

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

The meeting of the 60<sup>th</sup> Anniversary Planning Committee was held on Tuesday, March 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:

Charlene Ashendorf, Citizen Appointee  
Balkar Bisla, Citizen Appointee  
Cindy Brenneman, Military Affairs Team  
Lynell Brooks, Vanguard University  
Julia Clevenger, Orange Coast College  
Sgt. Matthew Grimmond, City of Costa Mesa  
Frank Gutierrez, Costa Mesa Cultural Arts Committee  
Howard Hull, Citizen Appointee  
Council Member Wendy Leece, Costa Mesa City Council  
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  
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:

Laura Boss, Newport-Mesa Unified School District  
Rob Dickson, Costa Mesa Planning Commission  
Janis Dinwiddie, Costa Mesa Chamber of Commerce  
Christian Eric, Citizen Appointee  
Werner Escher, South Coast Plaza  
Kim Glen, Costa Mesa Conference and Visitor Bureau  
Mayor Pro Tem Stephen Mensinger, Costa Mesa City Council  
Diane Pritchett, South Coast Metro Alliance  
Jim Schabarum, Costa Mesa Kiwanis  
Pete Zehnder, Costa Mesa Foundation

#### Alternates\*:

Derek Sabori, Costa Mesa Foundation

*\*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  
Bob Knapp, Recreation Manager

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

Chairman Scheafer recognized and thanked the city staff liaisons for their hard work in supporting the committee.

**Minutes**

Motioned by Ms. Lester and seconded by Ms. Ashendorf to continue the minutes of the March 7, 2013 meeting. All ayes. Motion was approved.

**Old Business****1. Establish Committee Meeting Schedule for April**

Chairman Scheafer proposed April 4 and 11, and indicated there may be an additional meeting schedule later if needed.

Motioned by Mr. Hull and seconded by Ms. Weeks to approve the April meeting schedule of April 4 and 11 at 5:30 p.m. at 99 Fair Drive. All ayes. Motion was approved.

Chairman Scheafer announced the subcommittee chairs and vice chairs will be meeting at Pitfire Pizza on Monday, March 25. He also added the committee received its first cash donation from the Costa Mesa-Newport Harbor Lions Club.

**2. Review of Subcommittee Manuals**

Mr. Joyce provided finance forms to include in the manual.

**3. Overview of Finance Procedures**

Mr. Joyce explained the protocol for checks and balances. He indicated the deadline for committee members to submit their reimbursement or check requests is Tuesday at 5 p.m.

Ms. Ashendorf asked about deposits of sponsorships versus contributions. Mr. Joyce clarified that anything larger than \$250 will go through staff.

Tess Bernstein asked about a mechanism for out-of-pocket purchases and reimbursements. Mr. Joyce advised members to go through their subcommittee chairs, but added that there should not be too many out-of-pocket expenses.

#### **4. Discussion of Budget and Updated Concept of 60<sup>th</sup> Anniversary Event**

Mr. Joyce asked the subcommittee chairs to e-mail him their name, e-mail, and phone number preferences for their 60<sup>th</sup> anniversary business cards.

Mr. Joyce also presented the updated venue rendering; announced that, to promote sustainability, each chair will receive a USB drive for documents; announced a staff report is being presented at the April 2 Council meeting to provide updates and request approval for the street closures, consumption of alcohol on public streets, and the fireworks show; indicated that Mr. Brumbaugh will be working on the outreach efforts to inform residents of the impacts; and stated that Roland Barrera from The SUN grp, LLC has been booking entertainment and two acts have been confirmed with one act currently pending.

Mr. Joyce thanked Ms. Brenneman and Ms. Lester for their public outreach efforts. He noted that they were at the Orange County's Largest Mixer networking event to promote the 60<sup>th</sup>, and there was a blurb and logo included in the Estancia/TeWinkle gala program.

Mr. Knapp added that the recreation guides were sent this weekend.

Mr. Joyce said that the sponsorship guide is almost completed, and the next 30 days will be dedicated to securing the majority of the sponsors.

Mr. Joyce advised the Kick-Off Event Subcommittee to start developing programs for the kick-off and asked the subcommittee to fill out the timeline and submit it by the next committee meeting.

Ms. Ashendorf asked if the timeline can be sent electronically. Mr. Joyce replied that it will be e-mailed to the chairs.

Mr. Joyce complimented Orange Coast College and Richard Pagel for the amazing support. He noted that OCC students will bake the anniversary cake, as well as pies for a potential pie-eating contest, and there may also be a cook-off with student chefs. Mr. Joyce added that OCC has offered to provide parking spaces at no charge if the committee is unable to negotiate a better price with the fairgrounds.

