

January 25, 2010

**MINUTES OF A REGULAR MEETING  
OF THE TORRANCE CENTENNIAL COMMITTEE**

1. **CALL TO ORDER**

The Torrance Centennial Committee convened in a regular session at 7:04 p.m. on Monday, January 25, 2010, in the Katy Geissert Civic Center Library Meeting Room, 3301 Torrance Boulevard.

2. **ROLL CALL**

Present: Members Brewer, Chan, Dreike, Duperron, Ernster, Gibson, Gilbert, Hardison, Hays, Herbers, Hoffman, Joiner, Khan, Mullan, Payne, Polcari, Rhilinger, Rische, Sandt, Scotto, Stecker, Yee and Chairman Love.

Absent: Members Barnett, Heughins, Daniel Lee, Don Lee, Matsuda (excused), Morgan (excused), Nishimura (excused) and Trevelli (excused).

Also Present: Management Associate Barthe-Jones, Management Associate Fulton, Community Relations Specialist Paras and Ms. Janet Johnson.

3. **FLAG SALUTE**

Member Rische led the Pledge of Allegiance.

4. **ORAL COMMUNICATIONS #1**

**Janet Johnson, 1100 Block of Barbara Street, Redondo Beach**, shared information about and photographs of a centennial celebration she attended in Wray, Colorado. Ms. Johnson distributed written material explaining her interest in Torrance's centennial celebration and listing ideas for the celebration.

5. **INTRODUCTIONS**

None.

6. **MINUTES FOR APPROVAL**

6A. **November 23, 2009**

The Centennial Committee minutes of November 23, 2009 were modified as follows:

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Page 1, Present  
Page 1, Absent  
Page 2, Events  
Page 2, Media/PR/Outreach

Delete Heughins and Yee  
Add Heughins and Yee  
Change Hayes to Hays  
Change Kahn to Khan

Member Dreike noted that she will serve on the Events' Subcommittee.

**MOTION:** Member Gilbert moved to approve the Centennial Committee minutes of November 23, 2009 as modified. The motion was seconded by Member Duperron and passed by unanimous vote, absent Members Barnett, Heughins, Daniel Lee, Don Lee, Matsuda, Morgan, Nishimura and Treveli.

7. **CHAIR'S REMARKS**

Chairman Love explained that this portion of the meeting is for the chairman to share various matters with the Committee members.

8. **NEW BUSINESS**

8A. **Confirm Meeting Date and Location for Full Centennial Committee and Subcommittees**

Chairman Love expressed her and Vice-Chairman Hardison's appreciation of the productive meetings held by the subcommittees subsequent to the last Centennial Committee meeting. She noted the importance of clearly defining the subcommittees' roles to avoid overlapping responsibilities. Chairman Love suggested that the Committee meet on the fourth Monday of every other month and that, for consistency purposes and accessibility by the public, as well as communication amongst the subcommittees, beginning in February the subcommittees meet on the fourth Monday of every other month at the same time and location.

Voicing her concern that it will be distracting, Member Payne disagreed with the subcommittees meeting on the same day at the same time and location. She related her opinion that it is unnecessary to have refreshments at the meetings.

Members Gilbert and Rische agreed with Member Payne's opinion about distractions with the subcommittees meeting on the same day at the same time and location.

The Committee discussed various alternatives, such as meeting on the same day and at the same location, but at scattered times; meeting on the same day at the same time in different rooms in close proximity to one another; and the subcommittees holding meetings at their discretion, with a representative from each subcommittee attending a meeting once a month.

Member Hardison explained the importance of the Committee and subcommittees meeting on consistent days and times for accessibility by the public.

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Rather than all the subcommittees coming together once a month, Member Scotto observed that it might be easier to accomplish more if representatives from each subcommittee meet once a month.

Chairman Love suggested that the subcommittees meet on the fourth Monday in February and that this topic be further discussed at the next Centennial Committee meeting. (See Page 6 for additional discussion.)

8B. **Reports from Subcommittees**

**Finance Subcommittee**

Member Ernster reported that the City dedicated \$100,000 to the centennial celebration. She called attention to the importance of fund raising and noted the approximately \$240,000 cost of the City's July 4<sup>th</sup> celebration as an indication of how expensive the centennial celebration will be.

