

## **Manhattan Beach Centennial Committee**

**February 13, 2012 – 5:00 p.m. City Hall Council Chambers**

### **Minutes**

Attendees: Councilmember Richard Montgomery; Committee Members Jan Dennis, Trish Pietzrak, Grace Leung, Oliver Schulster, Annie Walker, and Jeanna Harkenrider; Director of Parks and Recreation Richard Gill, City Clerk Liza Tamura, and Recording Secretary Mary Kirchwehm

#### **Audience Participation**

James Gill reported that he has sold 35-40 Centennial coins and the silver coins are almost completely sold out. Mr. Gill also reported that he has recovered 50% of his initial investments in the first month and welcomes any marketing ideas from the Committee.

Richard Montgomery suggested that the link to ordering coins can be added to the Centennial website.

*Action Item:* Richard Montgomery will send Richard Gill a revised draft agreement between James Gill and the Committee and requested that it be sent to James Gill for his comments/signature.

*Action Item:* James Gill will give Richard Gill his financials.

#### **Meeting Topics**

**Review Meeting Notes:** The Committee reviewed and adopted the January 23, 2012 Centennial Meeting notes as written.

#### **Committee Reports:**

##### **Events Update:**

##### **Budget Report:**

Grace Leung reported that the total income generated from January 24, 2012 to February 13, 2012 is \$7,003.86. This amount was generated from carnival sales, and sponsorship. The total income to date is \$110,484.90. The expenses incurred from January 24, 2012 to February 13, 2012 is \$16,511.70. The total expenses to date are \$40,249.98. The total net income year to date is \$70,734.92.

##### **Consideration of an Amendment to the Purchasing Policy:**

Richard Montgomery reported that he and Nick Tell would like to reduce the dollar amount limit to \$2,500 and any amount, above an approved line item budget, would need a vote of approval from the subcommittee.

**Action Item:** Liza Tamura stated that she would work with Grace Leung in order to produce the final Purchasing Policy and resolution at the next meeting.

Liza Tamura asked the committee for confirmation regarding those assigned to the Purchasing Policy Subcommittee regarding check signing authority and line item budget approval in excess of \$2,500.

**Action Item:** Trish Pietzrak will replace Annie Walker on the Purchasing Policy Subcommittee; and Grace Leung, Jeanna Harkenrider and Jan Dennis received committee approval to be check signers.

Report of New Donations:

Annie Walker reported a \$10,000 donation was received from Dealer.com and Providence has committed to a \$25,000 donation. Annie also reported the total donation amount for Chevron is \$60,000 not \$30,000.

Annie also reported that she has been in touch with Houstons and is setting up meetings with Raytheon, NRG, Toyota, Direct TV, Fergusens, and Kaiser. A resident who works with the Dr. Pepper/Snapple group on the west coast may possibly be able to assist with bringing in a food or drink donation. Annie stated that Balloon Baby may donate \$2,500 and Williams Sonoma and Pottery Barn expressed interest in making an in-kind donation. Annie is still working on Target.

**Action Item:** Richard Montgomery will give Annie Walker a Target contact out of Minnesota.

**Recent Website Updates and Event Registration**

Jeanna Harkenrider reported that she received website statistics from the City's I.S. Department. Since January 2011, the main page of the Centennial website has received 1,551 visits. The events page has received 2,177 visits. Jeanna will continue to provide updates as she receives them.

**Action Item:** Jeanna reported that she just received an application from the Downtown Business and Professional Association and will distribute the application after she has reviewed it.

**Action Item:** Jeanna Harkenrider will add the most recent sponsorship guide to the website.

**Manhattan Village Follow Up**

Annie Walker reported that the carnival event at Manhattan Village was very successful. She also stated that Irene worked very hard and the Neptunians help was valuable. The historic photos were a huge hit and are being sold individually for \$300.

### **School Art Contest**

Annie Walker reported that the Neptunians sent out the announcements to the schools for the school art contest. The art will be selected between March 12-14 and write out certificates. The art will be set up from March 16-17. On March 18 there will be a general open house for public viewing. On March 20 students, family and guests will view the art from 11:30 a.m. to 1:00 p.m. with a reception. After the Neptunians event is over, the winners' artwork will be displayed at the Taste of Manhattan Beach. Annie further stated that in order to advertise this event, postcards (that Oliver designed for this event) will be placed at the schools and other kid friendly places around town.

