



# ***CITY COUNCIL AGENDA REPORT***

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MEETING DATE: NOVEMBER 20, 2012

ITEM NUMBER: NB-2

**SUBJECT: COSTA MESA 60<sup>TH</sup> ANNIVERSARY CELEBRATION PLANNING COMMITTEE**

**DATE: NOVEMBER 9, 2012**

**FROM: OFFICE OF THE CEO**

**PRESENTATION BY: THOMAS R. HATCH, CEO  
DAN JOYCE, PUBLIC AFFAIRS MANAGER**

**FOR FURTHER INFORMATION CONTACT: DAN JOYCE (714) 754-5667  
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## **RECOMMENDATION:**

Staff recommends that the City Council:

1. Consider and provide staff direction on the formation of a Costa Mesa 60<sup>th</sup> Anniversary Committee based on the recommended composition:
  - 1 representative from the Costa Mesa Chamber of Commerce
  - 1 representative from the Costa Mesa Cultural Arts Committee
  - 1 representative from the Historical Preservation Committee
  - 1 representative from the Costa Mesa Foundation
  - 1 representative from Costa Mesa Historical Society
  - 1 representative of Costa Mesa Conference and Visitor Bureau
  - 1 representative of the South Coast Metro Alliance
  - 1 representative of the Planning Commission
  - 1 representative of the Parks and Recreation Commission
  - 1 representative of the Senior Center
  - 1 representative of the Costa Mesa Sanitary District
  - 1 representative of Mesa Water
  - 1 representative of NMUSD
  - 1 representative of the Vanguard Student Veteran Club
  - Up to 5 community representatives-one selected by each City Council Member (to be appointed after new council is seated)
  - Authorize the new Mayor to appoint 2 City Council liaisons
  - Up to 4 staff members, to be determined by the CEO

It is recommended that the President/Chair of the governing board of the organizations above serve as the representative or appoint a representative. The Committee will choose an acting Chair and Vice Chair. Other members of the community may attend and participate in committee meetings as non-voting participants.

2. Authorize staff to solicit applications for 5 City Council appointed representatives to the 60<sup>th</sup> Anniversary Committee and community groups. (See Attachment 1, "Committee Formation Application Form.")

**BACKGROUND:**

The City Council and the public have requested to explore the concept of a 60<sup>th</sup> Anniversary Celebration honoring the City's incorporation on June 29, 1953. The formation of a committee and celebrating the city's key milestones is consistent with our history.

For the 50<sup>th</sup> Anniversary (called "CostaMazing), a 15-member committee was formed and given the task of coordinating a series of events. The committee consisted of 12 staff members and 1 representative from Costa Mesa Conference and Visitor Bureau and 2 representatives from the Costa Mesa Historical Society.

The celebration consisted of a banner program and several community events over a four month period. The City Council approved an expenditure of \$50,000 for the 50<sup>th</sup> Celebration. The events received additional funding through revenue generating opportunities including banner sales and ticket sales to gala and sponsorships.

**ANALYSIS:**

Pursuant to Council Policy 000-2, City Council may create a new advisory committee by formal action. Such formal action will establish the purpose of the committee and the number of members. (See Attachment 2, Council Policy 000-2).

The Committee shall provide recommendations to the City Council concerning specific City Programs, community projects and special events to be performed or conducted as part of the City's 60<sup>th</sup> Anniversary Celebration. In addition, the Committee will research and explore all necessary funding opportunities. The Committee will seek input from the community and the public will be invited to participate in regular meetings.

The Committee will be an ad hoc committee whose term is based upon the duration of the 60<sup>th</sup> Anniversary Celebration. Term of the work is expected to last 10-12 months. The recommended composition of the 60<sup>th</sup> Anniversary Committee is based on the interest of having broad stakeholder involvement and input for celebration events. The Costa Mesa 60<sup>th</sup> Anniversary Celebration promotes a positive profile for residents, businesses and tourists.

**Potential Timeline:**

|             |   |
|-------------|---|
| November 20 | Staff Report. Approve Committee formation   |
| November 26 | Outreach to Community Groups for Committee members  |
| December 4  | Councilmember review citizen's applications and make one appointment per Councilmember.<br>Deadline for community groups to submit their representatives to the Public Affairs Manager<br>Committee is finalized and meets weekly |