Members Hardison and Brewer related their understanding that, should the centennial events be tagged on to other City events, only the costs related to the centennial will be paid with centennial funds.

Member Rische highlighted the importance of having a Centennial Committee Treasurer.

**Fund Raising Subcommittee**

("Report from Fund Raising Subcommittee" dated January 20, 2010 was distributed with the agenda packets.)

Member Stecker explained the need for the Fund Raising Subcommittee to meet with the Finance Subcommittee and to obtain ideas from the Committee members prior to the Fund Raising Subcommittee making any decisions. He defined the Fund Raising Subcommittee's purpose and noted that much fund raising can be incorporated into other events.

Member Scotto suggested that a centennial 5/10K run be incorporated into the annual Turkey Trot.

Member Hardison pointed out that subcommittee discussions will become more specific after the Events' Subcommittee provides their recommendations.

Member Ernster noted the need for the Finance Subcommittee to meet with other subcommittees as another good reason for the subcommittees to meet on the same day at the same time and location.

In answer to a question from Member Stecker, **Janet Thompson, 1100 Block of Barbara Street, Redondo Beach**, affirmed her intent to research the fund raising events at the centennial celebration she attended in Wray, Colorado, and report back to the Committee.

### **Marketing Subcommittee**

(Minutes of Marketing Subcommittee dated January 14, 2010 were distributed with the agenda packets.)

Member Sandt highlighted the urgency of determining the process for developing a logo for the centennial celebration. She described the purpose and structure of the Marketing Subcommittee.

### **Public Relations' Subcommittee**

Member Duperron discussed possible ways for the Public Relations' Subcommittee to research organizations to which the City can reach out for public relations' purposes.

Member Rische recommended that the internet be used to distribute information about the centennial celebration.

### **Events' Subcommittee**

(Events' Subcommittee minutes dated January 11, 2010 were distributed at the meeting.)

Member Gilbert reported on the Events' Subcommittee's discussion of planning one significant event each month during the centennial year, and possibly some events in 2011 as well. She pointed out the importance of ensuring that centennial events include historical information; mentioned plans to tag on to other events, such as the Seaside's Homeowners' Association's 60th Anniversary celebration; and related the Subcommittee's desire to encourage other groups to plan appropriate events.

Member Payne added that the Events' Subcommittee discussed tying centennial events into well respected, long-standing events in Torrance, such as the Rose Float, 4<sup>th</sup> of July, Torrance Symphony, etc.

The Committee agreed to the importance of taking advantage of other events to market the centennial.

Member Hardison voiced her hope that, with the funding provided by the City, sponsorships, and many fund raisers, a fund raising event will not be the big, culmination event so that people will remember the centennial celebration, and not just fund raising.

Various ideas for incorporating history into events were touched on by the Committee. Member Ernster advised that the majority of events will be in 2012, so most of the fund raising will occur in 2011.

Member Stecker agreed that fund raising must be before 2012 and he voiced his hope that the Committee will not shy away from a big fund raising event to gear up for the centennial celebration in 2012.

Member Payne emphasized that, as a courtesy, groups should be notified when the Committee is entertaining the idea of tagging on to their events.

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8C. **Template for Meeting Notes**

Chairman Love advised that a template for meeting notes is being developed.

8D. **Determine Council Reporting**

Chairman Love invited Committee members to attend the Council meeting on April 13<sup>th</sup> during which she and Vice-Chairman Hardison will provide a Centennial Committee report. She suggested that different Committee members provide reports to the Council, particularly as it gets closer to the culmination event.

At the request of Member Hardison, the Committee discussed communicating to the Council about the Centennial Committee. It was agreed that the Committee's meeting minutes and other written reports will be provided to the Council and that reporting to the Council will be further discussed closer to the Council's April 13<sup>th</sup> meeting.

9. **OLD BUSINESS**

9A. **Clarification on Previous Topics and Responses to Inquiries**

None.

