



CENTENNIAL L 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. Meetings are held on the fourth Monday of each month at 7:00 p.m. in the Katy Geissert Civic Center Library Meeting Room. 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 SUBCOMMITTEES

MARKETING SUBCOMMITTEE

**TORRANCE CHAMBER OF COMMERCE
3400 TORRANCE BOULEVARD
TORRANCE, CALIFORNIA 90503**

**Monday, June 7, 2010
3:30 p.m. to 5:00 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**
- 7. SUB-COMMITTEE WORK**
 - A. Review all logo concepts submitted and discuss next steps.
 - B. Discuss procedure for logo usage with sign-off form for various committee chair's reference.
 - C. Develop a recommended list of Centennial promotional items for:
 - Fundraising purposes and give-a-ways to the public
 - Develop a budget for promotional items to present to the Finance and Fundraising Sub-Committees.
 - D. "Centennial Retail Store"
 - Discuss staffing (i.e., monthly staffing by nonprofit organizations).
 - Provide logistics for filling on-line orders.
 - Research use of nonprofit organizations' criteria in order to qualify.
- 8. ORALS**
 - A. Comments from Committee Members
 - B. Announcements/Updates
- 9. ADJOURNMENT**
 - A. Next meeting:
 - Monday, June 28, 2010 – Subcommittee Meeting