

Manhattan Beach Centennial Committee

February 27, 2012 – 5:00 p.m. Police/Fire Conference Room

Minutes

Attendees: Mayor Nicholas Tell; Councilmember Richard Montgomery; Committee Members Irene Cotter; Jan Dennis, Grace Leung, Oliver Schulster, Larry Lemoine, Annie Walker, and Jeanna Harkenrider; Director of Parks and Recreation Richard Gill, City Clerk Liza Tamura, Recreation Services Manager Idris Al-Oboudi, and Recording Secretary Mary Kirchwehm

Audience Participation

Penny Wirsing from the Soroptimist International of Manhattan Beach (SIMB) inquired about their parade entry application and their spring tea event proposal regarding the dessert contest and the winning dessert being featured at the Centennial Ball. In regards to the parade application, Jan Dennis reported that there are some specific questions she gave to Michelle that need to be answered.

Action Item: Jeanna Harkenrider will print out the SIMB proposal and email it to the Committee.

James Gill reported that he does not have a profit yet to share with the Committee, but he will continue to update the Committee.

Meeting Topics

Review Meeting Notes: The Committee reviewed and adopted the February 13, 2012 Centennial Meeting notes as written.

Committee Reports:

Budget Report:

Grace Leung reported no additional income has been generated since the last report and therefore, the net income to date remains at \$70,734.92.

Purchasing Policy:

Annie Walker reported a typo under competitive bids. The figure should be \$10,000 not \$10,00.

Action Item: Annie Walker approved the Purchasing Policy with the exception of the typo.

Action Item: The Committee approved the Purchasing Policy.

Sponsorships:

Annie Walker reported that she met with Anheuser-Busch and will be meeting with Verizon, Simms, Clean Street, Ralphs, Bristol Farms and Whole Foods.

Community Event Registration:

Jeanna Harkenrider reported that the Committee received an event registration application from the Downtown Business Association pertaining to the Holiday Open House, but it was returned to them because it did not comprise of anything relating to the Centennial.

The website has been updated with the Taste of Manhattan page. Tickets will be available for purchase tomorrow morning.

Events Update:

School Art Contest

Annie Walker reported that the postcards Oliver Schulster created for this contest will be distributed to all the schools and all kid friendly (kindergarten to 12th grade) locations. There will also be an email blast through the City's email server.

Irene Cotter reported that an updated email was sent to the schools explaining the logistics of the Open House on Sunday, March 18th that will display the artwork and the tea/awards ceremony on Tuesday, March 20th at the Club House. There will be a first place, second place and third place winners. It is estimated that there will be 60 pieces of art that will be displayed at the Taste event.

Irene also stated that there will be a need for support from the committee to secure and maintain the artwork from the Club House to the Taste event and then return the artwork to the schools. Irene reported 15 grids were purchased for the mall event and would like to place an order for an additional 30 grids to display the artwork. The cost would be approximately \$1,000. Annie Walker reported that renting temporary walls would cost more than purchasing the grids. Oliver Schulster reported that the grids would be useful for other Centennial events.

Action Item: The Committee approved the purchase of 30 grids.

Taste of Manhattan

Annie Walker reported that the postcards Oliver Schulster created for the Taste of Manhattan event will be distributed beginning on Friday. There will also be an email blast through the City's email server, two ads in the *Beach Reporter* in the two weeks preceding the event, over the street banners, and posters in the windows of participating restaurants.

Action Item: Richard Gill will coordinate an email blast to be distributed from the Chamber of Commerce for the Taste event as well as the School Art Contest.

Annie presented a list of 15 confirmed restaurants participating in the event and mentioned that she would like to have 26 restaurants participating in this event. Celebrity Chefs Brian Malarkey and Devin Alexander are confirmed for cooking demonstrations.

Farmers Market, demonstrations by the Botanical Gardens, and composting will all be open to the public at no cost.

Larry Lemoine reported that there will be live coverage of the event by KTLA.

Irene Cotter reported that there will be towels and hats. Irene proposed doing another t-shirt. Annie reported that there has been many requests for shirts with the Taste logo.

Action Item: The Committee approved ordering 100 shirts with the Taste logo and additional Centennial logo shirts.

Centennial Parade

Jan Dennis reported that there are 72 confirmed units for the parade and requested that the Mayor and each City Councilmember provide the number of people who will be in their car. Richard Gill reported that Fire, Police, Public Works and the City Attorney have all met with Jan and everything is good. Jan reported that the deadline for float submission is March 15, 2012.

Historic Picnic

Idris Al-Oboudi reported that after the parade, the community will be invited to picnic at Polliwog Park where a 100 ft. cake will be featured with iconic images of Manhattan Beach. There will also be a band playing music similar to the Beach Boys. The band and sound cost will be approximately \$3,000. There will be old fashioned activities/games on Begg Field. Looking at the possibility of food vendor sponsors and sponsors for prizes. The event is expected to last three to four hours.

Idris stated that information/notification will be sent out to the residents in the surrounding area. In addition, there will be notifications in the local papers with the parade route.

Richard Gill reported the possibility of food trucks being present to give people the opportunity to purchase food.

MB100 Festival, Downtown Open House and Pier Event

Annie Walker reported two possible dates for this event—July 7 or July 21 and requested feedback from the Committee.

Action Item: The Committee approved this event for July 7, 2012.

Centennial Ball

Annie Walker reported that Margaret is looking for someone to chair this event.

Action Item: Nick Tell reported that a plan needs to be provided to City Council such as attendance, location, barricades, music, etc.

Holiday Fireworks

Richard Montgomery stated that there is nothing yet to report on this event.

Staff Reports:

Banners:

Oliver Schulster reported that over the street banners are currently being produced for the Taste event as well as Centennial banners. The artwork is done for the street pole banners, but the Skechers logo is needed.

Action Item: Richard Montgomery will forward the Skechers logo to Oliver.

Proposed “100 Sign”:

The Committee reviewed a proposal for the purchase of a Centennial sign. The Committee agreed not to purchase the sign.

Wrap-Up and Calendar Review:

- 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 to the next Centennial meeting on March 12, 2012 at 5:00 p.m. in City Hall.

**MB Centennial Foundation
Income & Expenses
YTD 2/27/12**

Prepared by: Grace S. Leung

Income

2/13/2012 **Beginning Balance ~ from Last Report on 2/13/12** \$ 110,484.90 (Attached)

Income Generated ~ Period 2/14/12 - 2/27/12

Date	Event / Description	Amount
	None to report	-

Total Income Generated ~ Period 2/14/12 - 2/27/12	\$ -
Total Income YTD 2/27/12	\$ 110,484.90

Expenses

2/13/2012 **Beginning Balance ~ from Last Report on 2/13/12** \$ 40,249.98 (Attached)

Expenses Incurred ~ Period 2/14/12 - 2/27/12

Date	Vendor	Expense Description	Amount
		None to report	-

Total Expenses Incurred ~ Period 2/14/12 - 2/27/12	\$ -
Total Expenses YTD 2/27/12	\$ 40,249.98

Net Income YTD 2/27/12	\$ 70,234.92	**
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Petty Cash - Locked Boxes in City Hall	\$ 500.00
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Total Net Income YTD 2/27/12	\$ 70,734.92	**
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****Out of this amount ~
Monies currently in our PayPal account ~ total \$45.65**