donation/Sponsorship - So. Cal Gas Co.	1,500.00
12/19/2011	Donation/Sponsorship - Waste Management	2,500.00
1/5/2012	Donation/Sponsorship - Body Glove	2,500.00
1/9/2012	Fireworks Merchandise Sales	395.00
1/9/2012	City Hall Merchandise Sales	420.00
<b>Total Income Generated ~ Period 12/13/11 - 1/9/12</b>		<b>\$ 32,815.00</b>
<b>Total Income YTD 1/9/12</b>		<b>\$ 73,481.04</b>

**Expenses**

12/12/2011 **Beginning Balance ~ from Last Report on 12/12/11** \$ **8,513.49 (Attached)**

**Expenses Incurred ~ Period 12/13/11 - 1/9/12**

Date	Vendor	Expense Description	Amount
12/9/2011	Costco	Water for Fireworks	191.28
12/9/2011	Corner Bakery	Baked Goods for Fireworks	281.13
12/9/2011	FedEx	Signage for Fireworks	864.70
12/12/2011	Beatriz Sic	Temp Help for Fireworks Set-Up & Tear-Down	260.00
12/12/2011	Jimmy Franklin	Temp Help for Fireworks Set-Up & Tear-Down	100.00
12/12/2011	Kyle	Temp Help for Fireworks Set-Up & Tear-Down	100.00
12/12/2011	Sean Anders	Temp Help for Fireworks Set-Up & Tear-Down	100.00
12/12/2011	Kerri McDermott	Camera Crew for Fireworks	300.00
12/12/2011	Michael Cheeseman	Camera Crew for Fireworks	300.00
12/12/2011	Dani Thompson	Camera Crew for Fireworks	200.00
12/12/2011	Andrew Burks	Camera Crew for Fireworks	200.00
12/12/2011	Annie Walker	<i>Reimbursement for Following Fireworks Expenses:</i>	
		<i>Dan Stanis - Flowers for Fireworks</i>	110.93
		<i>Mellano - Flowers for Fireworks</i>	205.54
		<i>Shibata - Flowers for Fireworks</i>	32.90
		<i>Moscatell's - Flowers for Fireworks</i>	53.05
		<i>Party City - Plates, Wristbands &amp; Table Lights for Fireworks</i>	186.61
		<i>Office Depot - Envelops/Supplies for Fireworks</i>	52.49
		<i>Home Depot - Duct Tape/Zip Ties for Fireworks</i>	25.10
		<i>Manhattan B&amp;B - Cookies for Fireworks</i>	44.40
		<i>Von's - Saran/Reynold Wrap for Fireworks</i>	10.19
12/12/2011	Coffee Bean & Tea Leaf	Hot Chocolate & Coffee for Fireworks	557.60
12/16/2011	Easy Reader	Thank You Ad for Fireworks Show Sponsors	325.00
12/19/2011	CX & B	Merchandise for Fireworks ~ Hats	2,972.06
12/20/2011	CX & B	Merchandise for Fireworks ~ Blankets	808.56
12/21/2011	CX & B	MB Centennial Logo Patch Sample	70.69
1/5/2012	Paypal	Fee for Donation - Body Glove	55.30
1/9/2012	CSC	Security for Fireworks	1,064.77
1/9/2012	Classic Party Rentals	Rentals for Fireworks	1,507.28
1/9/2012	Pete Moffett Productions	MB Centennial Fireworks Display	3,000.00
<b>Total Expenses Incurred ~ Period 12/13/11 - 1/9/12</b>			<b>\$ 13,979.58</b>
<b>Total Expenses YTD 1/9/12</b>			<b>\$ 22,493.07</b>

**Net Income YTD 1/9/12** \$ **50,987.97** \*\*

**Petty Cash - Locked Boxes in City Hall** \$ **500.00**

**Total Net Income YTD 1/9/12** \$ **51,487.97** \*\*

\*\*Out of this amount ~

**MB Centennial Foundation  
Income & Expenses  
YTD 1/9/12**

*Prepared by: Grace S. Leung*

*Monies currently in our PayPal account ~ total \$45.65*