|                  |  |
|------------------|--|
| January/February | Committee finalizes 60 <sup>th</sup> Anniversary concept and potential budget and brings report back to City Council<br>Finalize Sub Committee<br>Solicit Volunteers<br>Secure Venue or Venues<br>Present Preliminary budgets<br>Begin Public Event "Naming" Contest<br>Begin Logo Contest<br>Solicit Sponsors<br>Secure Vendors<br>Presentation to Chamber Breakfast<br>Meetings with Community Groups for participation in event |
| March            | Follow up meetings with Community Groups for participation in event  |
| April            | Follow up meetings with Community Groups for participation in event  |
| May              | Begin Marketing and Advertising Campaign:<br>Ads in Daily Pilot<br>Bus Shelter Ads<br>Press Releases<br>Posters Distribution<br>Website<br>Potential Banner Program<br>Direct Mail<br>Finalize 60 <sup>th</sup> Anniversary Merchandise<br>Movie Theatre   |
| June             | Possible Special 60 <sup>th</sup> Anniversary Supplemental Magazine  |
| July             | TBD  |
| August           | TBD  |
| September        | TBD  |
| October          | TBD  |
| November         | TBD  |

**ALTERNATIVES CONSIDERED:**

Do not proceed with the event and do not create a 60<sup>th</sup> Anniversary Committee.

**FISCAL REVIEW:**

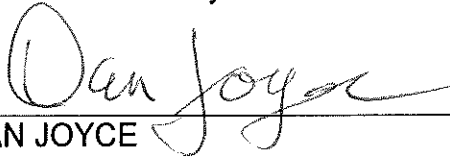
Further research is needed to consider the financial impact to the general fund. If the committee is approved, a secondary report will be presented to City Council outlining potential budget and funding sources. It is anticipated that tourism funding will support a portion of the cost for the celebration.

**LEGAL REVIEW:**

No legal review is required for this item.

**CONCLUSION:**

Staff respectfully requests that the City Council determine whether or not to proceed with the 60<sup>th</sup> Anniversary Celebration and the creation of the 60<sup>th</sup> Anniversary Committee.

  
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DAN JOYCE  
Public Affairs Manager

  
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THOMAS R. HATCH  
Chief Executive Officer

  
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BOBBY YOUNG  
Director of Finance (fiscal review only)

**DISTRIBUTION:**

- Costa Mesa Chamber of Commerce
- Costa Mesa Cultural Arts Committee
- Historical Preservation Committee
- Costa Mesa Foundation
- Costa Mesa Historical Society
- Costa Mesa Conference and Visitor Bureau
- South Coast Metro Alliance
- Costa Mesa Planning Commission
- Costa Mesa Parks and Recreation Commission
- Costa Mesa Senior Center
- Costa Mesa Sanitary District
- Mesa Water
- NMUSD
- Vanguard Student Veteran Club

**ATTACHMENTS:**    1    Committee Formation Application  
                             2    Council Policy 000-2, Committees and Boards

## ATTACHMENT 1

# COMMITTEE FORMATION APPLICATION

Proposed Name: Costa Mesa 60<sup>th</sup> Anniversary Committee

Task/Objective(s):

The Committee shall provide recommendations to the City Council concerning specific City Programs, community projects and special events to be performed or conducted as part of the City's 60<sup>th</sup> Anniversary celebration. In addition, the committee will research and explore all necessary funding opportunities

Type:  Ad Hoc

Proposed Membership: The Committee would include the following representatives:

- 1 representative from the Costa Mesa Chamber of Commerce
- 1 representative from the Costa Mesa Cultural Arts Committee
- 1 representative from the Historical Preservation Committee
- 1 representative from the Costa Mesa Foundation
- 1 representative from Costa Mesa Historical Society
- 1 representative of Costa Mesa Conference and Visitor Bureau
- 1 representative of the South Coast Metro Alliance
- 1 representative of the Planning Commission
- 1 representative of the Parks and Recreation Commission
- 1 representative of the Senior Center
- 1 representative of the Costa Mesa Sanitary District
- 1 representative of Mesa Water
- 1 representative of NMUSD
- 1 representative of the Vanguard Student Veteran Club
- Up to 5 community representatives-one selected by each City Council Member (to be appointed after new council is seated)
- Authorize the new Mayor to appoint 2 City Council liaisons
- Up to 4 staff members, to be determined by the CEO

Proposed Term of Office: The Committee will be an ad hoc committee whose term is based upon the duration of the 60<sup>th</sup> Anniversary Celebration. Term of the work is expected to last 10-12 months.

## COUNCIL POLICY

| SUBJECT               | POLICY NUMBER | EFFECTIVE DATE        | PAGE   |
|-----------------------|---------------|-----------------------|--------|
| COMMITTEES AND BOARDS | 000-2         | 2/1/99<br>REV: 3/3/03 | 1 of 3 |

**BACKGROUND**

The last revision to this Policy occurred in December, 2002. Since that time, City Council opted to modify the recruitment and selection of Planning and Parks & Recreation Commissioners. Council Policy 000-2.5 was subsequently established to provide the specific procedures for recruitment and selection process for both Commissions. Council Policy 000-2 has been changed to cover only the City's appointed committees and boards.

