

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

The meeting of the 60<sup>th</sup> Anniversary Planning Committee was held on Tuesday, December 11, 2012 at 5:38 p.m. in the Costa Mesa Police Department Emergency Operations Center (EOC), 99 Fair Drive, Costa Mesa. City Chief Executive Officer Tom Hatch facilitated the meeting.

### Roll Call

#### Present:

Balkar Bisla, Citizen Appointee  
Charlene Ashendorf, Citizen Appointee  
Gordon Bowley, Costa Mesa United  
Cindy Brenneman, Military Affairs Team  
Shree Carter, Vanguard University  
Julie Clevenger, Orange Coast College  
Rob Dickson, Costa Mesa Planning Commission  
Christian Eric, Citizen Appointee  
Kim Glen, Costa Mesa Conference and Visitor Bureau  
Sgt. Matthew Grimmond, City of Costa Mesa  
Joan Hamill, OC Fair & Event Center  
Toby Henry, City of Costa Mesa  
Howard Hull, Citizen Appointee  
Council Member Wendy Leece, Costa Mesa City Council  
Sue Lester, Citizen Appointee  
Melinda Lowery, Costa Mesa Historical Preservation Committee  
Kim Pederson, Costa Mesa Parks and Recreation Commission  
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:

Laura Boss, Newport-Mesa Unified School District  
Werner Escher, South Coast Plaza  
Mayor Pro Tem Stephen Mensinger, Costa Mesa City Council  
Bob Ooten, Friends of the Costa Mesa Library  
Diane Pritchett, South Coast Metro Alliance

#### Alternates\*:

Jeff Dimsdale, Costa Mesa Kiwanis  
Mary Fewel, Costa Mesa Foundation  
Frank Gutierrez, Costa Mesa Cultural Arts Committee

Lynn Kozlowski, South Coast Plaza  
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:**

Interim Chief Tom Arnold, Fire Department  
Dan Baker, Management Analyst  
Christine Cordon, Special Events Coordinator  
Rick Francis, Assistant City CEO  
Chief Tom Gazsi, Police Department  
Brenda Green, Interim City Clerk  
Tom Hatch, City CEO  
Dan Joyce, Public Affairs Manager  
Bob Knapp, Recreation Manager  
Bill Lobdell, Director of Communications  
Raja Sethuraman, Transportation Services Manager  
Kelly Shelton, Executive Assistant to the City CEO  
Bobby Young, Finance and IT Director

**Call to Order** – CEO Hatch

#### **Costa Mesa is Born – June 29, 1953**

Art Goddard of the Costa Mesa Historical Society made a presentation of the history of Costa Mesa and how the city started.

#### **Overview of Purpose of Committee**

CEO Hatch shared his vision for bringing more community events into the city. He noted that four key staff members will provide support to the committee, but are not serving on the committee. CEO Hatch recommended community members to begin soliciting ideas and feedback. While the 50<sup>th</sup> anniversary event was mainly produced by staff, he hopes the 60<sup>th</sup> anniversary event will be more community-driven. CEO Hatch announced the committee will be focused on generating ideas and members of the committee will work in subcommittees.

Staff presented two videos. The first video was created for a League of California Cities meeting and features a brief overview of Costa Mesa. The second video, "Costa Mesa Is...", was produced by the Conference and Visitor Bureau and highlights travel, tourism, shopping, and dining in the city.

#### **Introductions**

Each committee member, staff member, and member of the audience provided his/her name, community affiliation, and favorite restaurant in Costa Mesa.

## **New Business**

### **1. Process for Public Involvement with Committee**

CEO Hatch noted there will be opportunities for public involvement and comments.

### **2. Explanation of Process to Select Chair and Vice Chair of Committee**

CEO Hatch explained the process for selecting a chair and vice chair, and indicated the selection will be conducted electronically. Anyone interested in becoming chair or vice chair must notify staff at the end of the meeting or via e-mail, and will be required to submit a brief paragraph stating how he/she can help the committee. Committee members will review the candidates, select their top choice for chair, and e-mail the selection to staff for tabulation. The highest vote-getter will become chair, and the second highest will be vice chair.

### **3. Setting a Date and Time for Future Committee Meetings**

CEO Hatch provided staff's recommendation that the committee meet every Thursday in January for approximately one and a half to two hours, and meetings would be held periodically on Thursdays thereafter. He indicated that Tuesdays and Fridays were not recommended due to higher potential for schedule conflicts, and emphasized the importance of meeting frequently initially to develop a framework for the event for Council approval.

