

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

The meeting of the 60<sup>th</sup> Anniversary Planning Committee was held on Tuesday, January 3, 2013 at 5:37 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:

Charlene Ashendorf, Citizen Appointee  
Balkar Bisla, Citizen Appointee  
Lynell Brooks, Vanguard University  
Julia Clevenger, Orange Coast College  
Christian Eric, Citizen Appointee  
Kim Glen, Costa Mesa Conference and Visitor Bureau  
Sgt. Matthew Grimmond, City of Costa Mesa  
Frank Gutierrez, Costa Mesa Cultural Arts Committee  
Toby Henry, City of Costa Mesa  
Council Member Wendy Leece, Costa Mesa City Council  
Sue Lester, Citizen Appointee  
Judy Lindsay, Costa Mesa Senior Center  
Melinda Lowery, Costa Mesa Historical Preservation Committee  
Mayor Pro Tem Stephen Mensinger, Costa Mesa City Council  
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  
Pete Zehnder, Costa Mesa Foundation

#### Absent:

Laura Boss, Newport-Mesa Unified School District  
Cindy Breneman, Military Affairs Team  
Rob Dickson, Costa Mesa Planning Commission  
Werner Escher, South Coast Plaza  
Joan Hamill, OC Fair & Event Center  
Howard Hull, Citizen Appointee  
Diane Pritchett, South Coast Metro Alliance  
Cecily Renteria, City of Costa Mesa  
Jim Schabarum, Costa Mesa Kiwanis

**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:**

Christine Cordon, Special Events Coordinator  
Rick Francis, Assistant City CEO  
Brenda Green, Interim City Clerk  
Tom Hatch, City CEO  
Dan Joyce (via Skype), Public Affairs Manager  
Bill Lobdell, Director of Communications  
Kelly Shelton, Executive Assistant to the City CEO  
Bobby Young, Finance and IT Director

**Call to Order** – CEO Hatch called the meeting to order and invited Mayor Jim Righeimer to speak.

Mayor Righeimer thanked everyone for being a part of the committee, stated that the 60<sup>th</sup> anniversary is the community's event, and reflected on the importance of the history of Costa Mesa.

CEO Hatch shared that a Mayor's Award related to the 60<sup>th</sup> anniversary will be awarded at every City Council meeting.

**Minutes**

Motioned by Mr. Scheafer and seconded by Ms. Lester to approve the minutes of the December 11, 2012 meeting. All ayes. Motion was approved.

**New Business****1. Selection of Committee Chair and Vice Chair**

CEO Hatch explained that although the initial plan was to select a chair and vice chair via electronic vote, because of the holidays, many members may not have been able to submit their votes online, and therefore, the selection would be made at this time. He noted that two committee members, Ms. Lowery and Mr. Scheafer, expressed interest in becoming chair, and invited committee members to make a motion to appoint either candidate or nominate another committee member.

Motioned by Ms. Ashendorf and seconded by Ms. Lester to appoint Mike Scheafer as Chairman of the 60<sup>th</sup> Anniversary Planning Committee. Motion was approved.

Motioned by Chairman Scheafer and seconded by Mr. Pederson to appoint Melinda Lowery as Vice Chair of the 60<sup>th</sup> Anniversary Planning Committee. Motion was approved.

## **2. Update on Web Discussion Board and Public Survey**

Mr. Lobdell presented a tutorial on how to access and navigate the 60<sup>th</sup> Anniversary web discussion board.

Ms. Ashendorf asked if the comments would require approval before posting or would be regulated. Mr. Lobdell responded that submittal of comments are instant and will not require prior approval before posting. However, flagging options would be available and comments can be removed later.

Ms. Lindsay asked if there is any way to enhance or increase the font size or the screen on the discussion board; she was advised that she can zoom in using the internet browser options.

(Mayor Pro Tem Mensinger entered at 5:51 p.m.)

Geoff West asked if a summary of the comments will be provided every week. CEO Hatch said yes, and there will also be a phone number hotline available for members of the public to call and submit suggestions or ideas.

Ms. Shelton suggested that each subcommittee chair review the discussion posts and provide summaries.

CEO Hatch stated the purpose of the discussion board is the invite members of the public to provide suggestions, comments, and feedback.

