



Costa Mesa

60th Anniversary Committee



Mike Scheafer
Chair

Melinda Lowery
Vice Chair

**Marketing, Advertising,
Branding and P.R.**
▶ Chair

Arts Program
▶ Chair

**Sponsorships and
Fundraising**
▶ Chair

Youth Programs
▶ Chair

Volunteers
▶ Chair

**Outreach and
Community Events**
▶ Chair

Kick-off Events
▶ Chair

Closing Events
▶ Chair

**Educational And
Historical
Programs**
▶ Chair

Sustainability
▶ Chair





Mike Scheafer
Chair



Melinda Lowery
Vice Chair



Dan Joyce
Public Affairs Department

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 sub committee chairs, insure that work is progressing.
- Chairs all 60th Anniversary committee meetings.
- Sends out reminders and agendas to the committee regarding meetings and events.
- Act as a liaison with key City Staff and City Council.
- Serve as the official spokesperson for the committee.
- Oversees sub committee 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 assist the Committee Chair with all duties. Fills in when Committee Chair is unavailable.

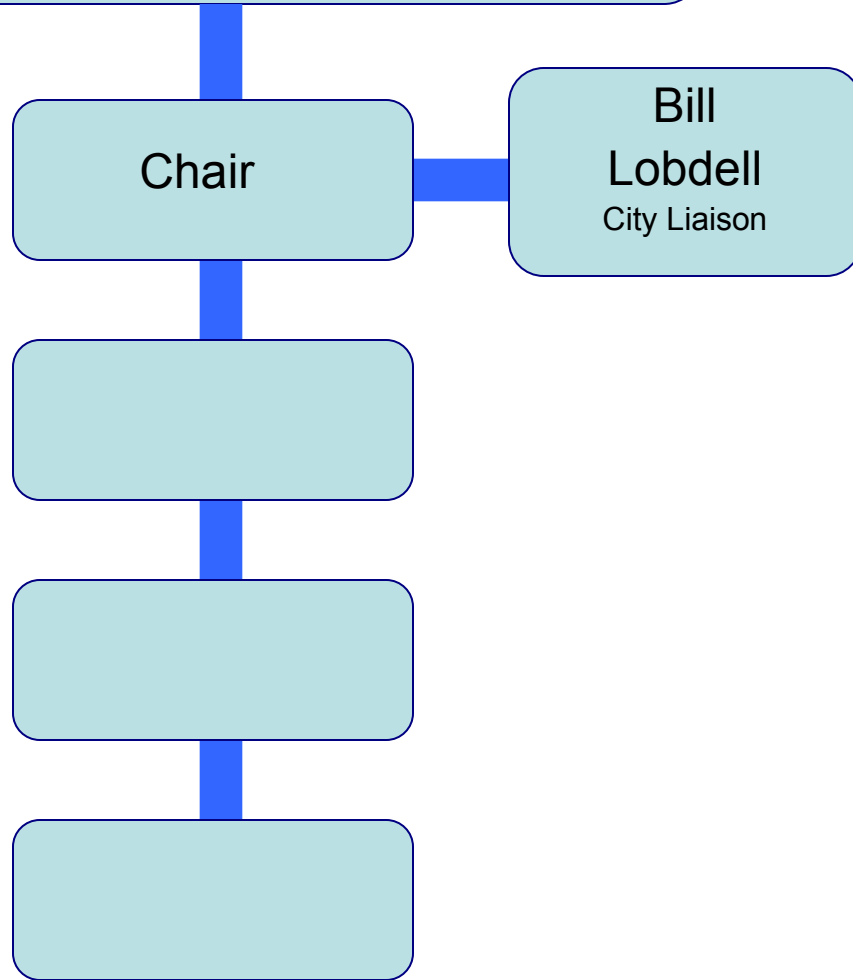
Main Duties:

- See Chair Duties.

Marketing, Advertising, Branding and P.R.

Chair

Bill
Lobdell
City Liaison



Marketing, Advertising, Branding and P.R.

Objective:

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

Main Duties:

- Use graphic resources, develop all graphics and artwork for the event. Develops the layout and printing all promotional materials.
- Design and place 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-shirt, sweat shirt, hat, pin and Hawaiian shirt. 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.