Ms. Lowery expressed concern regarding a scheduling conflict with the Historical Preservation Committee's meeting on January 10. Ms. Brenneman also noted a schedule conflict on January 31 with the Military Affairs Team. CEO Hatch invited the groups to attend the 60<sup>th</sup> committee meeting instead.

Mr. Schabarum asked how long the meetings would last. CEO Hatch anticipated they will last at least two hours, but the discussions will be more focused, and noted that it is understandable if a committee member is unable to attend a meeting.

### **4. Discussion of Budgets for Operating and Capital Expenses**

CEO Hatch stated he would like input from the committee regarding an anticipated \$75,000 allocation from the general fund toward the event, and noted only \$50,000 was allocated for the 50<sup>th</sup> anniversary. He announced the Conference and Visitor Bureau is also offering to help with funds.

Ms. Ashendorf asked if the \$75,000 is committed. CEO Hatch replied that it is a general amount, but is not set and requires Council approval. He stated that the committee can present a recommended amount.

Commissioner Pederson asked if there is a framework or guidelines for what was done for the 50<sup>th</sup>. CEO Hatch said yes and shared ideas about incorporating existing events with the 60<sup>th</sup> and seeking a variety of different sponsorship opportunities.

Harold Weitzberg asked what the “bookend” or kick-off and end events are. CEO Hatch deferred to the committee, but shared an idea for a kick-off event around the anniversary date with subsequent events to occur after, allowing approximately six months of planning time for the kick-off.

## **5. Process for Web-Based Idea Session and Survey of Interests**

Mr. Schabarum asked if there would be a 60<sup>th</sup> anniversary website. CEO Hatch announced there will be a web discussion board for committee member and public use.

Geoff West suggested Facebook presence.

Seth King inquired about the size scale of the event. CEO Hatch replied that the committee will need to decide that.

Ms. Lester asked if there is a history or list of original ideas. CEO Hatch referred to the “CostAmazing” video. Mr. Joyce added that he will share a historical folder, which contains notes, from the 50<sup>th</sup> anniversary.

Speaker from the audience asked if there was a spending target. CEO Hatch replied that the committee will determine that. He shared his vision that if the committee generates more revenue, more can be spend to enhance beyond the fixed amount determined.

Mr. Gutierrez expressed concern regarding a vision with limited budget, and shared his preference for a vision with long-term impression. He emphasized the importance of strategic partnerships and not “reinventing the wheel” on things that already exist.

Mr. Weitzberg suggested that a list be provided by the next meeting of all events tentatively taking place in 2013 and explore other cities as well for potential event date conflicts.

Mr. Schabarum introduced members of Costa Mesa Kiwanis who are also important influences of Orange Coast College. CEO Hatch encouraged their participation in an educational subcommittee.

Council Member Leece asked if there is a theme. CEO Hatch advised the committee that a subcommittee will be needed to focus on theme, as well as branding, logo, and other marketing-related concerns.

## **6. Preliminary Brainstorming Session for 60<sup>th</sup> Anniversary Event(s)**

CEO Hatch emphasized the need for structure and subcommittees, and recommended a subcommittee for marketing, advertising, and branding.

Commissioner Dickson suggested an art subcommittee.

Ms. Clevenger recommended a subcommittee for sponsorships.

Ms. Lowery suggested a financial subcommittee. CEO Hatch replied that staff will manage the financial details.

Ms. Fewel recommended an events subcommittee.

Ms. Lester asked if all the events are free for everyone or will some have an admission fee charged to help pay for other events. CEO Hatch said the committee will decide, but hopes that most will be free.

Speaker suggested an outreach subcommittee to reach out to community groups.

Speaker suggested a social media subcommittee. CEO Hatch advised social media could be a function of the marketing committee.

Mr. Gutierrez stated he feels like the group is “fishing” but does not know what it is fishing for. CEO Hatch said the committee would need to decide.

Mr. Gutierrez commented on structure and determining resources first.

CEO Hatch indicated the committee would discuss goals at the meeting on January 3.

Ms. Lester asked if the City would develop the motto. CEO Hatch replied that the committee would develop it.

Mr. Bowley recommended a youth subcommittee to reach out to the schools for involvement. Mr. Joyce added that reaching out to the youth could be part of the education subcommittee.

Mr. Schabarum referred to the Recreation Guide and commented that the recipients of the guide are the target audience. CEO Hatch added that the

Recreation Guide has expanded to include information from other outside organizations, and shared the concept of a 60<sup>th</sup> anniversary magazine.