Regarding the banner program, Mr. Joyce announced it will be a street wide program; marketing materials will be available in the next two weeks; there

will be approximately 60-100 banners; is looking to target businesses; the cost of the banner will be \$350 for a double-sided banner and the sponsor will receive the banner as a souvenir once it has been taken down; and a concept art was shown.

Mr. Gutierrez asked what streets would be impacted. Mr. Joyce responded banners will be placed on Harbor, Fair, Fairview, some by the Triangle, and some in the South Coast Metro area.

Ms. Brooks asked where the name of the sponsor would be on the banner. Mr. Joyce said somewhere on the bottom half.

Mr. Knapp asked if a banner could be placed across the street. Mr. Joyce replied that it is not allowed in the city ordinance.

Ms. Lester inquired if all banners will have the kick-off date. Mr. Joyce said there may be two styles offered.

Ms. Lester asked if community groups will have an opportunity to buy banners. Mr. Joyce said yes, but only the groups' name will be allowed – no logos.

Ms. Lester asked if a closing date for the anniversary will be selected before the kick-off event takes place. Mr. Joyce indicated that the team will discuss this maybe closer to May.

Chairman Scheafer added that the Costa Mesa Sanitary District will put 60<sup>th</sup> anniversary wraparounds on the side of the trash trucks.

Ms. Lester asked if signs for business windows will be made available. Mr. Joyce said there will be posters available, and businesses will also have an opportunity to participate in a loyalty program; there will be opportunities for businesses in all ranges.

Ms. Weeks inquired about booth costs. Mr. Joyce indicated a 10'x10' booth will be \$750, and nonprofits may receive their booths at a discounted cost between \$300 and \$500.

Ms. Brooks asked if there is criteria for vendors and if the committee is seeking particular types of vendors. Mr. Joyce stated that there will mostly be food sampling booths, but they are aiming for diversity. There will be 50-80 booths.

Harold Weitzberg provided updates regarding marketing efforts, and announced the Marketing, Advertising, Branding and Public Relations Subcommittee is in the mid-stages of developing the 60<sup>th</sup> anniversary website. He showed screen shots of the website, which features a video clip,

“About Us” page, history page, rotating photos, and online shop, and room for additional pages.

Ms. Lester asked if this will be linked to the city’s website. Mr. Weitzberg clarified the new website will be linked to the city’s existing website, but will also have its own web address.

Mr. Pederson asked when the website would be ready. Mr. Weitzberg projected two to three weeks.

## **5. Subcommittees Breakout Session**

The committee disbanded into the subcommittees at 6:12 p.m.  
The committee reconvened at 6:35 p.m.

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

#### Educational and Historical Programs:

Ms. Bernstein presented a draft list of what is happening in the Historical Society’s newsletter, introduced Mr. and Mrs. TeWinkle scarecrows, announced details of a proposed scarecrow festival, and announced that community members can follow Ima Scarecrow on Twitter (@ImaScarecrow1).

She added that Orange Coast College will be hosting a district-wide art contest on June 5.

#### Arts Programs:

Mr. Gutierrez (subcommittee chair) announced there will be a 30’x40’ tent gallery at the kick-off event with art pieces. There will be live artists painting 48”x48” art panels, and the panels may be sold to benefit a nonprofit or donated for display purposes. He presented the concept of chalk art, but indicated that chalk art will be destroyed ultimately while panels will be permanent.

Ms. Lester asked if it would be acceptable to pass flyers about the 60<sup>th</sup> during the Sobeca District Art Walk. Mr. Gutierrez suggested having a table. He said there is a partnership with the city so he does not see an issue.

Mr. Gutierrez added that there is a planned Sobeca event in July themed “60/20” to celebrate Sobeca’s 20<sup>th</sup> anniversary.

Chairman Scheafer suggested reaching out to SoCo for outreach.

Community Events and Outreach Programs:

Ms. Lester (subcommittee chair) reported the Senior Center Board and staff have approved a 60<sup>th</sup> anniversary event to be held at the Senior Center. Transportation will be made available to and from the Senior Center to the kick-off event.

Mr. Knapp added that Saturday of the kick-off event will be dedicated to a Senior Day.

Mr. Hull advised further research of the community's demographics.

Sustainability:

Mr. Ooten (subcommittee chair) indicated his subcommittee would like to meet with the other subcommittees. He said they are currently looking at resources and are preparing a tri-fold brochure with a checklist about sustainability.

**Public Comments**

There were no public comments.

**Adjournment**

Chairman Scheafer adjourned the meeting at 6:49 p.m. Next meeting: April 4, 2013 at 5:30 p.m.

/s/Mike Scheafer,  
Committee Chair

/s/Christine Cordon,  
Committee Secretary