



## 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 Sub-committee 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](http://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 CHAMBER OF COMMERCE  
3400 TORRANCE BOULEVARD  
TORRANCE, CALIFORNIA 90503**

**Monday, August 23, 2010  
7:00 p.m.**

## AGENDA

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. Centennial Committee Report to City Council on 7/27/10
  - B. Executive Committee Report
7. **FULL COMMITTEE WORK**
  - A. For approval
    - 1) Minutes from July 26, 2010 meeting
8. **SUB-COMMITTEE WORK**
  - A. Events
    - 1) Updates
      - Action Items on known events
      - Action Items on potential events
      - Application
    - 2) Light Show – details and planning
    - 3) Harvest Festival – details and planning
  - B. Finance
    - 1) Introduction of new committee member
    - 2) Update newest member on the ways and means of the City's detailed accounting process
    - 3) Answer questions by other sub-committees on raised funds
    - 4) Other questions or concerns
  - C. Fundraising
    - 1) Carnival update (DL)
    - 2) Sponsorship update (JG, CS)
    - 3) Merchandise Sales (FM)
    - 4) Bricks project (JS correspondence)

- 5) Discuss ideas to progress on Centennial booth, bricks, letters, sales, etc.
- 6) "Gala" event; discuss what, when, who, etc.

**D. Marketing**

- 1) Centennial Shirts for committee members
  - Selection
  - Process for members to order
- 2) Discussion on items researched
- 3) Selling items in local businesses
- 4) Traveling booth
- 5) Storage

**E. Media/PR/Outreach**

- 1) Prepare an article on the Centennial Committee
- 2) Assist in distribution of applications to those wishing to participate in Centennial activities/events
- 3) Discussion on other media, PR and outreach activities

**ORALS**

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

**ADJOURNMENT**

- A. Next meeting:
  - Monday, September 15, 2010 Executive Committee at 5:00 p.m.
  - Monday, September 27, 2010 (Full and Sub-Committees) at 7:00 p.m.

<u>Torrance City Council, February 8, 1949</u>			
A communication from J. C. Capt, Director, Bureau of the Census, Department of Commerce, was read enclosing an official certificate of the population of the City of Torrance, by color and by sex, according to the special census taken on December 28, 1948.			
		<b>Male</b>	<b>Female</b>
<b>TOTAL</b>	<b>17,450</b>	<b>8,779</b>	<b>8,671</b>
<b>WHITE</b>	<b>16,935</b>	<b>8,485</b>	<b>8,450</b>
<b>NON-WHITE</b>	<b>515</b>	<b>294</b>	<b>221</b>