

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

The meeting of the 60<sup>th</sup> Anniversary Planning Committee was held on Tuesday, January 24, 2013 at 5:34 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  
Laura Boss, Newport-Mesa Unified School District  
Lynell Brooks, Vanguard University  
Julia Clevenger, Orange Coast College  
Rob Dickson, Costa Mesa Planning Commission  
Janis Dinwiddie, Costa Mesa Chamber of Commerce  
Christian Eric, Citizen Appointee  
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  
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  
Pete Zehnder, Costa Mesa Foundation

#### Absent:

Cindy Brenneman, Military Affairs Team  
Werner Escher, South Coast Plaza  
Kim Glen, Costa Mesa Conference and Visitor Bureau  
Joan Hamill, OC Fair & Event Center  
Toby Henry, City of Costa Mesa  
Judy Lindsay, Costa Mesa Senior Center  
Mayor Pro Tem Stephen Mensinger, Costa Mesa City Council  
Diane Pritchett, South Coast Metro Alliance

**Alternates\*:**

Richard Pagel, Costa Mesa Kiwanis  
Derek Sabori, Costa Mesa Foundation

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

**City of Costa Mesa Staff:**

Margaret Chang, Management Analyst  
Christine Cordon, Special Events Coordinator  
Dan Joyce, Public Affairs Manager  
Bill Lobdell, Director of Communications  
Bobby Young, Finance and I.T. Director

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

Chairman Scheafer thanked the members of the committee for all their hard work. He announced an upcoming meeting with Angels to finalize Costa Mesa Day, and a meeting with the Orange County Fair and Event Center.

**Minutes**

Motioned by Ms. Ashendorf and seconded by Ms. Weeks to approve the minutes of the January 17, 2013 meeting. All ayes. Motion was approved.

Council Member Leece asked how someone can get a copy of the minutes. Ms. Cordon referred to the city’s website and indicated that anyone who is interested in obtaining documents including the minutes can sign up for electronic notifications.

Chairman Scheafer moved the discussion of New Business Item No. 1.

**New Business**

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

Chairman Scheafer announced that the number of meetings in February will be reduced. He indicated that subcommittee chairs and committee members are required to attend, and all others are welcomed but not obligated.

Mr. Sabori asked if there will be a timeline and list of events. Mr. Joyce responded that a tentative schedule of events was distributed a few meetings ago, and the subcommittee exercise tonight will include the creation of a timeline.

Tess Bernstein asked when the subcommittees will be able to meeting with the Marketing, Advertising, Branding and Public Relations subcommittee. Mr. Joyce stated that the timelines need to be completed first.

## **Old Business**

### **1. Subcommittees Breakout Session**

Mr. Joyce stated he wanted to make the committee aware of a few meetings. He shared the organizers of the OC Marathon have expressed interest in organizing a 5K run and food festival during the kick-off event. There has been discussion regarding a pro bicycle race. Mr. Joyce will provide updates as meetings take place.

He referred to the budget sheets and said they were updated based upon the subcommittee breakout sessions at the last meeting. The budget sheets will be presented to the Council for direction, and tonight's meeting provides the opportunity for subcommittees to further finalize.

Mr. Joyce added that in addition to finalizing the budget, subcommittees will be tasked with creating timelines which will be used in the overall timeline that is part of the operational manual.

Mr. Young reported the financial activity of the 60<sup>th</sup> anniversary will go through the Costa Mesa Foundation. There will be procedures on what to do with the finances and the donation process.

The committee disbanded into the subcommittees at 5:50 p.m.

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

Community Events and Outreach Programs:

Ms. Lester reported the subcommittee established a list of those who they want to contact, and will contact them by February 4.

Mr. Joyce advised them to reach out to other ethnic groups as well.

Ms. Lester stated they plan on partnering with groups and to include AYSO City Cup, Senior Center event, OCC Honors Night, and a military event. She noted they will be soliciting at events for volunteers.

Mr. Joyce indicated a press release will be sent to solicit volunteers via the City's website. It will have a series of questions for volunteers to answer, and a database will be generated and become available to the subcommittee chairs.

#### Volunteers:

Ms. Brooks noted the difficulty in soliciting volunteers and suggested that volunteers be enticed. She referred to schools as good resources for volunteers.

Mr. Joyce reiterated the volunteer form will have very specific questions which will assess what abilities or skills the volunteer may have that may benefit a subcommittee or specific aspect.

#### Sustainability:

Mr. Sabori announced the subcommittee will create a resource guide.

#### Youth Programs:

Sgt. Grimmond indicated they will piggyback on the Angels game. He shared ideas for a pumpkin patch, family bike race, golf day, and the OC Book Festival.

Seth King stated he may be able to coordinate something with the Dodgers.

#### Marketing, Advertising, Branding and Public Relations:

Ms. Wick shared ideas for a video, t-shirt, original song, and flash mob. She stated that a style guide will be created and completed by February 7.

#### Kick-Off Events:

Mr. Dickson reported that the venue is still pending, and the subcommittee liked the idea of potentially having some of the fair rides at the event.

Mr. Joyce recommended a breaking a Guinness Book of World Records record such as "World's Largest Fish Taco," which currently does not exist, or a scarecrow record. The scarecrow record currently is set at 3,125 scarecrows at one time, and Mr. Joyce noted historical significance with scarecrows in Costa Mesa.

#### Educational and Historical Programs:

The subcommittee identified subcommittee members in charge of specific functions. There was discussion about a traveling exhibit comprised of three 4x4 or 5x5 panels. The subcommittee will engage volunteers from Orange Coast College. Other activities will include assemblies at the local

schools geared toward 4<sup>th</sup> graders, and a partnership with the Kick-Off Events subcommittee for a dance-a-thon. They referred to the events calendar and added the Arts in the Park event on May 11, as well as the Historical Society Spring Opening on June 9. They also spoke about giant [musical] organs.

### **3. Discussion of Budget and Concept of 60<sup>th</sup> Anniversary Event(s)**

The item was not further discussed.

#### **Public Comments**

There were no public comments.

#### **Adjournment**

The committee sang the Mickey Mouse Club song in closing, and Vice Chair Lowery adjourned the meeting at 7:02 p.m. Next meeting: January 31, 2013 at 5:30 p.m.

/s/Mike Scheafer,  
Committee Chair

/s/Christine Cordon,  
Committee Secretary