

Manhattan Beach Centennial Committee

**April 23, 2012 – 5:00 p.m.
Manhattan Beach City Hall
City Council Chambers**

Minutes

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

Audience Participation

Mr. James Gill provided the Committee with a copy of his quarter end financials. He reported at the end of the first quarter he sold 69 silver coins and 45 brass coins. In addition, Mr. Gill sold 4 coins at the Taste of Manhattan Beach event. He reported that at end of the quarter he had a negative balance of -\$1,600.00, but the balance is now a negative -\$1,100.00. Mr. Gill inquired if an email blast could be sent out advertising the coins. Jeanna Harkenrider reported that she recently added a page to the website that includes approved events and links to merchandise. She suggested an email blast be sent in an effort to promote the new page while at the same time giving access to the merchandise links. The Committee was fine with this.

Meeting Topics

Review Meeting Notes: The Committee reviewed and adopted the March 26, 2012 Centennial Meeting notes as written.

Committee Reports:

Budget Report:

Richard Montgomery reviewed the budget in Grace Leung's absence. The total expenses incurred during the period of March 13, 2012 to April 23, 2012 are \$112,647.26. The year to date expenses total \$155,448.18. This amount includes charges that were not associated with the Manhattan Beach Taste event budget. Net income year to date is \$33,611.72 which includes petty cash.

Report of New Donations:

Richard Montgomery reported that Chevron donated an additional \$30,000.00 bringing their total donation to \$60,000.00.

Status of Sponsor Commitments:

Annie Walker reported that there is no update because everything is on hold. Nick Tell inquired about the commitments the Committee made to sponsors. Annie reported that

commitments were made based on what City Council approved. Sponsorship is on hold because the Committee is on hold regarding the Centennial Ball event.

Community Event Registration:

Jeanna Harkenrider reported that aside from the previously mentioned page she created, there will be two new registered events that will be added.

Taste of Manhattan Follow-Up Report:

Annie Walker reported that the entertainment came within budget. The cost of the branding/banner hanging supplies was approximately \$1,784.00 less than what was originally budgeted. The rental budget was approved at \$61,000.00 but was \$90,148.00 because of the tenting, and lighting/electrical adjustments required due to the rain. The total cost for this event was \$133,026.57. Nick Tell reported approximately \$33,000 is in the bank for other events in plus other commitments going forward. Larry Lemoine inquired if this amount included ticket sales. Nick reported that ticket income is \$5,820.00.

Joe Franklin inquired if the City paid for the tents. Nick and Richard Montgomery stated that the City did not pay for the tents. Annie Walker reported that the Committee did not use police and hired CSCs as was required by the City's Police Department.

Nick reported that food for the Taste event ran out around 4:30 p.m. Richard Montgomery inquired why the number of tickets was limited to 500. Annie Walker reported that she took the number of vendors that were participating and divided it by the number of people. Annie reported that the Committee did their due diligence and spoke to several people who are experienced with organizing taste events. Richard Montgomery reported that all the food for the Taste event was donated.

Centennial Parade Update:

Jan Dennis presented a copy of the budget for the parade which is estimated to cost \$20,000.00. Jan reported that there will be Arabian horses at the parade and the Good Year blimp will fly over the parade. Richard Montgomery inquired about the \$1,000.00 allocated for buses. Jan reported that the \$1,000.00 for the buses is for transporting two bands who are participating in the parade. Richard Gill reported that the \$20,000.00 budget includes barricades and CSCs for each of the street corners. Liza Tamura reported that the rental cost increased to the Cal Trans requirements for street closures. Public Works has instructed that more sign boards are needed. Annie Walker inquired if the \$20,000.00 includes costs from Public Works, Police and Fire. Richard Gill reported that it does include Public Works, Police and Fire. Annie also inquired if this cost is in addition to the picnic. Richard Gill reported that this is in addition to the picnic. Annie expressed her confusion because it was her impression that there was no cost to the parade. Jan clarified that her reference to "no cost" has been in regard for anything the Committee needs to furnish such as balloons, posters, flags. Annie expressed that if it was made clear that there was going to be a cost, the Committee would have sought sponsorship for the parade. Nick Tell inquired about the \$12,000.00 that is listed. Richard Gill reported that the cost is mostly from Public Works and CSC. Liza Tamura clarified that this is an estimate. Liza reported that once Cal Trans approved the parade route, several City staff including the City's Traffic Engineer Jack Rydell, Community Development Management Analyst Nhung Madrid, Maintenance Superintendent Juan Price, Fire Marshall/Captain Jim Muth and Traffic Lieutenant Andrew Harrod had weekly meetings to review the map, end of route, staging area and VIP parking.