**PURPOSE**

To provide clear and cohesive policies which assist appointed committee and board members in performing their duties, and procedures for new committee and board formation.

**POLICY**

1. Bring community attitudes and needs into focus by providing valuable communication links between the community and the government of the City.
2. Facilitate recommendations from the community, which aid City Council in making sound decisions concerning policy formulation and resource allocation.
3. Establish and maintain a streamlined mechanism to facilitate committee and board formation; membership, interaction, work programs, and evaluations.

**PRACTICES AND PROCEDURES**

1. Formation and Membership
  - a. Based upon the need for citizen input on matters of importance to the community, requests to form a committee or board may be made by individual Council Members, local organizations, or residents. "Committee Formation Application Forms" and "Committee Interest Forms" shall be made available to all interested parties.
  - b. Upon review of the Formation Request Form, City Council may constitute a new committee or board by formal action. Such action will establish the purpose of the committee or board and the number of members.
  - c. Individuals may apply to serve concurrently on more than one committee or board assuming there is no conflict in regular meeting schedules.
  - d. The City Council will appoint members to various committees and boards with staggered terms.

CITY OF COSTA MESA, CALIFORNIA

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| COMMITTEES AND BOARDS | 000-2         | 2/1/99<br>REV: 3/3/03 | 2 of 3 |

- e. The Mayor shall designate at least one member of City Council to serve as a non-voting liaison to each committee or board. The primary focus of this liaison relationship will be with the committee chairperson.

2. Membership Terms

- a. Committee and board members shall be appointed or reappointed for a term of two (2) years (staggered) unless otherwise specified by City Council.
- b. Upon the formation of new committees and boards, staggered two-year membership terms shall be established by City Council. The expiration of all committee and board terms shall be tied to one of two time periods:
  - 1. April
  - 2. October
- c. To vacate a position on a committee or board, the person shall file a written resignation with the City Clerk's Office. Vacancies may be filled immediately or held open until a regular appointment time period occurs.
- d. The City Council, at any time, may request the resignation of or terminate membership of any committee or board member.
- e. Alternates shall automatically fill vacancies left by the departure of full members. The staff liaison shall ensure that alternate appointments to regular member status are made in a timely manner, as described in the Commissions/Committees/Boards Handbook.

3. Work Program/Committee Review Process

- a. Each February, all committees and boards shall prepare and submit a Work Program for City Council review. The Work Program shall include:
  - Evaluation of the previous years' progress;
  - Delineation of the upcoming year's program, goals and objectives; and
  - Proposed budget requests.
- b. The City Council shall conduct a Committee Review Process once a year in February to review the role and progress of committees and boards to determine their effectiveness. In doing so, City Council reserves the right to revise the status of various committees and boards based upon their need and benefit to the community.

4. General Information and Procedures

CITY OF COSTA MESA, CALIFORNIA

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|-----------------------|---------------|-----------------------|--------|
| COMMITTEES AND BOARDS | 000-2         | 2/1/99<br>REV: 3/3/03 | 3 of 3 |

Except as provided in this policy all committees and boards shall be guided by the policies set forth in the Commissions/Committees/Boards Handbook. In case of any inconsistencies between this policy and the Handbook, the provisions in this policy shall govern these committees and boards. The Handbook includes material on such items as:

- Agenda/Minutes
- Attendance Requirements
- Brown Act Requirements
- Compensation
- Conflict of Interest
- Formal Communication with City Council
- Legislative Activity
- Oath of Allegiance
- Staff Liaison Roles
- Travel and Expense Policy

5. Quorum Due to Vacancies

- a. Where there are no vacancies by resignation of members, the quorum for a committee or board formed by City Council shall be a majority of the members of such body.
- b. Where the membership on a committee or board is reduced to less than a majority of the members of such a body due to vacancies by resignation of its members, the quorum shall be a majority of the remaining members of such body until the vacancies are filled by City Council; provided, however, that under no circumstances would the quorum be lowered to less than three (3) committee or board members. (For example, a committee formed by City Council, which has seven members, would need four members to be present for the committee to take formal action on a matter on the agenda for the meeting. If vacancies occur due to resignations of the members, the quorum would be adjusted to require a minimum of three members to be present for the committee to take formal action on a matter on the agenda while the vacancies have not been filled by City Council. Once the vacancies are filled, the quorum would return to the requirement of four members.)