

60th Anniversary Planning Committee Meeting

The meeting of the 60th Anniversary Planning Committee was held on Tuesday, January 10, 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
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
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
Howard Hull, Citizen Appointee
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
Cecily Renteria, City of Costa Mesa
Jim Schabarum, Costa Mesa Kiwanis
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:

Lynell Brooks, Vanguard University
Julia Clevenger, Orange Coast College
Werner Escher, South Coast Plaza
Joan Hamill, OC Fair & Event Center
Diane Pritchett, South Coast Metro Alliance
Pete Zehnder, Costa Mesa Foundation

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
Dan Joyce, Public Affairs Manager
Bill Lobdell, Director of Communications
Sharon Rodelius, Executive Secretary to the City Council

Call to Order – Chairman Scheafer called the meeting to order.

Minutes

Motioned by Ms. Brenneman and seconded by Ms. Ashendorf to approve the minutes of the January 3, 2013 meeting. All ayes. Motion was approved.

Old Business

1. Overview and Process for Participating in Subcommittees

Chairman Scheafer indicated tonight’s meeting will provide an opportunity for subcommittee members to meet and discuss.

He added that the Los Angeles Angels of Anaheim will host a Costa Mesa Night at the Anaheim Stadium in conjunction with the anniversary, and that the Pacific Symphony has expressed interest in conducting a concert. Chairman Scheafer shared an idea for a bike run.

New Business

1. Subcommittees Breakout Session

Chairman Scheafer explained that the purpose of the subcommittee breakout session is to select a chair and preliminarily discuss goals and objectives.

Mr. Joyce added that after a chair is selected, subcommittees should review the list of duties provided and make any revisions. Information will be compiled into an operations manual. Subcommittees should also establish meeting schedules.

2. Results of Breakout Session Discussions

Ms. Glen reported the following on behalf of the Marketing, Advertising, Branding, and Public Relations Subcommittee:

- Kim Glen will serve as chair, and Dyana Wick is vice chair.
- Subcommittee spoke about logo, slogan, branding, and web presence.
- Subcommittee will meet next week.

Dan J. referred to the preliminary survey and presented hypothetical numbers for ad venues, and commented on the hiring of a graphics designer.

Mr. Ooten reported the following on behalf of the Sustainability Subcommittee:

- Bob Ooten will serve as chair.
- Subcommittee will meet at 5 p.m. on Tuesdays at the EOC.
- The goal is to plan specific event and criteria similar to the 3Rs (“Recycle, Reduce, Reuse), and involve utilities, special districts, and other entities.
- The subcommittee would like to make city and others aware of how to maintain sustainability in future events.

Mr. Joyce indicated sustainability guidelines can be incorporated into the operations manual, and announced that arrangements for meeting rooms can be made for subcommittees wishing to meet at city facilities.

Ms. Ashendorf reported the following on behalf of the Educational and Historical Programs Subcommittee:

- Charlene Ashendorf will serve as chair, and Tess Bernstein is vice chair.
- The subcommittee expressed interest in a marathon dance event as part of the kick-off.
- The subcommittee recommended an event in June that works with Orange Coast College, Vanguard University and the Newport-Mesa Unified School District for the history of Costa Mesa, and integration during the fall when school starts.
- The subcommittee proposed a photo contest, scarecrow contest, traveling exhibit in conjunction with the Historical Society, and a coloring book.

Vice Chair Lowery added the Historical Society is already working on a coloring book.

Ms. Lester reported the following on behalf of the Outreach Programs and Community Events Subcommittee:

- Sue Lester will serve as chair, and Cindy Brenneman is vice chair.
- The subcommittee plans to reach out to all the groups listed on the community events list, and enhance existing events.
- A flyer for the 60th should be created and passed out at the Historical Society’s annual installation.

- The subcommittee would like to promote the military banner program and American Legion, and suggested restaurant nights with special offers.
- The subcommittee will reach out to the cities of Newport Beach and Huntington Beach for a calendar of events to evaluate potential date conflicts.
- Once the committee decides on what the kick-off is, the subcommittee will add more.

Commissioner Dickson reported the following on behalf of the Kick-Off Event Subcommittee:

- Robert Dickson will serve as chair, and Howard Hull is vice chair.
- The subcommittee proposed a concert, and other events to take place over the weekend such as Extreme Force, Taste of Costa Mesa, a dance-a-thon as suggested by the Educational and Historical Programs Subcommittee, and a bike race.
- The event should be a three-day event beginning Friday night, June 28, with a fireworks show on Friday or Saturday night.

Mr. Joyce added that Gary Kutscher from the OC Marathon is open to incorporating the Taste of OC with the 60th anniversary celebration.

Mr. Schabarum suggested the overview event calendar be published in the newspaper to allow families to plan ahead.

Vice Chair Lowery suggested reaching out to Dallas Raines from ABC 7 news for a shout-out.

Chairman Scheafer directed to the subcommittee chairs to turn their goals sheet to staff and announced that subcommittees will meet again at the next committee meeting.

Mr. Joyce expressed he hopes to be close with a budget to include in a book that will be presented to the City Council for approval.

Chairman Scheafer called for a meeting with the subcommittee chairs to take place on January 31 at 5 p.m. in the EOC.

Vice Chair Lowery announced AAA has expressed interest in being a part of the 60th anniversary and would need to know plans within a few months.

Ms. Cordon asked the committee members to provide final decisions regarding subcommittee placement at the end of tonight's meeting.

Mr. Joyce advised committee members to participate in one subcommittee due to anticipated time commitment.

Public Comments

There were no public comments.

Adjournment

Chairman Scheafer adjourned the meeting at 6:50 p.m. Next meeting: January 17, 2013 at 5:30 p.m.

/s/Mike Scheafer,
Committee Chair

/s/Christine Cordon,
Committee Secretary