The department heads also reviewed the maps and concerns were made by Chief Irvine and Chief Espinoza. After a couple of weeks of going back and forth the map was finalized and Juan was then able to get estimates based on all the requirements of Cal Trans and the City. The \$20,000.00 is an estimate Jan thought she would be able to stay below. Richard Gill reported that if the City has the resources, then the Centennial would not have to pay for those resources, but if the City needs to outsource vendors, it would have to be included in the parade budget.

Irene Cotter stated that since they were under the impression that there would be no costs, there was no effort to underwrite the parade. Jan Dennis reported that in the beginning she reported that she thought the parade would cost between \$10,000.00 to \$15,000.00. Joe Franklin inquired if any overnight security would be needed. Jan reported that none would be needed. Joe inquired if Jan may have some potential sponsors that the Committee can approach. Jan reported that in the beginning she was told not to look for sponsors. Richard Montgomery reported that since the signage is done, it would not be possible to add sponsors at this time.

Richard Gill reported that the cost of the parade should not exceed \$20,000.00. Richard Montgomery requested that the real numbers be circulated to the Committee.

Action Item: Richard Gill will distribute the real numbers to the Committee.

Prior to approving the budget for the parade, the Committee would like to see more numbers filled in.

Historic Picnic

Recreation Services Manager Idris Al-Oboudi presented a copy of budget for the Historic Picnic as well as a description and timeline of the event. He reported that the budget decreased and introduced Recreation Supervisor Brianne Sternad for review. Brianne reported that Annie Walker was instrumental in helping with reducing the budget. While Beckers first quoted \$2,500.00 for the cakes, they reduced the price of four 3-tiered cakes and 10 sheet cakes to \$1,700.00. In addition, Ralphs donated two flats of water which will be used instead of purchasing juice boxes from Costco. The band, Surfari, will charge \$1,000.00 and the sound equipment will also be included in that price. Classic Rentals will be supplying the tenting to go over the cakes and will provide the stage as well. The bounce house area/kid area will be in the upper area on Begg Field. Surf Concepts will be providing prop decorations for the stage. We added a contingency budget of \$2,500.00 for anything that may come up last minute.

Richard Montgomery inquired if anyone got in touch with Carla of Snapple/Dr. Pepper.

Joe Franklin suggested having water available for all the volunteers as well.

Richard Montgomery made a motion to approve the new budget for the Historic Picnic. The Committee approved the budget for the Historic Picnic.

Other Business:

Due to the Memorial Holiday, the Committee agreed to move that meeting to Monday, June 4, 2012.

Irene Cotter expressed her frustration watching the City Council meeting on April 17, 2012. She reported that she thinks that the Centennial events have become political and site has been lost on 2012 and the whole Centennial celebration. She reported that unless the City Council can resolve their dynamic, the Committee is paralyzed.

Larry Lemoine asks City Council to stay the course.

Jeanna Harkenrider expressed her frustration about inaccurate information that is being written.

Annie Walker reported that she thinks the Beach Ball situation is a City Council dynamic because some councilmembers have changed their position on the Beach Ball from previously supporting it.

Oliver Schulster reported that the Committee does not have enough time to go back and forth and argue if these events are going to happen or what they are going to be. In addition, the Committee is small and does not have the manpower to plan a whole new concept.

Joe Franklin expressed his disappointment that City Council can be easily swayed and feels that City Council should back up the Committee.

Irene Cotter reported that she feels like the Committee has been shut down. She would like some direction from City Council as to what they want.

Richard Montgomery and Nick Tell reported that a special City Council meeting is needed so the Committee can move forward. Nick Tell proposed a meeting with City Council on Monday, April 30, 2012.

Wrap-Up and Calendar Review:

- Monday, May 14, 2012, 5:00 p.m., Centennial Committee Meeting in the Police/Fire Conference Room.
- Monday, June 4, 2012, 5:00 p.m., Centennial Committee Meeting in the Police/Fire Conference Room

Adjournment: The meeting was adjourned at 6:35 p.m. to the next Centennial meeting on May 14, 2012 at 5:00 p.m. in the Police/Fire Conference Room.

**MB Centennial Foundation
Income & Expenses
YTD 4/23/12**

Prepared by: Grace S. Leung

Expenses

3/12/2012 **Beginning Balance ~ from Last Report on 3/12/12** \$ **42,800.92** (Attached)

Expenses Incurred ~ Period 3/13/12 - 4/23/12

Date	Vendor	Expense Description	Amount
2/28/2012	City of MB	Infosend - Insert 1/3 Flyer	140.00
2/29/2012	Ready Productions	Water Bill Insert Fliers (came in after last report)	1,277.63
3/12/2012	Wells Fargo	Bank Card Fee (came in after last report)	49.07
3/13/2012	CI Solutions	TASTE - Hard Card Credentials	1,712.38
3/15/2012	Customzilla.com	TASTE - 700 Beer Tasters	1,855.00
3/15/2012	Amazon.com	Binders	22.01
## 3/15/2012	Save-On-Crafts.com		119.87
## 3/15/2012	Amazon.com		262.87
3/15/2012	VOX DJs	TASTE - DJ	800.00
3/15/2012	Uline	TASTE - Burlap	202.91
3/16/2012	Office Depot	Color Copies of Handouts for Restaurant Participant	71.84
## 3/19/2012	Wristband Express.com		107.09
3/19/2012	CI Solutions	TASTE - Lanyards	395.63
3/19/2012	Office Depot	Envelopes & Labels for Restaurant Participant Packages	46.19
## 3/19/2012	Zazzle.com		48.43
## 3/19/2012	Ribbon Warehouse		249.00
3/20/2012	Office Depot	TASTE - Hole punchers	71.78
## 3/20/2012	Office Depot		89.03
## 3/20/2012	Store Supply		45.73
## 3/20/2012	??		270.00
## 3/20/2012	??		465.00
## 3/20/2012	Amazon.com		68.94
## 3/20/2012	Zazzle.com		96.35
3/20/2012	Customzilla.com	TASTE - Gift Bag Glasses and Boxes	2,554.00
## 3/21/2012	Amazon.com		4.18
3/22/2012	Beckers Bakery	TASTE - Cookies for Gift Bag	828.00
## 3/22/2012	Amazon.com		24.99
3/22/2012	Steprepeat.com	TASTE - Step & Repeat	1,069.30
3/21/2012	Signvertise	TASTE - Double Sided Banner	755.81
3/21/2012	Signvertise	Celebrating 100 Years of MB - Double Sided Banner	2,267.44
3/21/2012	Manhattan Repro	TASTE - Postcards & ART Contest - Postcards	659.03
3/21/2012	Annie Walker	Reimbursement of Carnival Expenses - Florals	122.72
3/24/2012	Card Integrators Corp	TASTE - Credentials	673.13
## 3/26/2012	Andy Gump		6,770.98
3/28/2012	CX & B United Corp	PARADE - Flags	555.08
3/28/2012	CX & B United Corp	TASTE - T-Shirts & MBCF T-Shirts	2,044.05
3/29/2012	Office Depot	Small Envelopes for Coupons/Paper Goods in the Gift Bags	68.45
4/2/2012	Daily Breeze	ROP Ad in Beach Reporter	1,581.00
4/5/2012	Wells Fargo	Credit Card Machine Fee	39.15
4/11/2012	Wells Fargo	Bank Card Fee	50.00
## 4/13/2012	Freeform		3,826.00
4/16/2012	CX & B United Corp	PARADE - Flags	1,053.26
4/17/2012	Civic Couch	TASTE - Photographer	200.00
To Be Paid	Classic Tents	TASTE - Invoice Received - Rentals, etc.	72,643.62
	City of MB	TASTE - Invoice Received - Various Purchases Made for MBCF - Wine for Tasting, Supplies, Snacks for Volunteers, etc.	2,678.28
To Be Paid	Daily Breeze	TASTE - Invoice Received	1,400.00
To Be Paid	Andy Gump	TASTE - Invoice Received - Pick-Up Fee	435.00
To Be Paid	Hermosa Celebrations	PARADE - Invoice Received - Balloons	242.77
To Be Paid	AAA Flag & Banner	TASTE - Invoice Received - Gatorboards for Kitchen Demos	1,026.56
To Be Paid	Innovases	TASTE - Invoice Received - Cylinder Vases for Tables	151.50
To Be Paid	Mayesh	TASTE - Invoice Received - Flowers for Tables	355.00
To Be Paid	Ryder	TASTE - Invoice Received - Fuel for Refrig Trucks	48.21
To Be Paid	Irene Cotter	Reimbursement for Carnival Costs	53.00
Total Expenses Incurred ~ Period 3/13/12 - 4/23/12			\$ 112,647.26
Total Expenses YTD 4/23/12			\$ 155,448.18

Net Income YTD 4/23/12 \$ **33,111.72** **

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

Total Net Income YTD 4/23/12 \$ **33,611.72** **

These were credit card transactions that made by other MBCF Committee members. Request for detail of these transactions along with request of back-up was sent via email to MBCF committee on 4.12.12 with follow-up on 4.19.12 but no response has been received. Once details/back-up is received, the spreadsheet will be updated.

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