



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.

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, November 29, 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. Report from the Executive Committee
- 7. FULL COMMITTEE WORK**
 - A. For approval
 - 1) Minutes from October 25, 2010 meeting
 - 2) Support a model to be created for a Centennial monument
 - 3) Location for the monument, time capsule and commemorative bricks
 - 4) Cost of commemorative bricks
 - 5) Review event list
 - 6) Time capsule ideas
- 8. SUB-COMMITTEE WORK**
 - A. Events**
 - 1) Vote on all applications received
 - 2) Detail Light Show
 - 3) Detail Harvest Festival
 - 4) Our role in other events
 - B. Media/PR/Outreach**
 - 1) Union Pacific campaign
 - 2) Light Show
 - 3) Harvest Festival
 - 4) Review events and start planning PR

C. Marketing

- 1) Provide status updates to the Committee
 - a) Street banners – Mary Hoffman
 - b) Provide Laurie and Susan Rhilinger with their polo shirts – Terry Nishimura
 - c) Bus posters – Terri-Pat

- 2) New agenda items
 - a) Based on events agreed upon at the Full Committee, come up with recommendations and preliminary estimates to promote Centennial kick-off and events and responsible lead person
 - i) Banners (locations and sizes)
 - ii) Bus posters for bus stops and for inside the bus
 - iii) Street signage
 - iv) Posters for storefronts
 - v) Others (?)

 - b) Wearables for committees and public
 - i) Committee wearables – approve order form
 - ii) Need to order T-shirts for the light show – all sizes for approximately 2,000 people
 - iii) Review wearable items list and make recommendations

 - c) Promotional items
 - i) Magnetic gas cap signs for sponsors and committee
 - ii) Work with PR team on *History of Torrance* booklet (suggestion: to be handed out at the Mayor's State of the City Address)
 - iii) Review promotional items and pick three to four items

 - d) Comments from committee members

D. Fundraising

- 1) Sponsorship update
- 2) Brick project update
- 3) Time capsule items

E. Finance

- 1) Meet with City of Torrance liaisons to discuss tracking systems
- 2) Request from Fundraising Sub-Committee update on their efforts and if any further donations will be received before 12/31/10
 - a) Ask about donations in the 1st Quarter 2011
- 3) Discuss with all sub-committees their budgets
 - a) Deadline is January 2011 meeting.

ORALS

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

ADJOURNMENT

- A. Next meeting:
 - Wednesday, January 12, 2011 Executive Committee at 5 p.m.
 - Monday, January 24, 2011 at 7 p.m. (Full and Sub-Committees)