Commissioner Dickson inquired about the cost of community surveys. CEO Hatch stated staff will research cost, and may tie surveys into social media. Mr. Joyce added that a survey on the web or other ways to collect information could be used and then presented to the committee. Commissioner Dickson suggested surveys be distributed with Sanitary District bills.

Mr. Hull expressed the importance of branding and that the goals need to come from branding. CEO Hatch suggested that a large portion of an upcoming meeting be dedicated to discussions about branding.

Speaker suggested a food and beverage subcommittee.

Ms. Kozlowski recommended a kick-off event subcommittee.

Ms. Lowery suggested a subcommittee dedicated to work on recognition and outreach to the senior community.

Mr. King recommended adding fundraising under sponsorships.

Mr. Joyce suggested an educational subcommittee.

Mr. Bowley noted the size of the committee and asked how decisions and discussions would be brought down to a manageable committee. CEO Hatch explained that a chair and vice chair would be selected. Then committee members would present ideas on the discussion board regarding the subcommittees, and ultimately decide if these are the subcommittees desired. Committee members would then e-mail their first and second choices of which subcommittees they would like to participate in.

Assistant CEO Francis suggested the selection of an executive committee to make sure other subcommittees are funneling information correctly. Mr. Joyce explained that each subcommittee will have a staff liaison. CEO Hatch added a recommendation that each subcommittee select a main representative.

Ms. Carter asked if safety concerns will be assumed by the City or the subcommittee. Mr. Joyce replied the city may if the events are bigger such as accommodating for bleachers or lighting.

Ms. Weeks asked if the City would handle insurance and liability. CEO Hatch responded yes.

Ms. Lester commented on the lack of a historical aspect and recommended a historical subcommittee. CEO Hatch indicated history could be a part of the education subcommittee or as a separate subcommittee.

Speaker recommended a subcommittee dedicated to sustainability.

Another speaker claimed smaller events may not be currently efficient with sustainability efforts and therefore a separate subcommittee would be helpful.

Interim Chief Arnold asked if sustainability could be part of a larger group that transcends to all events.

Council Member Leece suggested reaching out to previous Council members or others in the community as part of a living history component.

Mr. Joyce recommended that each subcommittee form a mission statement.

Ms. Lowery suggested community involvement such as a t-shirt contest. Mr. Joyce indicated that it could be part of the marketing and advertising subcommittee.

Mr. Goddard inquired about an overarching structure or event for the anniversary day and asked if it was doable. CEO Hatch responded that there could be a kick-off event.

Mr. Goddard asked for a date of the closing event. Mr. Joyce said it will be up to the committee to decide the budget, what the event is, where the event will take place, and the timeline.

Assistant CEO Francis inquired about the dates of the OC Fair. Ms. Hamill announced the OC Fair will take place July 11 through August 13. CEO Hatch suggested incorporating a Costa Mesa resident night.

Mr. Joyce advised the committee to consider options for a one-day event or weekend event, and then consider the budget and timeline.

Mr. Gutierrez expressed his preference for a few good events rather than many small unmemorable events.

Commissioner Pederson asked if this brainstorm will be sent back to the committee for a decision. CEO Hatch replied this discussion is preliminary and more information will be sent.

Ms. Glen agreed with Mr. Gutierrez and also would prefer big memorable events rather than small events.

Ms. Lester suggested a parade.

Mr. Gutierrez recommended a street fair.

Mr. West noted the anniversary is the weekend before the 4<sup>th</sup> of July and suggested incorporating fireworks.

Commissioner Dickson asked if the chart of subcommittees will be e-mailed.

CEO Hatch stated the meeting on January 3 would focus on branding and goals. He added that a list would be included on the discussion board website and e-mailed to the committee members so that members can think about what subcommittees they would like to participate in.

Mr. West asked if the discussion board would be for general discussion. Mr. Joyce clarified there will be individual discussion boards based on specific topics.

Ms. Lester asked if the committee members should e-mail ideas to City staff ahead of time and before the meeting on the 3<sup>rd</sup>. Mr. Joyce said an electronic survey either via the city website or Survey Monkey would be sent to the committee. CEO Hatch added this would be done within the next few weeks.

Mr. Schabarum expressed concern regarding the next meeting and having to discuss everything at once. Mr. Joyce explained the results of the survey would be e-mailed to the committee before the meeting to ensure a more focused discussion.

## **7. Questions and Comments**

There were no additional questions or comments.

## **Adjournment**

The meeting was adjourned at 7:27 p.m. to January 3, 2013 at 5:30 p.m.

/m/Mike Scheafer,  
Committee Chair

/s/Christine Cordon,  
Committee Secretary