### **Taste of Manhattan**

Annie Walker reported that due to costs, the large tent for this event will be on emergency call only, and the turf has been eliminated. There has been a lot of positive feedback from restaurants and space is becoming scarce. The Farmers Market area will be free to the public and just the Taste will be ticketed. All the tickets will be on will-call. Annie stated all the invitations were sent out to the restaurants and vendor applications are being finalized. Zisliss and Simms both responded. Simms is helping with getting other vendors involved with getting donations with wine and beer tasting. There are two wineries in northern California interested in participating at the tasting. There will be a separate area charge for the wine and beer tasting. Annie reported that each vendor will still be covered with a 10' x 10' tent. Annie also reported that there are currently seven restaurants who have committed and that the maximum number of restaurant participants is 20 with 10 sweets and treats participants. This does not include the beer and wine tasting. The cost is \$15 per person, \$25 per couple and \$10 for the beer and wine tasting area. Children under 12 are free. The cost for tickets for residents and non-residents is the same. Residents will be able to purchase tickets two week in advance of non-residents. The ticketing will be through the City's software program called ActiveNet.

**Action Item:** Mary Kirchwehm will distribute the special event application to all departments.

Annie Walker introduced Mike Schrobo and Michele Bartnik, volunteers who put together a plan for the entire year for all Centennial events. Michelle reported some of the plans for marketing the Centennial events through Facebook, Twitter, and planning an email blast through the City's ActiveNet list. There will also be an ad in the *Manhappenings* and communications will be sent through the local schools, restaurants and businesses. Michelle also suggested a window decal for local restaurants to show their participation in the Taste event. Oliver Schulster presented a sample of the window decal. Michelle reported there will be advertising through two weeks of communication in the *Beach Reporter*, advertising in the *Easy Reader*, water bill inserts and banners. The Manhattan Beach School Board also offered to make announcements at the beginning of each board meeting.

**Action Item:** Trish Pietzrak will forward her downtown business contact list to Michelle.

Richard Montgomery inquired if the Taste event will have a maximum number of people who can attend. Annie Walker reported that she will be speaking with Police and discuss the maximum allowed.

Downtown Business Association representative Mary Ann Varni inquired if there is a list of restaurant participants. Annie Walker reported that invitations were recently sent to the first round of restaurants. Ms. Varni reported that there are at least one dozen merchants who would be interested in possibly participating in the Taste event by passing out coupons. Annie reported that there will be gift bags in which merchants can place coupons or giveaway items.

Ms. Varni inquired if the Centennial logo will be the only logo used for the Taste event. Annie reported that the Centennial logo, the Taste logo and the logo that is used for the website will be used at the Taste event. However, Annie suggested the Downtown Business Association logo be used for the Festival event since that event will be a downtown event.

### **Parade**

Jan Dennis reported that there are 2,092 people who have committed to the parade. Entries will be accepted until March 15<sup>th</sup>. Jan stated that there are over 66 entries. Jan also stated that the insurance is requiring that everyone signs a waiver and inquired how this would affect other activities. Richard Gill reported that everyone must comply with the insurance requirements. Jeanna Harkenrider explained that her understanding is that those in the parade are considered participants not just attendants, which is why they are being required to sign waivers. Annie Walker reported that all the vendors for events such as the Taste event would be required to have insurance and add the City as additional insured.

Jan also wanted to reiterate that the parade committee will not be involved with the picnic as they are separate events. Richard Gill reported that it can still be advertised together and that the Parks and Recreation Department can arrange for the games, and he would like for the Historical Building open. He added that cake would be nice at the picnic and anything beyond cake would be great. There was some confusion as to how Ralphs plans to contribute to either the parade or the picnic. Jeanna Harkenrider reported that a yogurt truck contacted her with interest in participating at a Centennial event.

### **Staff Reports:**

#### **Banners:**

Oliver Schulster presented to the Committee a sample of the Taste postcard with the logos and explained that the back of the card will list the calendar of events.

Oliver Schulster presented a sample of the vertical banners showing the front of the banners with the logos. In addition, he reported that brackets were purchased for the vertical banners. Annie Walker reported that the installation issue is holding things up because the initial quote for installing the vertical banners did not include any staggering. The quote was strictly for the installation and removal of banners at one time. Annie reported that she would like to propose that the City absorb the costs of hanging the vertical banners and reported that Nick Tell agreed and instructed her to take a vote on her proposal. She reported that Nick would speak with the City Manager.

Oliver presented to the Committee a sample of the over the street banner.

**Merchandise for Purchase and Giveaways:**

Liza Tamura inquired if the committee is interested in purchasing canvass tote bags and lapel pins.

*Action Item:* Trish will email Irene for a quote for lapel pins and a general Centennial tote bag and a vote will be taken at the next meeting.