Sub Committee Meeting Schedule:

Preliminary Programs:

Preliminary Budget Items:

Arts Program

Chair

Lisa
McPherson
City Liaison

Arts Program

Objective:

The committee will oversee and develop all arts programs for the kickoff celebration, closing celebration and programs throughout the year. Programs for the cultural arts including performing, visual and literary.

Main Duties:

- Works closely and develops programs with the Costa Mesa Cultural Arts Committee and the art community.
- Develop strategic alliances to increase the effectiveness of a public arts program.
- Develop and implement 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.
- Promote art history and promote local artist within Costa Mesa.
- Prepare a timeline and preliminary budget.
- Prepares an after-action report upon completion of the 60th Anniversary.

Arts Program

Sub Committee Meeting Schedule:

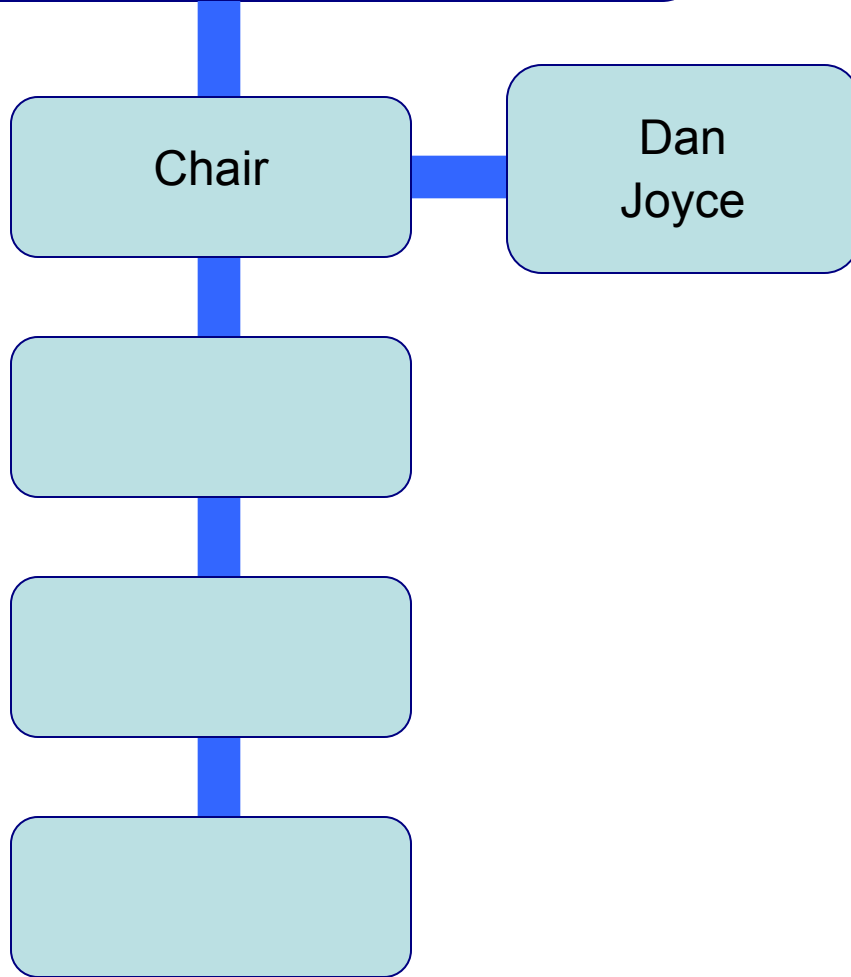
Preliminary Programs:

Preliminary Budget Items:

Sponsorships and Fundraising

Chair

Dan
Joyce



Sponsorships and Fundraising

Objective:

The committee 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 sub committees 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.
- Ensure that all donors, underwriters and sponsors receive proper recognition before, during and after all events including signage, logo placement and event promotions.
- Work closely with Committee Chair and City of Costa Mesa Finance representative on financial reporting.
- Prepare a timeline and preliminary budget.
- Prepares an after-action report upon completion of the 60th Anniversary.

Sponsorships and Fundraising

Sub Committee Meeting Schedule:

Preliminary Programs:

Preliminary Budget Items:

Youth Programs

Chair

TBD
City Liaison

Youth Programs

Objective:

The committee will oversee and develop all youth programs for the kickoff celebration, closing celebration and programs throughout the year. Programs should be not include historical, educational or arts in nature.

