

## 60<sup>th</sup> Anniversary Planning Committee Meeting

The meeting of the 60<sup>th</sup> Anniversary Planning Committee was held on Tuesday, February 21, 2013 at 5:30 p.m. in the Costa Mesa Police Department Emergency Operations Center (EOC), 99 Fair Drive, Costa Mesa. Chairman Mike Scheafer facilitated the meeting.

### Roll Call

#### Present:

Balkar Bisla, Citizen Appointee  
Cindy Breneman, Military Affairs Team  
Lynell Brooks, Vanguard University  
Julia Clevenger, Orange Coast College  
Rob Dickson, Costa Mesa Planning Commission  
Janis Dinwiddie, Costa Mesa Chamber of Commerce  
Kim Glen, Costa Mesa Conference and Visitor Bureau  
Sgt. Matthew Grimmond, City of Costa Mesa  
Joan Hamill, OC Fair & Event Center  
Howard Hull, Citizen Appointee  
Sue Lester, Citizen Appointee  
Melinda Lowery, Costa Mesa Historical Preservation Committee  
Bob Ooten, Friends of the Costa Mesa Library  
Kim Pederson, Costa Mesa Parks and Recreation Commission  
Dennis Popp, Costa Mesa United  
Cecily Renteria, City of Costa Mesa  
Jim Schabarum, Costa Mesa Kiwanis  
Mike Scheafer, Costa Mesa-Newport Harbor Lions Club  
Jennifer Sommers, City of Costa Mesa  
Susan Weeks, Costa Mesa Historical Society  
Dyana Wick, Costa Mesa Sanitary District

#### Absent:

Charlene Ashendorf, Citizen Appointee  
Laura Boss, Newport-Mesa Unified School District  
Christian Eric, Citizen Appointee  
Werner Escher, South Coast Plaza  
Frank Gutierrez, Costa Mesa Cultural Arts Committee  
Toby Henry, City of Costa Mesa  
Council Member Wendy Leece, Costa Mesa City Council  
Mayor Pro Tem Stephen Mensinger, Costa Mesa City Council  
Diane Pritchett, South Coast Metro Alliance  
Pete Zehnder, Costa Mesa Foundation

**Alternates\*:**

None

*\*Alternates do not have voting authority, but attend in place of voting committee members.*

**City of Costa Mesa Staff:**

Patrick Bauer, Associate Engineer  
Mike Brumbaugh, Code Enforcement Officer  
Christine Cordon, Special Events Coordinator  
Dan Joyce, Public Affairs Manager

**Call to Order** – Chairman Scheafer called the meeting to order.

Chairman Scheafer thanked Mr. Joyce and Ms. Cordon for their hard work in providing support and coordinating the committee.

**Minutes**

Motioned by Chairman Scheafer and seconded by Ms. Lester to approve the minutes of the January 31, 2013 meeting. All ayes. Motion was approved.

**New Business**

**1. Scheduling of Committee Meetings in March**

Motioned by Vice Chair Lowery and seconded by Ms. Lester to approve the March meeting schedule of March 7 and 21 at 5:30 p.m. in the EOC, 99 Fair Drive. All ayes. Motion was approved.

**2. Review of Subcommittee Manuals**

Mr. Joyce announced he is still working on the manuals and should be completed by next week. Once completed, subcommittee chairs will be contacted.

The manuals include sections for vendors, budget timelines, maps, and more.

**3. Overview of Finance Procedures**

The Finance Department is currently working on creating the documents regarding the purchasing protocol. Mr. Joyce indicated vendors must have valid business licenses in the city. He reminded the committee members that they cannot enter into contracts with vendors, and may only provide advisement.

Mr. Joyce reported he will meet with a graphic artist, and is about a week behind in the graphic artist process.

#### **4. Subcommittees Breakout Session: Wish Lists for Supplies and Materials**

Mr. Joyce suggested that the subcommittees take this time to finalize needs and any new ideas.

Ms. Brooks asked what information can be shared such as a date. Mr. Joyce responded that the date for the kick-off event may be shared, as well as the location. He stated the kick-off event will take place on Fair Drive, but he still needs to finalize the stage and ride locations. Parking will be at the Orange County Fair and Event Center (OCFEC).

Theresa Bernstein asked where the street closure will occur. Mr. Joyce said the street will be closed from Gate 1 to Fairview Road. The swapmeet will still take place, but he will have the street shut down at approximately 11 a.m.

Ms. Bernstein asked what time the street will close on Friday. Mr. Joyce provided the tentative times of the event: 5-11 p.m. Friday, 12-11 p.m. Saturday, and 12-8 p.m. Sunday. He added that the evening concerts should be finished by 10 p.m.