10. **ORALS**

10A. **Comments from Committee Members**

1. In answer to an inquiry from Member Herbers, Chairman Love advised that Committee members are welcome to notify subcommittee chairmen of any ideas they might have and that they also can attend the subcommittee meetings.

Member Ernster introduced the idea of a centennial blog which the subcommittee chairmen could check prior to the meetings.

Member Hardison noted the centennial website at [www.torranceca.gov/centennial](http://www.torranceca.gov/centennial).

Member Chan suggested a Facebook page for the centennial celebration.

Member Khan pointed out the importance of a centennial logo to place on internet sites.

2. Member Mullan expressed her appreciation of the Chairman's Planning Guide provided by Member Don Lee and used at the Fund Raising Subcommittee meeting.

Chairman Love advised that the Chamber of Commerce's Work Plan Procedures are being modified for use by the Centennial Committee.

3. Member Rische mentioned his difficulty in hearing some of the discussion at the meeting.

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Member Herbers assured Member Rische that modifications will be made so he can better hear discussion.

4. Member Rische voiced his appreciation of the information provided earlier in the meeting by Janet Thompson.

5. Member Khan shared information on the recent living history event at Hickory School. She suggested that an event such as this, which integrates history, children and schools, be considered for the centennial celebration.

6. Member Payne, echoed by her fellow Committee members, thanked staff for the business cards and name tags.

Member Herbers cautioned the Committee members with regard to the magnets for the name tags.

7. Member Mullan stated her intent to provide some ideas to Chairman Love for the subcommittee meetings.

8. Member Gibson requested an excused absence from the subcommittee meeting on February 22, 2010.

10B. **Announcements/Updates**

1. Referring to the Seaside Homeowners' Association's newsletter (copies of which he distributed at the meeting), Member Rische announced the Seaside Homeowners' Association's 60<sup>th</sup> Anniversary celebration on March 20, 2010, 10:00 a.m. to 4:00 p.m., at Seaside School. He noted Adams' School's 50<sup>th</sup> Anniversary celebration on April 25<sup>th</sup>.

2. Member Gilbert announced the joint fund raiser for the Torrance Symphony and the Torrance Cultural Arts Center Foundation on February 6, 2010 at the Armstrong Theatre.

3. Member Hays advised that the Torrance Historical Society will host a fact finding seminar for researchers interested in their Names on the Wall Project at the Torrance Historical Society Museum on January 31<sup>st</sup>, 3:00 p.m. Names to be researched can also be obtained on the Society's website.

4. Member Payne related the Torrance Historical Society's plans to compile a two-book set on the history of Torrance. Responding to a question from Member Rische, she indicated that historical photographs of Torrance previously displayed in Council Chambers have not yet been located.

11. **ACTION ITEMS**

11A. At this time, the Committee agreed to meet on the fourth Monday of every other month; to hold subcommittee meetings at 7:00 p.m. on February 22, 2010 in the Katy Geissert Civic Center Library Meeting Room; and to review holding the subcommittee meetings on the fourth Monday of every other month at the same time and location at the Committee meeting in March. The following motion was offered:

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**MOTION:** Member Duperron moved that, beginning in February, the Centennial Committee subcommittees shall meet on the fourth Monday of every other month at the same time and location, with the understanding that doing so shall be reviewed at the Centennial Committee meeting in March. The motion was seconded by Member Rhilinger and passed by unanimous voice vote, absent Members Barnett, Heughins, Daniel Lee, Don Lee, Matsuda, Morgan, Nishimura and Trevelli.

Chairman Love advised that an effort will be made to decrease distractions associated with subcommittees meeting on the same day at the same time and location.

Member Stecker voiced his thought that the subcommittee chairmen should also meet.

The Committee entertained the idea of reserving a time at the end of the subcommittee meetings for the subcommittee chairmen to meet.

Member Hardison stressed the importance of complying with the Brown Act.

12. **ADJOURNMENT**

At 8:35 p.m., the meeting was adjourned to Monday, February 22, 2010, 7:00 p.m., in the Katy Geissert Civic Center Library Meeting Room, for the subcommittee meetings, to be followed by a meeting of the Centennial Committee on Monday, March 22, 2010, 7:00 p.m.