Mr. West inquired about Facebook presence. Mr. Lobdell responded that information regarding the 60<sup>th</sup> anniversary would be included on the city's current Facebook page.

Ms. Lindsay suggested that the city piggyback off other existing community Facebook pages to send out information.

Vice Chair Lowery inquired about mass mailings similar to the one sent for the proposed charter. CEO Hatch indicated a mailer will not be sent out for general discussion.

Mr. Zehnder asked if there will be a separate Facebook page for the 60<sup>th</sup> anniversary. Mr. Lobdell cautioned that a separate new Facebook page will take a while to reach target audiences.

Harold Weitzberg asked if the goal of the discussion board is to ask anything or just certain questions. CEO Hatch responded that the initial goal is for general discussion, but can be used to ask specific questions.

Ms. Weeks asked if this would be incorporated into the recreation guide. CEO Hatch stated that the next recreation guide will not be sent for another two months, which may be too far into the future.

Mr. Gutierrez inquired about the timeline for feedback. CEO Hatch said the timeline is a matter of weeks, and indicated that the committee has two to four weeks to put together a concept for the City Council to review and approve a budget.

Ms. Weeks asked if everything the committee does need to be approved by Council. CEO Hatch replied Council must approve the budget.

Mr. Gutierrez said he wants recommendations from the public, but noted that members of the public are essentially volunteers.

Ms. Lindsay asked if there has been any consideration to push the event later into the year to prevent interference with other events.

CEO Hatch referred to the preliminary survey results and stated there is interest for a kick-off event near the actual anniversary date. He added that 60<sup>th</sup> anniversary events can also be tied into existing events.

Beth Refakes suggested Concerts in the Park. CEO Hatch noted the survey results indicated interest in tying the concerts to the 60<sup>th</sup>.

Mr. Zehnder highlighted the importance of branding.

Mr. Weitzberg spoke about branded events versus branding into existing events versus creating branding.

Ms. Weeks asked if there is a calendar of existing events. CEO Hatch said there is one on the website, but can be provided to the committee.

### **3. Results and Discussion of Committee Preliminary Survey**

CEO Hatch reviewed each survey question and the results.

Question #2:

CEO Hatch noted the desire for opening and closing events are high, and a street fair could be part of the opening event.

Chairman Scheafer noted that no one wants a cattle drive.

Vice Chair Lowery shared AAA's interest in contributing to the event and AAA currently has a car exhibit.

Mr. Zehnder asked what the process is in whittling the list. CEO Hatch informed the subcommittees would be challenged to determine and present a prioritized list.

Mr. Zehnder recommended the executive committee determine some initial concepts and themes.

Question #4:

Council Member Leece asked if the Pacific Amphitheater would be available. CEO Hatch said the city is working with the OC Fair and Event Center.

Question #6:

Mr. Weitzberg commented that most of the committee members are not in the top target age group.

Ms. Ashendorf asked how the top three target age groups compare with the city's demographics.

Question #7:

CEO Hatch advised that a date should be discussed.

Mr. Gutierrez stated the length of the celebration should be determined by the existing community events.

Mr. Weitzberg reiterated the importance of piggybacking on existing events, stating the events do not have to be big. He recommended the celebration run through Christmas and encouraged school involvement.

Speaker suggested events particular to specific areas of the city.

Mr. West recommended a patch for athletic uniforms.

Ms. Weeks announced the Historical Society hosts an open house at the end of the May and the 60<sup>th</sup> could be incorporated.

Ms. Lindsay commented on recognizing the older community and those who have been around.

Ms. Lester encouraged creating presence and asked why the committee could not do all of the events listed; the events already exist.

Speaker commented on fireworks.

Mr. Joyce (on Skype) via CEO Hatch shared an idea for a series of lifetime resident pins, honoring 25 years and above.

Chairman Scheafer stated the 60<sup>th</sup> is a whole year, and advised the committee to focus on the big events and let the subcommittees work with the individual groups.

Speaker asked if the City would launch a 60<sup>th</sup> anniversary Facebook page. CEO Hatch responded the City could.

Question #8:

Ms. Lindsay commented on the focus of where we were, where we are, and where we are going to go.

Council Member Leece spoke about celebrating history.

Ms. Brooks asked if the process would be filmed for CMTV. Mr. Lobdell confirmed it will be.

Commissioner Pederson thanked the Historical Society for the presentation at the first committee meeting, and expressed support for focusing on what the community is now rather than the past.

Speaker expressed that history must be shared.

Speaker asked who the intended target is.

Mr. Zehnder commented on the history, vibrancy, the future of Costa Mesa, and the action sports industry that grew up in the city.

Mr. West commented on references made in the survey to “diamonds,” and suggested branding using diamonds.

Ms. Brooks noted the OC Fair and Event Center reaches a broader audience.

Question #12:

Chairman Scheafer announced the Fish Fry and Community Run are on the same weekend.

Ms. Weeks asked when the OC Marathon is scheduled. CEO Hatch said it is the first weekend in May, and suggested a patch that says, “I ran the race during the 60<sup>th</sup>.”

Question #13:

CEO Hatch noted the group is interested in larger amounts.

Mr. West asked if the funds could come from two budget years. CEO Hatch said yes.

Speaker inquired about raising funds for future events. CEO Hatch indicated that merchandise such as shirts could be used to raise funds.

Mr. West asked if there is any sense as to what Council may support. CEO Hatch indicated that it does not need to be defined tonight.

Mayor Pro Tem Mensinger clarified that the amount of money such as \$50,000 versus \$75,000 is not the issue once the committee determines a scope.

Speaker commented that it is not a matter of the amount, but how the amount is being used.

Speaker suggested planning an event downtown by The Triangle or reinvigorating Airplane Park.

Question #14:

Vice Chair Lowery suggested requesting a letter from the White House to congratulate the City and its celebration.

Speaker asked if it would be feasible to have groups like Volcom or Hurley create merchandise and selling at The LAB or other city venues.

#### **4. Overview and Process for Participating in Subcommittees**

CEO Hatch referred to the subcommittee chart and encouraged committee members to begin reaching out to members of the public.

Ms. Ashendorf asked how outreach is defined.

Speaker inquired about what constitutes community events.

Mr. Weitzberg suggested reaching out to AYSO and other youth groups.

Ms. Wick noted that some of the subcommittees would intertwine.

Mr. Popp suggested consolidation of some subcommittees.

Discussion ensued among the committee members regarding the merging of subcommittees.

Vice Chair Lowery commented on sustainability and an umbrella concept.

Ms. Lester commented on a broader idea for sustainability needs.

Mr. Zehnder announced Mr. Sabori is an expert on sustainability.

Speaker asked if knowing the events should come before establishing the subcommittee list.

Chairman Scheafer supported starting the sign-up list; Vice Chair Lowery agreed.

Speaker asked if the committees are autonomous. CEO Hatch indicated that the subcommittees would meet and then come back to report to the executive committee.

CEO Hatch reiterated a suggestion to combine the Outreach Programs subcommittee with Community Events.

Mr. West suggested combining Sponsorships and Marketing. CEO Hatch replied that the combined subcommittee would be too big.

Ms. Cordon added that more details regarding objectives and duties of subcommittees will be provided by the next meeting. She also stressed the importance of committee members tentatively establishing subcommittees, and announced a process for members of the community to apply for volunteer or subcommittee opportunities through the city's website shortly.

Vice Chair Lowery expressed concern that not everyone has access to a computer.

Mr. Weitzberg asked if this will be e-mailed to everyone. Ms. Cordon indicated that there is a subscriber function on the city's website for members of the community to subscribe to all things related to the 60<sup>th</sup> anniversary.

Mr. West asked if anything would be announced on the Costa Mesa Minute: Council Edition.

Speaker inquired about outreach to the Chamber of Commerce, noting that an element is missing. Council Member Leece clarified that Ed Fawcett at the Chamber is having difficulty finding a representative for the committee.

Mr. Bisla added that he is an ambassador to the Chamber and could relay information.

Council Member Leece suggested hardcopies of the application for volunteers at the Senior Center and in the lobby.

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

The item was not discussed.

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

The item was not discussed.

**Public Comments**

There were no public comments.

**Adjournment**

CEO Hatch adjourned the meeting at 7:32 p.m. Next meeting: January 10, 2013 at 5:30 p.m.

/s/Mike Scheafer,  
Committee Chair

/s/Christine Cordon,  
Committee Secretary