Main Duties:

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

Youth Programs

Sub Committee Meeting Schedule:

Preliminary Programs:

Preliminary Budget Items:

Volunteers

Chair

Brenda
Emrick
City Liaison

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.
- Meet with various community groups.
- Ensure that volunteers actually show up when expected, provide motivation when necessary and secures replacement help when needed.
- Prepare a timeline and preliminary budgets.
- Prepares an after-action report upon completion of the 60th Anniversary.

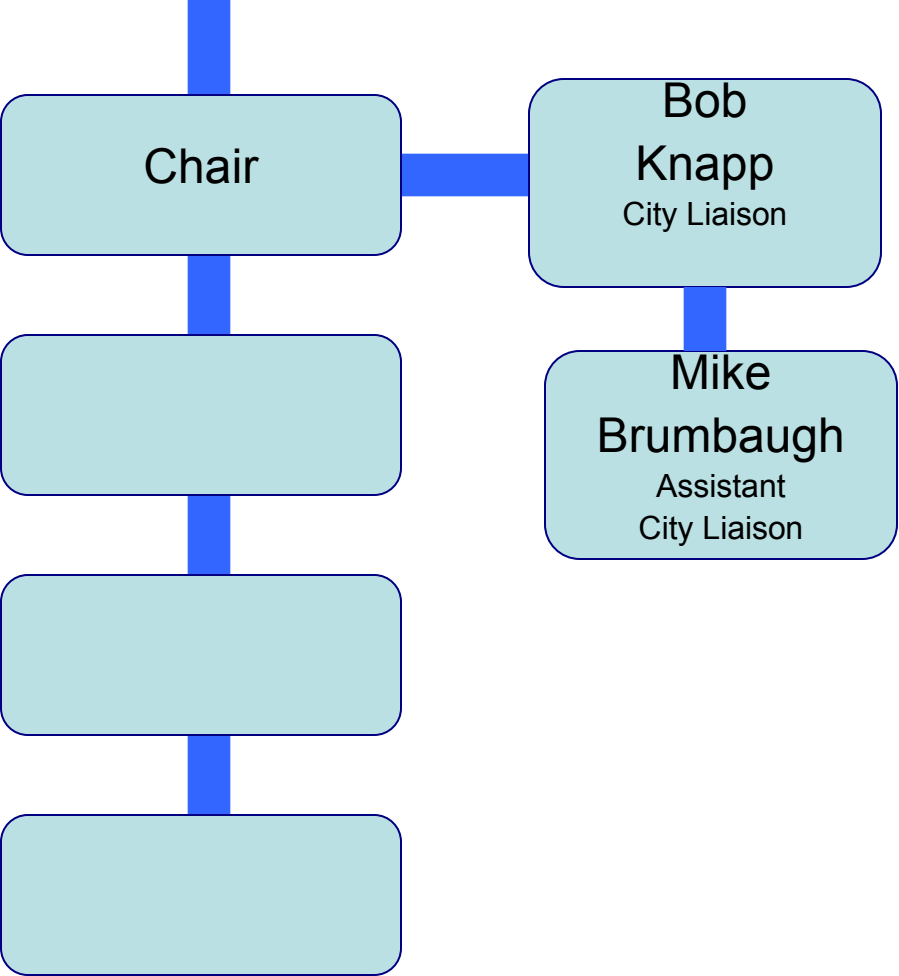
Volunteers

Sub Committee Meeting Schedule:

Preliminary Programs:

Preliminary Budget Items:

Outreach and Community Events



Outreach and Community Events

Objective:

The committee 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 event activities. The committee outreach should include existing events within the city, religious groups, NMUSD, OCC and Vanguard, Costa Mesa Loin'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:

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

Outreach and Community Events

Sub Committee Meeting Schedule:

Preliminary Programs:

Preliminary Budget Items:

Kick-off Events

Chair

Christine
Cordon
City Liaison

TBD
Assistant
City Liaison

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

Sub Committee Meeting Schedule:

Preliminary Programs:

Preliminary Budget Items:

Closing Events

Chair

TBD
City Liaison

Volunteer

Volunteer

Volunteer

Closing Events

Objective:

The committee will oversee and develop the closing 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 for 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.

