

60th Anniversary Planning Committee Meeting

The meeting of the 60th Anniversary Planning Committee was held on Tuesday, March 7, 2013 at 5:30 p.m. in the Costa Mesa Police Department Emergency Operations Center (EOC), 99 Fair Drive, Costa Mesa. Vice Chair Melinda Lowery facilitated the meeting.

Roll Call

Present:

Charlene Ashendorf, Citizen Appointee
Balkar Bisla, Citizen Appointee
Laura Boss, Newport-Mesa Unified School District
Cindy Brenneman, Military Affairs Team
Julia Clevenger, Orange Coast College
Rob Dickson, Costa Mesa Planning Commission
Janis Dinwiddie, Costa Mesa Chamber of Commerce
Christian Eric, Citizen Appointee
Kim Glen, Costa Mesa Conference and Visitor Bureau
Sgt. Matthew Grimmond, City of Costa Mesa
Howard Hull, Citizen Appointee
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
Jennifer Sommers, City of Costa Mesa
Susan Weeks, Costa Mesa Historical Society
Dyana Wick, Costa Mesa Sanitary District

Absent:

Lynell Brooks, Vanguard University
Werner Escher, South Coast Plaza
Frank Gutierrez, Costa Mesa Cultural Arts Committee
Joan Hamill, OC Fair & Event Center
Council Member Wendy Leece, Costa Mesa City Council
Mayor Pro Tem Stephen Mensinger, Costa Mesa City Council
Diane Pritchett, South Coast Metro Alliance
Jim Schabarum, Costa Mesa Kiwanis
Mike Scheafer, Costa Mesa-Newport Harbor Lions Club
Pete Zehnder, Costa Mesa Foundation

Alternates*:

Richard Pagel, Orange Coast College
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 – Vice Chair Lowery called the meeting to order.

Vice Chair Lowery called for a moment of silence in remembrance of Costa Mesa Police Department Detective Mike Delgadillo.

Minutes

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

Old Business

1. Review of Subcommittee Manuals

Mr. Joyce indicated that in order to save paper, hardcopies of the subcommittee manuals are only being provided to the subcommittee chairs; documents will be available online. He added that the manuals are half-way completed, and explained the tabs and sections within the manual. Mr. Joyce asked the committee members to review the manuals and let Ms. Cordon know if there are revisions to be made.

2. Overview of Finance Procedures

The item was continued to the next meeting.

3. Discussion of Budget and Updated Concept of 60th Anniversary Event

Mr. Joyce showed an updated video rendering of the kick-off event, and may have one to two additional revisions. The video featured how the car show would be set-up in the City Hall parking lot, the TasteFest set-up on Fair Drive, trusses at the main entrance to the venue, and the stage.

Ms. Lester asked about the parking situation at the fairgrounds. Mr. Joyce indicated the parking situation will be determined later.

Mr. Joyce added that Fair Drive will be closed from Thursday morning through Monday morning, and Vanguard University is aware and supportive of the

closure. He stated he is working with the Police Department and Public Services Department regarding traffic to City Hall.

Mr. Joyce noted the Art Walk will be closer to the venue main entrance.

Mr. Popp asked what the difference is between the main stage and the community stage. Mr. Joyce clarified that the community stage will be focused more on community groups and is a free stage in the TasteFest area; the main stage will require paid admission for entry and will feature higher-end acts.

Ms. Lester asked what the estimated cost of the ticket would be. Mr. Joyce responded the price is still to be determined and hopes the price will cover a percentage of the overall cost. He estimated that the ticket will cost \$15-\$25 per show, or an undetermined amount for a day pass.

Ms. Lester asked if she can get free tickets to pass out for later or include in charity auctions. Mr. Joyce said that complimentary tickets will be available to entice sponsorships and include with other marketing efforts, but any other use will be determined later.

Tess Bernstein inquired about an area for dancing. Mr. Joyce indicated that the venue space is available for it, if the committee wishes.

Ms. Glen inquired about the hours for street closures. Mr. Joyce provided tentative times: from 9 a.m. on Thursday, June 27 to 6 a.m. on Saturday, June 29; from 12 or 1 p.m. on Saturday, June 29 to 6 a.m. on Sunday, June 30; and from 12 or 1 p.m. on Sunday, June 30 to sometime on Monday morning. There will be soft openings and closures on Saturday and Sunday for swapmeet traffic.

Ms. Lester asked about the status of the carnival rides. Mr. Joyce responded he will contact the vendor used for the Lions' Club Fish Fry as well as the vendor used during the OC Fair.

Mr. Joyce added that the Orange County Fair and Event Center is seeking to charge \$5 per car for the use of the fairgrounds for parking during the kick-off event, and stated he will respond to OCFEC's proposal. He noted that the 60th Anniversary budget did include an amount for parking, but the proposed amount is higher than anticipated.

Mr. Joyce presented the Powerpoint presentation shown at a meeting he attended with the OCFEC. He indicated that Jeff Teller would like to be involved with the 60th Anniversary, and requested swapmeet parking between Vanguard Way and Gate 1. He noted that the kids' zone will be on Fair Drive, and a headlining act will perform from 8:30-10 p.m. with a fireworks show at

the end. Mr. Joyce expressed he would like to do something on Friday night geared toward families such as a blow-up movie screen in the parking lot, and will pass this idea to the Kick-Off Event Subcommittee. He spoke about the fairgrounds parking lot area and approximately 1,800 cars will fit, which is a ratio of 2.5 people per car.

Ms. Weeks asked about an estimated attendance. Mr. Joyce estimated 3,000-5,000 on Friday; 10,000 on Saturday; and 5,000 on Sunday.

