

60th Anniversary Planning Committee Meeting

The meeting of the 60th Anniversary Planning Committee was held on Tuesday, April 4, 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
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
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
Cindy Brenneman, Military Affairs Team
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
Cecily Renteria, City of Costa Mesa
Jim Schabarum, Costa Mesa Kiwanis
Pete Zehnder, Costa Mesa Foundation

Alternates*:

Derek Sabori, Costa Mesa Foundation
Charles Markel, Costa Mesa Kiwanis

**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.

Minutes

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

Motioned by Mr. Popp and seconded by Ms. Weeks to approve the minutes of the March 21, 2013 meeting. All ayes. Motion was approved.

Old Business**1. Updates to 60th Anniversary Kick-Off Event**

Chairman Scheafer reported a meeting took place with staff from various departments this morning, and it was a good meeting. He also announced that tickets are now available and for sale for the Costa Mesa Night Angels Game, and indicated that if anyone would like a poster to advertise the event, contact Ms. Cordon.

Mr. Joyce played the video of the updated 3D rendering of the venue for the kick-off event.

Mr. Pederson asked if there will be an area for sitting in the TasteFest area. Mr. Joyce responded there will be, and the rendering is only preliminary.

Mr. Markel asked if performances will be playing on the different stages at the same time. Mr. Joyce indicated the performances will be staggered and each set is short.

Ms. Weeks asked if the only entrance into the venue is off of Fair Drive. Mr. Joyce responded yes due to safety and security concerns, as well as alcohol control.

Ms. Brooks asked if parking will only be available on the street. Mr. Joyce noted parking will be available in the fairgrounds parking lot, as well as Orange Coast College's lot for overflow, if needed.

Ms. Lester expressed concern in the inability to track attendance without the use of admission tickets.

Mr. Joyce announced the City Council approved alcohol, fireworks, and street closures for the kick-off event at the April 2 meeting. He shared confirmed acts that will be performing at the main stage and indicated the gist of the music component will celebrate six decades of music. Mr. Joyce added he is finalizing details with TicketFly, the company that will coordinate ticket sales online and at the event. Regarding sponsorships, Mr. Joyce noted the CVB has already made a donation, and Mesa Water is sponsoring bill inserts that will be mailed to 22,000 homes in April. He added the OCFEC has agreed to reduce its proposal, and the Costa Mesa Sanitary District has agreed to do 60th anniversary vehicle wraps on eight trash trucks in May.

Ms. Weeks inquired about bus ads. Mr. Joyce indicated bus ads are handled through a consultant, and ads are paid for. He noted the cost may be high.

Hank Panian asked how much the OCFEC is charging for parking. Mr. Joyce stated that there is no charge to the attendees to park at the fairgrounds. However, the City would be charged per vehicle. Mr. Joyce also added that Orange Coast College has offered parking at no charge.

Mr. Joyce thanked Ms. Lester, Ms. Brenneman, and Vernelle Blackwell for their public outreach efforts at the recent TruNetworking event. As a result of the event, Mr. Joyce stated he received the first vendor submittal.

Mr. Joyce announced the sponsorship deck is complete and copies are available for anyone who knows anyone who may be interested in sponsoring. He said that he will provide a list at the next meeting of who the Sponsorships Subcommittee will be contacting.

Mr. Joyce added the OC Register is launching a new magazine in mid-April, and the 60th anniversary will be featured on a full back cover color advertisement; the magazine will be mailed to 140,000 homes.

Regarding the street banner program, Mr. Joyce announced the banners will be \$400 and families and businesses can sponsor them.

Mr. Joyce showed sample drafts of business cards, and asked subcommittee chairs to provide their preferred contact information by Friday. The committee voted on the designs:

- Design #1: 10
- Design #2: 8
- Design #3: 4
- Design #4: 1

The committee approved the first design of the business card and matching letterhead.

Mr. Joyce reiterated the need to develop more ideas for senior and veteran activities and encouraged committee members and volunteers to take over the processes.

Council Member Leece encouraged more coordination of veteran activities and components.

Mr. Joyce shared a suggestion for a charity dunk tank, which will benefit four charities to be determined, and dunk tank price will be higher-end. He added that Orange Coast College will create a giant birthday cake, and the slices may be sold for charity.

Mr. Joyce said he met with SoCo Mart regarding chefs for a chef-off and a farmer's market component.

Ms. Weeks suggested cupcakes instead of a cake. Committee members discussed the potential melting of the icing on cupcakes.

Harold Weitzberg suggested going for the world record for the biggest Sara Lee pound cake.

Pauline Johnson asked what age is considered a senior. Chairman Scheafer indicated that the senior age is 50 according to the AARP. Mr. Joyce suggested 65 to entice an audience of those who would not normally attend these types of functions. Chairman Scheafer suggested that it should be 60 in celebration of the city's 60th.

Ms. Weeks asked what the OCFEC constitutes as a senior age.

Ms. Lester indicated that the Costa Mesa Senior Center's membership age is 50, so it should be 50.

Mr. Joyce noted that the senior discount does affect the overall celebration budget.

Ms. Lester asked if interested parties can place advertisements in the anniversary magazine without being a sponsor. Mr. Joyce responded yes.

Mr. Panian asked about military component ideas. Mr. Joyce shared an idea to invite Cornell Iliescu to bring military vehicles for display, or coordinate with the Military Affairs Team. Ms. Brooks added that Vanguard has a veterans center.

Mr. Sabori asked if recycled paper is being used for print materials. Mr. Joyce assured that materials will be as sustainable as possible.

Geoff West expressed how impressed he is with what the committee is doing, and asked if there will be [60th anniversary] presence at the Mayor's Dinner. Mr. Joyce stated an ad will be placed in the program guide and there will be a display by the check-in table.

Tess Bernstein asked about requests for artwork by other organizations. Mr. Weitzberg said requests should be e-mailed to him.

Ms. Bernstein asked if printing for materials would be done through the 60th's budget. Mr. Joyce said it would be on a case-by-case basis.

Ms. Lester asked if different groups who want the logo should go through Harold. Mr. Joyce said yes.

Mr. Markel asked if anything else is going on at the OCFEC. Mr. Joyce indicated that nothing but the swapmeet is taking place.

Mr. Sabori asked if the committee is still open to additional ideas or activities. Mr. Joyce said yes, and noted that Saturday is perfect for community events and senior day. He indicated that the City Hall parking lot is serving as a floating venue for community-based activities.

2. Update of Subcommittee Manuals

The item was not discussed.

3. Overview of Finance Procedures

The item was not discussed.

4. Subcommittees Breakout Session

a. Results of Breakout Session Discussions

The committee did not disband into subcommittees.

Ms. Bernstein shared a scarecrow featuring Chairman Scheafer.

Public Comments

Beth Refakes and Mr. West complimented the committee and staff for their efforts.

Adjournment

Chairman Scheafer adjourned the meeting at 6:36 p.m. Next meeting: April 11, 2013 at 5:30 p.m.

/s/Mike Scheafer,
Committee Chair

/s/Christine Cordon,
Committee Secretary