**Wrap-Up and Calendar Review:**

- Monday, February 27, 2012, 5:00 p.m. Centennial Committee Meeting in the Police/Fire Conference Room
- Monday, March 12, 2012, 5:00 p.m. Centennial Committee Meeting in City Hall
- Monday, March 26, 2012, 5:00 p.m. Centennial Committee Meeting in the Police/Fire Conference Room.

**Adjournment:** The meeting was adjourned at 6:36 p.m. to the next Centennial meeting on February 27, 2012 at 5:00 p.m. in the Police/Fire Conference Room.

**MB Centennial Foundation  
Income & Expenses  
YTD 2/13/12**

*Prepared by: Grace S. Leung*

**Income**

1/23/2012 **Beginning Balance ~ from Last Report on 1/23/12** \$ **103,481.04 (Attached)**

**Income Generated ~ Period 1/24/12 - 2/13/12**

Date	Event / Description	Amount
2/3/2012	Carnival - Merchandise Sold (\$50 was on CC)	950.00
2/10/2012	Carnival - 15% of Book Sales	53.86
2/10/2012	Donation - Russ Lesser (Body Glove) - Total was \$10K	2,500.00
2/13/2012	Donation - Metlox	1,000.00
2/13/2012	Donation - Belamar	2,500.00
<b>Total Income Generated ~ Period 1/24/12 - 2/13/12</b>		<b>\$ 7,003.86</b>
<b>Total Income YTD 2/13/12</b>		<b>\$ 110,484.90</b>

**Expenses**

1/23/2012 **Beginning Balance ~ from Last Report on 1/23/12** \$ **23,738.28 (Attached)**

**Expenses Incurred ~ Period 1/24/12 - 2/13/12**

Date	Vendor	Expense Description	Amount
1/23/2012	Annie Walker	Reimbursement for Office Supplies Purchased at Office Depot	483.39
1/23/2012	Store Supply Warehouse	15 Grids and 90 hooks ~ units that will be used to display historical photographs throughout the year	616.44
	Store Supply Warehouse	Discount	(203.44)
	Merriwether & Williams		
1/23/2012	Insurance Services	Insurance for Events	1,467.25
	Visual Solutions	Carnival - LCD Rental	676.38
1/25/2012	Go Daddy.com	Charge for 20 Additional Email Addresses	85.88
1/25/2012	Sir Speedy Printing		136.56
1/26/2012	VOX DJ	Carnival - DJ	700.00
1/27/2012	Helen Marish	Carnival - Kid's Club Art Activity - Centennial Celebration Art	450.00
1/27/2012	Beckers Bakery	Carnival - Cookies & Cupcakes	225.00
1/27/2012	Civic Couch	Carnival - Photographer	200.00
1/27/2012	Rob Christie	Carnival - Video Loop for Kiosk	450.00
1/27/2012	Beatriz Sic	Carnival - 12 hours	156.00
1/27/2012	Manhattan Beach Tailors	Carnival - Sewing of Ceremonial Ribbon	40.00
1/27/2012	Tom Kelly	Carnival - Caricature Artist	420.00
1/27/2012	Kinkos	Carnival -	1,251.00
1/27/2012	The Green Screen	Green Screen for Carnival - Balance	500.00
1/30/2012	Embroid Me		174.00
1/30/2012	Del Rey Party Rentals	Carnival - Red Carpet/Stanton Rental	486.00
2/2/2012	Corner Bakery	Snacks for Taste Meetings	324.86
2/2/2012	Easy Reader	Full Page Ad	800.00
2/3/2012	Joey Gian	Carnival - National Anthem	500.00
2/3/2012	Ready Productions	Water Bill Insert Fliers	1,277.63
2/6/2012	AAA Flag & Banner		62.53
2/8/2012	CX & B UNITED CORP	Merchandise - Towels	2,635.38
2/8/2012	Free Form	Event Banners	1,436.84
2/13/2012	Free Form	Event Banners	1,160.00
<b>Total Expenses Incurred ~ Period 1/24/12 - 2/13/12</b>		<b>\$ 16,511.70</b>	
<b>Total Expenses YTD 2/13/12</b>		<b>\$ 40,249.98</b>	

**Net Income YTD 2/13/12** \$ **70,234.92** \*\*

Petty Cash - Locked Boxes in City Hall \$ 500.00

**Total Net Income YTD 2/13/12** \$ **70,734.92** \*\*

**\*\*Out of this amount ~  
Monies currently in our PayPal account ~ total \$45.65**