



CENTENNIAL COMMITTEE

CITY OF TORRANCE CENTENNIAL COMMITTEES

The Centennial Committee is established to plan and recommend fun-filled and educational events in the City to celebrate the City's first 100 years. Full committee and Subcommittee meetings are held on the fourth Monday of each month at 7:00 p.m. at the Torrance Chamber of Commerce. All meetings are open to the public. Those who wish to speak on any matter on the agenda are asked to complete a "Speaker Information" card (available at the meeting) and relay it to the staff before leaving the meeting.

Staff reports are available for review in the City Clerk's Office. Direct any other questions or concerns to staff liaisons, Fran Fulton, Eleanor B. Jones or Gesuina Paras, at 310-618-5880. Agendas are posted on the City of Torrance web site at www.TorranceCA.Gov.

In compliance with the Americans with Disabilities Act, if special assistance is needed to participate in this meeting, please call 310-618-2967. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28CFR 35.102-104 ADA Title II].

HOURS OF OPERATION

Monday through Friday from 7:30 a.m. to 5:30 p.m.

Offices are closed alternate Fridays.

FULL COMMITTEE

- SUBCOMMITTEES:** • Events • Finance • Fundraising
• Marketing • Media/PR/Outreach

TORRANCE CHAMBER OF COMMERCE
3400 TORRANCE BOULEVARD
TORRANCE, CALIFORNIA 90503

Monday, May 23, 2011
7:00 p.m.

A G E N D A

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **FLAG SALUTE**
4. **ORAL COMMUNICATIONS #1** (Limited to a 30-minute period)
Comments on this portion of the agenda are limited to items not on the agenda and to no longer than three (3) minutes per speaker. Under the provisions of the Brown Act, the Committee is prohibited from taking action or engaging in discussion on any item not appearing on the posted agenda.
5. **INTRODUCTIONS**
6. **CHAIR'S REMARKS**
7. **FULL COMMITTEE WORK**
 - A. For Approval
 1. Minutes of 4/25/11 and 5/9/11
 - B. Information
 1. Centennial Budget Update
 2. Project Management Update
8. **ORALS**
 - A. Comments from Committee Members
 - B. Announcements/Updates
9. **SUB-COMMITTEE WORK**
 - A. **Events**
 1. For Approval
 - a. Any new submitted events
 - b. Minutes of 4/25/11 and 5/9/11
 2. Discussion
 - a. Lights Camera Action
 - i. City of Torrance License Review
 - ii. Sanitation and Security Expenses

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- b. Harvest Festival
 - i. Wilson or Columbia Park
 - ii. Food Vendors
 - Number, types of food, booths vs. trucks
 - iii. Other vendors and booths
 - iv. Entertainment
 - v. Athletic/Sports Events – which ones? How do we pick teams?

B. Finance

1. Discussion
 - a. PayPal account
 - b. Meet with marketing Sub-Committee to coordinate sales of items on website and what they want to sell
 - c. Update the expenses and donations. Projection of budget needs for expenses and future costs for each sub-committee

C. Fundraising

1. Sponsors
 - a. Tier II update
 - b. Outline “benefits” package
2. Time Capsule
3. Centennial Bricks
 - a. Selling statistics
 - b. Timeline
 - c. Order forms
 - d. Accounting system
4. Booth
 - a. What can we supply: forms, sponsor promotion?

D. Marketing

1. Discussion
 - a. Results for Executive Committee on wearable budget
 - b. Status of time capsule
 - c. Heavier magnets for pins
 - d. Banner material samples
 - e. Centennial logo cutout for City Hall
 - f. Weights and giant clamps for pop-up tent
 - g. Preliminary vendor recommendations and budget for promoting Centennial
 - i. Street signs
 - ii. Bus shelter posters
 - iii. Inside signage for City buses
 - iv. Additional roll-up banners
 - h. Request from City for 800 Centennial bumper stickers for City vehicles and resale
 - i. New business requests

E. Media/PR/Outreach

1. Discussion
 - a. *Torrance Magazine* article
 - b. Water bill inserts
 - c. Large crossword puzzle

10. ADJOURNMENT

A. Next meetings:

- Monday, June 13, 2011, Executive Committee at 5:00 p.m.
- Monday, June 13, 2011, Full & Sub-Committees at 7:00 p.m.
- Monday, June 27, 2011, Executive Committee at 5:00 p.m.
- Monday, June 27, 2011, Full & Sub-Committees at 7:00 p.m.