Closing Events

Sub Committee Meeting Schedule:

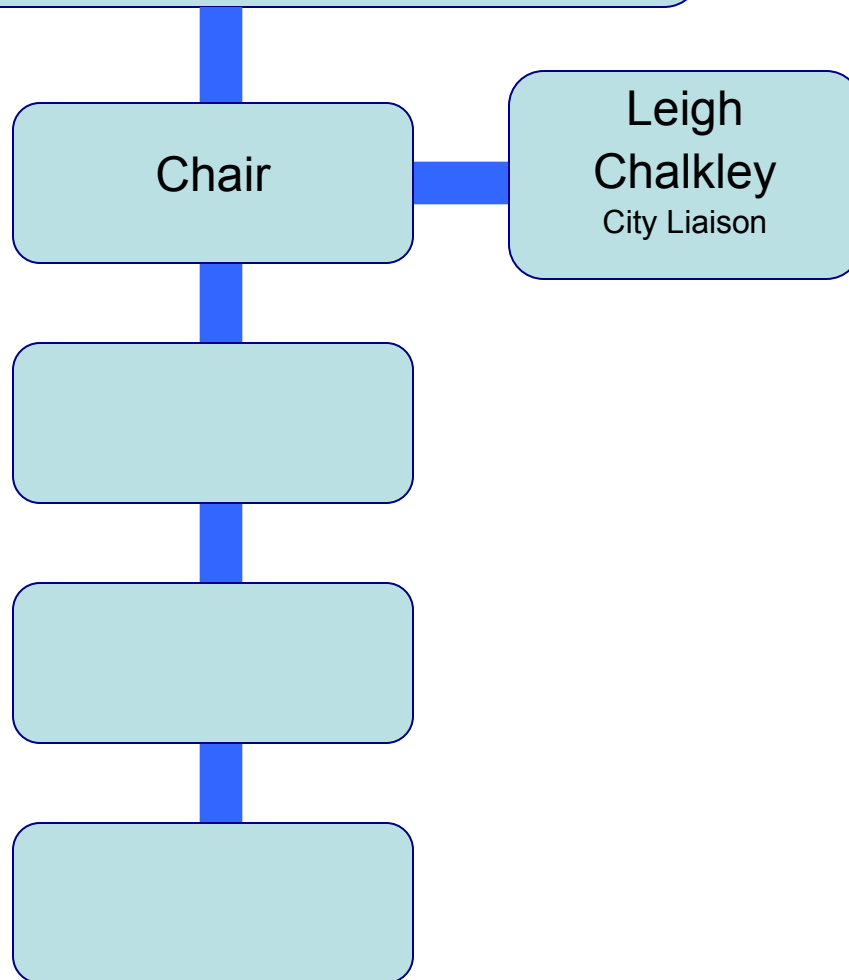
Preliminary Programs:

Preliminary Budget Items:

Educational and Historical Programs

Chair

Leigh
Chalkley
City Liaison



Educational and Historical Programs

Objective:

The committee will oversee and develop all historical and education programs for the kickoff 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.
- Develop strategic alliances to increase the effectiveness of a educational and historical programs.
- Develop and implement an educational and historical program that informs, educates and promotes the history of the city to the community.
- Prepare a timeline and preliminary budget.
- Prepares an after-action report upon completion of the 60th Anniversary.

Educational and Historical Programs

Sub Committee Meeting Schedule:

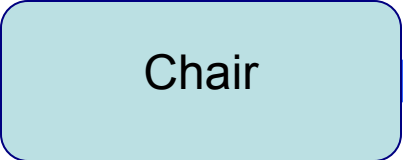
Preliminary Programs:

Preliminary Budget Items:

Sustainability

Chair

Patrick
Bauer
City Liaison



Sustainability

Objective:

The committee will oversee and develop a sustainability program that reduces the “carbon footprint” for the kickoff celebration, closing celebration and other 60th celebration events. The committee will create standards that inform, educates and reduces 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:

- Develop strategic alliances to increase the effectiveness of a sustainability program. Alliances will include Mesa Water, Costa Mesa Sanitary District, OCTA and Edison.
- Develop theme, logo and signage for all events.
- Develop stand alone “Green” themed events to educate the public on environmental and social sustainability.
- Standards will 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
- Prepare a timeline and preliminary budget.
- Prepares an after-action report upon completion of the 60th Anniversary.

Sustainability

Sub Committee Meeting Schedule:

Preliminary Programs:

Preliminary Budget Items: