



Costa Mesa

60th Anniversary Committee



Mike Scheafer
Chair

Melinda Lowery
Vice Chair

**Marketing, Advertising,
Branding and P.R.**
▶ Kim Glen, Chair
▶ Dyana Wick, Vice Chair

Art Programs
▶ Frank Gutierrez, Chair

**Sponsorships and
Fundraising**
▶ Balkar Bisla, Chair

Youth Programs
▶ Matt Grimmond, Chair

Volunteers
▶ Chair

**Outreach and
Community Events**
▶ Sue Lester, Chair
▶ Cindy B., Vice Chair

Kick-off Events
▶ Rob Dickson, Chair
▶ Howard Hull, Vice Chair

Closing Events
▶ Chair

**Educational and
Historical Programs**
▶ Charlene A., Chair
▶ Tess B., Vice Chair

Sustainability
▶ Bob Ooten, Chair



Mike Scheafer
Chair



Melinda Lowery
Vice Chair



Dan Joyce
Public Affairs Division

TBD
Finance Department



Mike Scheafer
Chair

Objective:

The Chair provides leadership for the entire committee and the overall planning process.

Main Duties:

- Oversees all events and planning process.
- Ensures the communication between subcommittee chairs, ensures that work is progressing.
- Chairs all 60th Anniversary committee meetings.
- Sends out reminders and agendas to the committee regarding meetings and events.
- Acts as a liaison with key City staff and City Council.
- Serves as the official spokesperson for the committee.
- Oversees subcommittee chairs and provides them with proper tools.
- Prepares and approves timelines and budgets.
- Prepares an after-action report upon completion of the 60th Anniversary.



Melinda Lowery
Vice Chair

Objective:

The Vice Chair assists the Committee Chair with all duties. Fills in when Committee Chair is unavailable.

Main Duties:

- See duties of Chair.

Marketing, Advertising, Branding and P.R.

Kim Glen
Chair

Bill Lobdell
City Liaison

Dyana Wick
Vice Chair

**Sharon
Rodelius**
Assistant City
Liaison

Committee Members:

- Judy Lindsay
- Melinda Lowery
- Mike Scheafer
- Pete Zehnder

Community Volunteers:

- Harold Weitzberg
- Pauline Johnson

Marketing, Advertising, Branding and P.R.

Objective:

The subcommittee will oversee and develop all marketing, advertising, public relations and branding needs for the events.

Main Duties:

- Uses graphic resources; develops all graphics and artwork for the event. Develops the layout and printing all promotional materials.
- Designs and places all media, advertising, including but not limited to flyers, posters, website and social marketing.
- Selects, orders and purchases all event souvenirs. Souvenirs can include t-shirts, sweatshirts, hats, pins and Hawaiian shirts. Also determines methods of distribution and/or sales methods.
- Develops a comprehensive media list and press packages.
- Handles all pre and post media relations for each event. Works directly with Committee Chair for media interviews.
- Prepares a timeline and preliminary budget.
- Prepares an after-action report upon completion of the 60th Anniversary celebration.

Marketing, Advertising, Branding and P.R.

Subcommittee Meeting Schedule:

Preliminary Programs:

Preliminary Budget Items:

Arts Program

Frank Gutierrez
Chair

Lisa McPherson
City Liaison

Committee Members:

Community Volunteers:

Arts Program

Objective:

The subcommittee will oversee and develop all arts programs for the kick-off celebration, closing celebration and programs throughout the year. Programs for the cultural arts include performing, visual and literary.

Main Duties:

- Works closely and develops programs with the Costa Mesa Cultural Arts Committee and the art community.
- Develops strategic alliances to increase the effectiveness of a public arts program.
- Develops and implements a public art program that informs, educates and promotes art in the community. Public art programs could include a large mural program, art walks and an art performance series.
- Promotes art history and promote local artist within Costa Mesa.
- Prepares a timeline and preliminary budget.
- Prepares an after-action report upon completion of the 60th Anniversary.

Arts Program

Subcommittee Meeting Schedule:

Preliminary Programs/Budget Items:

1. \$4,000 - Arts in the Park – Make it larger than it is
2. \$3,000 - SoBeca Artwalk – Month of July – Focus on Costa Mesa – Offer prize money for 1st, 2nd, and 3rd place; close street
3. \$5,000 – Commission artist to paint important sites of Costa Mesa
4. Designate official arts for the 60th “Scott Kennedy.” He is 62, grew up and painted since an early age.
5. \$20,000 - Close 19th Street from Placentia to Harbor; parade starts at Lions Park, invite business to showcase their business. Have bands play. Set up booths in the middle like the Circle of Orange. Show that Costa Mesa has an international flavor.
6. \$4,000 – Invite strategic partners in the arts to showcase what we all have to offer. OCC, Vanguard, etc.

Sponsorships and Fundraising

Balkar Bisla
Chair

Dan Joyce
City Liaison

Committee Members:
•Mike Scheafer
•Julia Clevenger

Community Volunteers:
•Seth King



Sponsorships and Fundraising

Objective:

The subcommittee will oversee and develop all sponsorship programs for the 60th year celebration.

Main Duties:

- Develops a comprehensive sponsorship and underwriting program.
- Goal is to raise at least \$50,000 and assist subcommittees in creating revenue-generating programs.
- Develops a comprehensive list of potential sponsors and underwriters.
- Communicates the status of underwriting efforts to the Committee Chair at regular intervals.
- Ensures that all donors, underwriters and sponsors receive proper recognition before, during and after all events, including signage, logo placement and event promotions.
- Works closely with Committee Chair and City representative on financial reporting.
- Prepares a timeline and preliminary budget.
- Prepares an after-action report upon completion of the 60th Anniversary.

Sponsorships and Fundraising

Subcommittee Meeting Schedule:

Preliminary Programs:

Preliminary Budget Items:

Outreach and Community Events

Sue Lester
Chair

Bob Knapp
City Liaison

Cindy Brenneman
Vice Chair

Mike Brumbaugh
Assistant
City Liaison

Committee Members:

- Balkar Bisla
- Lynell Brooks
- Joan Hamill

Community Volunteers:

- Yvonne Rowden
- Christy Roget

Outreach and Community Events

Objective:

The subcommittee's role is to ensure that the celebration builds strong and strategic relationships with Costa Mesa stakeholders through the integration of the committee's educational, public relations, and special events activities. The subcommittee outreach should include existing events within the city, religious groups, NMUSD, OCC and Vanguard, Costa Mesa Lion's Club, Costa Mesa Kiwanis, The LAB/The Camp, OCFEC, community groups, Costa Mesa Foundation, Bark Park Foundation, HOAs, Chamber of Commerce, South Coast Metro Alliance, South Coast Plaza and local businesses.

Main Duties:

- Meets with strategic partners and develop special 60th Anniversary events as part of their existing schedule.
- Identifies long-term community residents and create a program honoring this citizens.
- Promotes the 60th Celebration and allow events to use our marketing and logo.
- Prepares a timeline and preliminary budget.
- Prepares an after-action report upon completion of the 60th Anniversary.

Outreach and Community Events

Subcommittee Meeting Schedule: Next meeting is Jan. 15 @ 5:30 p.m. in the EOC

Preliminary Programs:

Enhancement and presence at (special 60th tie ins) all existing scheduled events, restaurant involvement for anniversary specials, military event and banner program, grand reopening of American Legion, resurrection of auxiliary, addition of standalone events (different from opening/closing), tie in with all community groups (HOAs, churches, clubs, sports teams), outreach to all groups and demographics.

Preliminary Budget Items:

Youth Programs

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graph TD; A[Youth Programs] --- B[Jim Schabarum  
Chair]; B --- C[Leigh Chalkley  
City Liaison]; B --- D[Charles Markel  
Vice Chair]; D --- E[Committee Members:  
•Matt Grimmond]; E --- F[Community Volunteers:];
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Jim Schabarum
Chair

**Leigh
Chalkley**
City Liaison

Charles Markel
Vice Chair

Committee Members:
•Matt Grimmond

Community Volunteers:

Youth Programs

Objective:

The subcommittee will oversee and develop all youth programs for the kick-off celebration, closing celebration, and programs throughout the year. Programs should not include historical, educational, or arts components in nature.

Main Duties:

- Prepares a timeline and preliminary budget.
- Prepares an after-action report upon completion of the 60th Anniversary.

Youth Programs

Subcommittee Meeting Schedule:

Preliminary Programs:

- AYSO Pancake Breakfast (October)
- Community Run (Estancia High School, June)
- Pumpkin Patch at Goat Hill Junction (October) – help from (Circle K) OCC/college level help with games
- Family Bike Ride
- Baseball - Angels

Preliminary Budget Items:

Volunteers

TBD
Chair

Brenda Emrick
City Liaison

Committee Members:
•Cindy Brenneman
•Lynell Brooks

Community Volunteers:

Volunteers

Objective:

The committee will recruit volunteers and coordinate those efforts with the other sub committees.

Main Duties:

- Develops a comprehensive list of potential volunteers and sources of volunteers. List of volunteers including name, address, phone numbers, email address and times available for volunteering.
- Works with city staff to set up a volunteer web page on the city's website and to ensure press release are sent out to the media.
- Works one-on-one with other committee chairs to determine volunteer needs.
- Develops a list of "jobs" that are specific, including time commitments and level of difficulty.
- Ensures that the jobs are meaningful, fun and perceived as important and necessary to producing a successful events.
- Works closely with City staff to create a volunteer waiver and release of liability waiver that must be signed by all volunteers.
- Meets with various community groups.
- Ensures that volunteers actually show up when expected, provide motivation when necessary and secures replacement help when needed.
- Prepares a timeline and preliminary budgets.
- Prepares an after-action report upon completion of the 60th Anniversary.

Volunteers

Subcommittee Meeting Schedule:

Preliminary Programs:

Preliminary Budget Items:

Kick-off Events

Rob Dickson
Chair

**Christine
Cordon**
City Liaison

Howard Hull
Vice Chair

Margaret Chang
Assistant
City Liaison

Committee Members:

- Balkar Bisla
- Sue Lester
- Melinda Lowery
- Cecily Renteria
- Kim Pederson
- Jennifer Sommers
- Janis Dinwiddie
- Stephen Mensinger

Community Volunteers:
•Seth King

Kick-off Events

Objective:

The committee will oversee and develop the kickoff celebration. The committee will provide for the planning, set up, production and clean up of the event. This committee makes all operational decisions, regarding the production of the event and oversees all activities.

Main Duties:

- Determines the event concept including theme, location, date and time. Work with all sub committee chairs in developing their programs for the kickoff event.
- Work directly with Chair and city staff to negotiate prices with facility, insurance requirements and permits.
- Determine overall layout for the venue.
- Create a time schedule of events that anticipates the detailed time frame for each activity or element of production.
- Coordinates all vendors for set up and tear down of the event.
- Determines entertainment and event technical requirements.
- Plan food and beverage requirements.
- Work with Volunteer Committee in volunteer support for the event.
- Researches entertainment options for the event.
- Prepare a timeline and preliminary budget.
- Prepares an after-action report upon completion of the 60th Anniversary.

Kick-off Events

Subcommittee Meeting Schedule:

Preliminary Programs:

1. Event at Fairgrounds
2. 2 or 3-day event
3. Events
 - a) Concert
 - b) Taste of Costa Mesa
 - c) Bike Race
 - d) Fireworks
 - e) Wine Tasting

<u>FRI.</u>	<u>SAT.</u>	<u>SUN.</u>
Concert	Taste of CM	Taste of CM
Taste of CM	Bike Race	(Street Fair)
	Street Fair	

Preliminary Budget Items:

1. Fairgrounds rental
2. Security costs
3. Rent of exact location

Incorporate the ideas from page 2 of the survey.

Closing Events

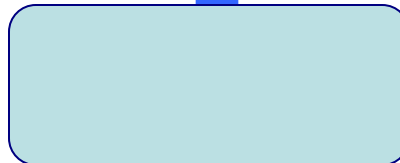
TBD
Chair

**Christine
Cordon**
City Liaison

Committee Members:
• Julia Clevenger
• Janis Dinwiddie
• Diane Pritchett

Margaret Chang
Assistant
City Liaison

Community Volunteers:



Closing Events

Objective:

The subcommittee will oversee and develop the closing celebration. The subcommittee will provide for the planning, set-up, production and clean-up of the event. This subcommittee makes all operational decisions regarding the production of the event, and oversees all activities.

Main Duties:

- Determines the event concept including theme, location, date and time. Works with all subcommittee chairs in developing their programs for the closing event.
- Works directly with Chair and City staff to negotiate prices with facility, insurance requirements and permits
- Determines overall layout for the venue.
- Creates a time schedule of events that anticipates the detailed timeframe for each activity or element for production.
- Coordinates all vendors for set up and tear down of the event.
- Determines entertainment and event technical requirements.
- Plans food and beverage requirements.
- Works with Volunteer Subcommittee in volunteer support for the event.
- Researches entertainment options for the event.
- Prepares a timeline and preliminary budget.
- Prepares an after-action report upon completion of the 60th Anniversary.

Closing Events

Subcommittee Meeting Schedule:

Preliminary Programs:

Preliminary Budget Items:

Educational and Historical Programs

**Charlene
Ashendorf**
Chair

**Leigh
Chalkley**
City Liaison

Tess Bernstein
Vice Chair

Committee Members:

- Laura Boss
- Christian Eric
- Wendy Leece
- Dennis Popp

Community Volunteers:

- Kathleen Eric
- Richard Pagel

Educational and Historical Programs

Objective:

The subcommittee will oversee and develop all historical and education programs for the kick-off celebration, closing celebration, and programs throughout the year.

Main Duties:

- Works closely and develops programs with the Costa Mesa Historical Society and the Historical Preservation Committee.
- Develops strategic alliances to increase the effectiveness of a educational and historical programs.
- Develops and implements an educational and historical program that informs, educates and promotes the history of the city to the community.
- Prepares a timeline and preliminary budget.
- Prepares an after-action report upon completion of the 60th Anniversary.

Educational and Historical Programs

Subcommittee Meeting Schedule: Jan. 17, 24, and 31 at 5 p.m. in Conference Room 1B, City Hall

Preliminary Programs:

- Traveling exhibit
- Coloring book - distribution
- Fairgrounds – dance party
- Scarecrow contest – fall
- June-Jan. syllabus – OCC & Vanguard
- June – Art showcase = themed focus on history
- Fall showcase
- “Play”/drama/talent
- Photo contest: then and now

Preliminary Budget Items:

Sustainability

Bob Ooten
Chair

Patrick Bauer
City Liaison

Committee Members:
•Toby Henry
•Susan Weeks

Community Volunteers:
•Derek Sabori
•Mike Carey



Sustainability

Objective:

The subcommittee will oversee and develop a sustainability program that reduces the “carbon footprint” for the kick-off celebration, closing celebration, and other celebration events. The subcommittee will create standards that inform, educate, and reduce waste at events. The City of Costa Mesa believes in the importance of an environmental sustainability and a commitment to benefit the community.

Main Duties:

- Develops strategic alliances to increase the effectiveness of a sustainability program. Alliances will include Mesa Water, Costa Mesa Sanitary District, OCTA and Edison.
- Develops theme, logo and signage for all events.
- Develops stand alone “Green” themed events to educate the public on environmental and social sustainability.
- Standards can include the following:
 - Use of Technology
 - Choose Local Destinations and Local Vendors
 - Reduce, Reuse and Recycle
 - Volume Up, order in bulk supplies to save in packaging
 - Use Less
 - Eat Healthy and Locally
 - Use Paper Wisely
 - Save energy
 - Create educational materials
- Prepares a timeline and preliminary budget.
- Prepares an after-action report upon completion of the 60th Anniversary.

Sustainability

Subcommittee Meeting Schedule: Every Tuesday @ 5 p.m. in the EOC

Preliminary Programs:

- Develop event-specific plan/guideline/criteria for how to conserve resources during events
- Involve local utilities, institutions, agencies, facilities (SCE, CMSD, Mesa Water, City, OCTA, Fairgrounds, LAB, Camp)
- Focus on local reduction, reuse, and recycling opportunities

Preliminary Budget Items: