

**Manhattan Beach Centennial Committee  
Special Meeting**

**March 2, 2012 – 11:00 a.m. Police/Fire Conference Room**

**Minutes**

Attendees: Mayor Nicholas Tell; Committee Members Annie Walker, Irene Cotter, Trish Pietrzak; Oliver Schulster, Larry Lemoine, and Jeanna Harkenrider; Director of Parks and Recreation Richard Gill, City Clerk Liza Tamura, and Recording Secretary Mary Kirchwehm

**Audience Participation**

None.

**Meeting Topics**

**Consideration Regarding the Approval of the Line Item Budget for the Upcoming Taste of Manhattan Beach Centennial Event**

Annie Walker presented a status report on the Taste of Manhattan Beach event and also presented a line item budget totaling \$99,947.83.

**Entertainment**

**DJ/Band:**

Annie Walker reported that a Manhattan Beach DJ has been scheduled. However, a band has not yet been booked.

***Action Item:*** Irene Cotter will contact the band, Feed the Kitty, to inquire about their availability and cost.

***Action Item:*** Trish Pietrzak knows of a possible band and will contact them.

**Table Décor**

**Flowers:**

Annie Walker reported that they are looking for in-kind donations but have not had much luck. A volunteer who is an interior designer has offered to help with the decorations but more volunteers are needed to assemble the decorations.

**Rentals**

Annie Walker reported that the large tent to go over the entire area was eliminated to reduce costs. Annie also reviewed the site map for the location of the Farmers Market, the band, composting demonstration, booths, etc.

Annie reported that the Classic Party Rentals bid has been separated. The estimate for the power supply to each of the vendors is \$18,800.

Annie stated that they are hoping to get the cooking demonstration sponsored through Williams Sonoma.

### **CSC**

Annie Walker stated that there are two overnight guards scheduled as well as other guards to cover the entrance, exit, elevator, staircase, cooking demonstrations, and each exit around the entire perimeter, etc. The cost estimate for this is \$12,500.

### **Trash**

Annie Walker reported that she is working with Waste Management and Clean Street hoping to get this sponsored.

### **Marketing**

Annie Walker reported that the cost for tote bags would be approximately \$7,000. She stated that Grow donated bags; however due to the texture of the bag, it may not be possible to co-brand them.

Annie reported that a Taste of Manhattan banner is in the process of being made.

Annie reported that 5,000 cards are being printed for distribution.

Annie reported that the vendor signs will be on foam board with Velcro to adhere to the tents. No bids have been received yet.

Annie reported that Classic Chic has offered to donate the printing of the historic photos for the Step and Repeat.

### **Supplies**

Annie Walker reported the budget for supplies is \$5,500. A majority of this cost is for the credentials. This amount also includes items such as lanyards, wristbands, envelopes and will call supplies.

### **Miscellaneous**

Annie Walker reported a budget of \$2,500 for miscellaneous items. This would include the grids which cost approximately \$1,400, including shipping, tax and hooks.

Larry Lemoine inquired about the projected income for the Taste event. Annie Walker explained that this event was never intended to make income and the tickets are being sold at a minimal cost. The sponsorship is paying for this event.

Nick Tell inquired about the amount still expected to come from sponsors. Annie Walker reported that \$35,000 is expected today and \$86,000 is still to come.

Nick Tell suggested getting more things sponsored or scaling things back to reduce the costs.

Annie Walker inquired if CSC costs could be reduced through the use of volunteers. Nick Tell suggested working with the City to reduce infrastructure.

Annie Walker also reported that follow up sponsorship phone calls need to be made.

**Action Item:** Richard Gill will arrange a meeting with Police, Public Works, Annie Walker and Bryan from Classic.

The Committee approved the following line items for the Taste of Manhattan Beach event:

| <b>Item</b>   | <b>Budget</b> |
|---|---------------|
| DJ Entertainment  | \$800.00      |
| Trash   | \$2,633.81    |
| Supplies (credentials, envelopes, will call supplies, etc.) | \$5,500.00    |
| Miscellaneous (grids)                                       | \$1,500.00    |

**Staff Reports:**

None.

**Other Business:**

None.

**Wrap-Up and Calendar Review:**

- Monday, March 26, 2012, 5:00 p.m., Centennial Committee Meeting in the Police/Fire Conference Room.
- Monday, April 9, 2012, 5:00 p.m., Centennial Committee Meeting in the Police/Fire Conference Room
- Monday, April 23, 2012, 5:00 p.m., Centennial Committee Meeting in the Police/Fire Conference Room

**Adjournment:** The meeting was adjourned to the next regularly scheduled Centennial meeting on March 12, 2012 at 5:00 p.m. in City Hall.