Mr. Joyce briefly introduced Roland Barrera of the SUN Group, who will be interacting with the Kick-Off Event Subcommittee regarding entertainment. He indicated that with the limited time the committee has to plan the event, Mr. Barrera will be able to assist based on his knowledge and experience.

Vice Chair Lowery agreed, and also thanked everyone for their efforts.

Chairman Scheafer added that Ms. Lindsay has resigned, and that the Senior Center will be contacted to allow them the opportunity to assign another committee member.

Ms. Cordon added that Mr. Henry will no longer be employed with the city, and CEO Tom Hatch will be informed so that he may make an appointment if desired.

Speaker suggested Kathleen Eric for the Senior Center and noted she is on the Senior Center board.

Mr. Schabarum noted the committee is spending taxpayer monies both indirectly and directly. He commented on the music preferences and suggested that, whatever the committee does, the committee needs to observe a broad spectrum of age.

Mr. Joyce stated he has already expressed his concerns to Mr. Barrera regarding the older demographic group. He also advised that the types of bands that are local cater to that demographic group. Mr. Joyce added that the cost of booking the band will play a factor. He noted that 56 percent of the residents in Costa Mesa are Hispanic, so the committee needs to be mindful of those city demographics.

Speaker announced she would like to volunteer. Mr. Joyce directed her to the form on the website and the volunteer process.

The committee disbanded into the subcommittees at 5:55 p.m.

The committee reconvened at 6:35 p.m.

#### **a. Results of Breakout Session Discussions**

Marketing, Branding, Advertising and Public Relations:

Ms. Glen (subcommittee chair) and Harold Weitzberg unveiled the logo and provided a presentation of the goals, objectives, and needs of the subcommittee, as well as marketing guidelines.

Ms. Lester asked if there will be a pamphlet with all the events listed, and noted it will provide publicity. She asked if the scheduled events list can be on the website. Ms. Glen informed there will be a micro page of the website, and it could be included there.

Ms. Weeks asked when the recreation guide will be released. Mr. Knapp responded it will be mailed out by the end of March.

Mr. Joyce reminded the committee members that they have to trust the other subcommittees. They may not agree with the results, but allow them to do what they need to do because there is no time to delay the process.

Sustainability:

Mr. Ooten (subcommittee chair) announced his subcommittee is doing a checklist and pamphlet, and the goal is to discover resources and contacts for other subcommittees to use.

Mr. Joyce added that the sustainability mission will be provided to the event organizers for incorporation.

Mr. Ooten indicated that there are “green” catalogs.

Community Events and Outreach Programs:

Ms. Lester (subcommittee chair) announced the subcommittee will reach out to as many groups as possible, and noted that some organizations are celebrating milestones this year, too. She added that the subcommittee has been attending events to inform about the 60<sup>th</sup> anniversary.

Ms. Lester announced a realtor has added information about the 60<sup>th</sup> anniversary celebration on her flyer.

Mr. Joyce reminded the committee to make sure those types of requests get approved by staff first.

#### Volunteers:

Ms. Brooks indicated her subcommittee is working closely with the Community Events and Outreach Programs subcommittee, and will have volunteer applications available at an event this weekend.

#### Educational and Historical Programs:

Ms. Bernstein spoke about the Scarecrow Festival, and shared that interest has grown. She added that Mr. Popp is working on a business plan for the scarecrow, and she has created an informational board.

In reference to the community events calendar, she indicated that Arts in the Park (May 11), the Historical Society opening (June 9), and the Fish Fry (May 31-June 2) were not included.

Mr. Joyce suggested the subcommittee meet with the Kick-Off Events subcommittee regarding a footprint for the kick-off event.

Chairman Scheafer recommended doing a giant scarecrow at the OC Fair to commemorate the 60<sup>th</sup>.

#### Kick-Off Events:

Planning Commissioner Dickson advised the subcommittees to present their ideas to his subcommittee if there is anything anyone would like to do at the kick-off.

Mr. Hull added that requests should be presented in memo form.

Chairman Scheafer stressed the importance of funneling those requests through subcommittee chairs and carbon copying the requests to him and Mr. Joyce.

Mr. Joyce said he will have updated 3D renderings available soon.

Sponsorships:

Mr. Joyce reiterated he is meeting with a graphic artist, and hopefully a sponsorship deck will be completed in approximately two weeks. The sponsorship deck will be on the website, and he hopes to start reaching out to potential sponsors by March 4.

**Public Comments**

There were no public comments.

**Adjournment**

Chairman Scheafer adjourned the meeting at 7:26 p.m. Next meeting: March 7, 2013 at 5:30 p.m.

/s/Mike Scheafer,  
Committee Chair

/s/Christine Cordon,  
Committee Secretary