Ms. Weeks expressed concern that there will not be enough parking to support the estimated number of attendees. Mr. Joyce clarified that not everyone will attend at the same time, and the swapmeet will be over by the time the evening events begin.

Mr. Joyce provided the following additional updates:

A special 60th Anniversary concert during Concerts in the Park has been confirmed for Tuesday, July 30.

July 26 has been set for a free 90-minute concert by the Pacific Symphony, and he is working on the prospect of a second concert in July.

He is working on professional services agreements with We the Creative for graphic design; SUN Group, LLC for talent management; Johnson Media for the anniversary magazine; KB Entertainment for TasteFest; and Time Warner Cable for 436 30-second TV ads in June.

Teller Entertainment has agreed to underwrite something in the kids' zone to be determined, and Shaheen Sadeghi will sponsor and maybe underwrite a prize component in the arts category.

There will be an extensive outreach program conducted in April and May to inform residents near Fair Drive about the impacts of the street closure for the kick-off event. The outreach will include two town hall meetings at the EOC, direct mail campaigns to residents within a 500-foot radius of City Hall, door hangers, a reverse 9-1-1 call, and web postings.

The city's recreation guide was mailed this week, which features the 60th Anniversary on the cover.

The anniversary has been featured in the CEO E-Briefing, Daily Pilot, OC Register, and the Current.

Ms. Weeks asked when the street banners will be hung. Mr. Joyce answered tentatively in May, maybe late April.

Ms. Weeks asked about billboard advertisement. Mr. Joyce indicated the cost of billboards is too expensive.

Mr. Joyce advised the Marketing Subcommittee to meet with the Daily Pilot and OC Register.

For the Kick-Off Events Subcommittee, Mr. Joyce indicated he will provide equipment and vendor lists, and asked the subcommittee to meet with the other subcommittee chairs to develop programs for the kick-off event.

Mr. Hull asked what the status is on sponsorship information. Mr. Joyce stated that a graphic artist has been hired and a sponsorship deck should be completed in 10 days or less. There are businesses interested in sponsorships and some have already been sold.

Seth King asked if there will be food or catering for volunteers. Mr. Joyce explained there will be food and water.

Mr. King inquired about food and water for bands. Mr. Joyce clarified that Roland from the SUN Group will work on that, and the VIP area for the TasteFest will be handled by KB Entertainment.

4. Subcommittees Breakout Session: Wish Lists for Supplies and Materials

The committee disbanded into the subcommittees at 6:15 p.m.
The committee reconvened at 6:32 p.m.

a. Results of Breakout Session Discussions

Community Events and Outreach Programs:

Ms. Lester (subcommittee chair) reported that the subcommittee is continuing to reach out to community groups, but is currently in a holding pattern. Volunteers have been signing-up so far, and Ms. Lester asked all 60th Anniversary Planning Committee members and present volunteers to submit a volunteer form and waiver. She announced an EZ-UP canopy has been ordered, and presented an idea for a Senior Center event such as a pancake breakfast and perhaps in partnership with the Educational and Historical Subcommittee to produce a living history film

Ms. Bernstein added that there is a local high school department that does film and could get involved. The committee can also get Orange Coast College involved.

Kathleen Eric suggested adding the proposal to the Senior Center Board meeting agenda.

Ms. Lester asked who the oldest living resident is. Ms. Weeks said she was not sure. Vice Chair Lowery suggested honoring this person during the kick-off.

Ms. Lester added that the subcommittee will meet with the Kick-Off Events Subcommittee to discuss what will be feasible at the kick-off.

Sustainability:

Mr. Ooten (subcommittee chair) asked everyone to review the sustainability list in the binders, and announced his subcommittee has made a checklist and is working on a flyer format. He noted the flyer will be for the community as a resource.

Marketing, Advertising, Branding and Public Relations:

Ms. Glen (subcommittee chair) announced the website is being worked on. The subcommittee is working with the Sanitary District for the potential sponsorship of recyclable shopping bags.

Harold Weitzberg spoke about the process for press releases. He asked that if a committee member has news that may warrant a press release, send the request to him and Ms. Glen and they will work with Mr. Lobdell. Mr. Weitzberg indicated a style guide will be available soon and a media campaign will be launched.

Mr. Hull asked about exposure on CBS, KTLA, and other news networks for the kick-off event. Mr. Weitzberg responded that the committee does have long lead processes.

Mr. Weitzberg indicated that shirts and caps are in the design stages.

Educational and Historical Programs:

Ms. Ashendorf announced plans to expand the travelling exhibit. She added that all private schools will be contacted, and the subcommittee is work with the school district. There will be a photo contest with Orange Coast College on June 4, and the subcommittee will work with the Kick-Off Event regarding the run.

Ms Ashendorf presented Ima Scarecrow, part of a scarecrow sighting campaign through Facebook and Twitter.

Kick-Off Events:

Mr. Hull indicated the kick-off is a work in progress. The subcommittee will call vendors to get quotes. He asked the committee to think about what the city's story is, and that Costa Mesa is the "City of the Arts," which is a great story and has synergy.

Ms. Lester asked if the Segerstrom Center for the Arts has been contacted. Mr. Hull replied yes, and other businesses that have Costa Mesa roots have also been contacted.

Mr. Knapp shared the cover of the latest recreation guide.

Vice Chair Lowery presented an idea about asking a local car wash to host a Costa Mesa Day.

Public Comments

There were no public comments.

Adjournment

Vice Chair Lowery adjourned the meeting at 7 p.m. Next meeting: March 21, 2013 at 5:30 p.m.

/s/Mike Scheafer,
Committee Chair

/s/Christine Cordon,
Committee Secretary