



CENTENNIAL COMMITTEE

The Centennial Committee is established to plan and recommend fun-filled and educational events in the City to celebrate the City's first 100 years. Full committee and Subcommittee meetings are held on the fourth Monday of each month at 7:00 p.m. at the Torrance Chamber of Commerce. All meetings are open to the public. Those who wish to speak on any matter on the agenda are asked to complete a "Speaker Information" card (available at the meeting) and relay it to the staff before leaving the meeting.

Staff reports are available for review in the City Clerk's Office. Direct any other questions or concerns to staff liaisons, Fran Fulton, Eleanor B. Jones or Gesuina Paras, at 310-618-5880. Agendas are posted on the City of Torrance web site at www.TorranceCA.Gov.

In compliance with the Americans with Disabilities Act, if special assistance is needed to participate in this meeting, please call 310-618-2967. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28CFR 35.102-104 ADA Title II].

HOURS OF OPERATION

**Monday through Friday from
7:30 a.m. to 5:30 p.m.**

**Offices are closed alternate
Fridays.**

CITY OF TORRANCE CENTENNIAL COMMITTEES

FULL COMMITTEE

SUBCOMMITTEES: • Events • Finance • Fundraising
• Marketing • Media/PR/Outreach

**TORRANCE CITY MANAGER'S OFFICE
ASSEMBLY ROOM
3031 TORRANCE BOULEVARD, 3RD FLOOR
TORRANCE, CALIFORNIA 90503**

**Monday, February 28, 2011
7:00 p.m.**

A G E N D A

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **FLAG SALUTE**
4. **ORAL COMMUNICATIONS #1** (Limited to a 30-minute period)
Comments on this portion of the agenda are limited to items not on the agenda and to no longer than three (3) minutes per speaker. Under the provisions of the Brown Act, the Committee is prohibited from taking action or engaging in discussion on any item not appearing on the posted agenda.
5. **INTRODUCTIONS**
6. **CHAIR'S REMARKS**
 - A. Meeting with Mayor and Staff
 - B. Report of the Executive Committee
7. **FULL COMMITTEE WORK**
 - A. Information
 1. Fundraising update – Judy Gibson and Cindy Scotto
 2. "All America City" application – Kristin Matsuda
 3. Website
 4. January 1, 2012 5K/10K Run
 - B. For approval
 1. Minutes – November 29, 2010
 2. Minutes – January 24, 2011
 3. Meeting schedule for March – October 2012
 4. Participation in TUSD mini-conference March 4, 2011
 5. Participation in Chamber Business Expo March 17, 2011
 6. Light Show registration
 7. Event approval
 8. Authority of Executive Committee to approve events after Event Subcommittee approval
 9. Promotional items budget request
8. **SUB-COMMITTEE WORK**
 - A. **Events**
 1. Approval of new events
 2. Additional Centennial Committee events

- a. First born in 2012
- b. Torrance Clean-Up
- c. 100-year-old interviews
- d. Scavenger Hunt
- e. Essay Contest – 3rd Grade
- f. Photo contest
- g. Time Capsule Dedication
- h. 100 Questions and 100 Facts about Torrance
- i. HOA Picnics in the Parks
- j. Arbor Day

B. Finance

1. Discuss deposits and expenses spreadsheet from the City of Torrance Finance Department
2. Subcommittee's tracking of donations and expenses going forward on an Excel program
3. Process for City's payment of expenses as funds start to be spent
4. Budgets from all subcommittees: what is needed and how to spread out funds

C. Fundraising

1. Sponsorship
 - a. Update
 - b. Tier II progress
 - c. List of current/future contacts
2. Time Capsule / Brick Walk
 - a. Update
 - b. Next steps
3. Bricks
 - a. Purchasing forms
 - b. Logistics

D. Media/PR/Outreach

1. Website
2. Facebook
3. Time Capsule
4. Press Release
5. Save-the-date cards
6. "All America City" application
7. Torrance Chamber of Commerce Business Expo

E. Marketing

1. On-line ordering and processing
 - a. Shopping cart
2. Storage resources
3. Giveaways
 - a. Promo items at various events
4. Items needed for mini-conference, business expo and block party

9. ORALS

- A. Comments from Committee Members
- B. Announcements/Updates

10. ADJOURNMENT

- A. Next meeting:
 - Monday, March 14, 2011 Executive Committee at 5:00 p.m.
 - Monday, March 28, 2011 Executive Committee at 5:00 p.m.
 - Monday, March 28, 2011 at 7 p.m.(Full *and* Sub-Committees)

