



## 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, September 12, 2011  
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
7. FULL COMMITTEE WORK
  - A. Discussion
    1. Merchandise sales
    2. Lights, Camera, Action update
      - a. Volunteer
  - B. Approval
    1. Minutes 8/22/11
    2. Marketing – sponsor banners
    3. Marketing – merchandise banner
8. ORALS
  - A. Comments from committee members
  - B. Announcements / Updates
9. SUB-COMMITTEE WORK
  - A. Events
    1. Approval
      - a. 8/22/11 minutes
      - b. 8/29/11 minutes
      - c. Event applications submitted
        - i. Do we want a cut-off date for application submission?
    2. Discussion

- a. Lights, Camera, Action
  - i. Sunset is at 4:56 p.m. on 11/6/11; should be dark about 5:22 p.m
  - ii. Registration update / email notifications
  - iii. Volunteer Orientation(s)
  - iv. Security / CERT / TARA / ADT / Scouts / Cruisin' 50s
  - v. Communications to participants
  - vi. Check-in / wristbands / flashlights
  - vii. Signs needed / lighting
  - viii. Chalking
  - ix. Photo layout / aerial photo
  - x. People needed per character
  - xi. Parking lots reserved / number of spaces / lights
  - xii. Volunteers
    - (a) Check-in
    - (b) Wristbands / flashlights
    - (c) Parking
    - (d) Letter leaders and helpers
    - (e) Runners / information
    - (f) Centennial booth
    - (g) Crowd Control / directing participants
    - (h) Others?
- B. Finance
  1. Budget review
  2. Merchandise
- C. Fundraising
  1. Discussion
    - a. Sponsors
    - b. Time Capsule
    - c. Bricks
      - i. Update
      - ii. Sales logistics
      - iii. Marketing
- D. Marketing
  1. Mini-fundraising campaign
- E. Media / PR / Outreach
  1. Press Release – Lights, Camera, Action
  2. Email – Lights, Camera, Action
  3. Daily Breeze ad
  4. Fact sheet

## 10. ADJOURNMENT

- A. Next meetings:
  - Monday, September 26, 2011, Executive Committee at 5:00 p.m.
  - Monday, September 26, 2011, Full & Sub-Committees at 7:00 p.m.
  - Monday, October 10, 2011, Executive Committee at 5:00 p.m.
  - Monday, October 10, 2011, Full & Sub-Committees at 7:00 p.m.