

60th Anniversary Planning Committee Meeting

The meeting of the 60th Anniversary Planning Committee was held on Tuesday, January 17, 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
Sgt. Matthew Grimmond, City of Costa Mesa
Joan Hamill, OC Fair & Event Center
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
Kim Pederson, Costa Mesa Parks and Recreation Commission
Dennis Popp, Costa Mesa United
Cecily Renteria, City of Costa Mesa
Jim Schabarum, Costa Mesa Kiwanis
Jennifer Sommers, City of Costa Mesa
Dyana Wick, Costa Mesa Sanitary District

Absent:

Lynell Brooks, Vanguard University
Werner Escher, South Coast Plaza
Kim Glen, Costa Mesa Conference and Visitor Bureau
Frank Gutierrez, Costa Mesa Cultural Arts Committee
Mayor Pro Tem Stephen Mensinger, Costa Mesa City Council
Bob Ooten, Friends of the Costa Mesa Library
Diane Pritchett, South Coast Metro Alliance
Mike Scheafer, Costa Mesa-Newport Harbor Lions Club
Susan Weeks, Costa Mesa Historical Society
Pete Zehnder, Costa Mesa Foundation

City of Costa Mesa Staff:

Margaret Chang, Management Analyst
Christine Cordon, Special Events Coordinator
Dan Joyce, Public Affairs Manager
Bob Knapp, Recreation Manager
Bill Lobdell, Director of Communications
Bobby Young, Finance and I.T. Director

Call to Order – Vice Chair Lowery called the meeting to order.

Minutes

Motioned by Ms. Lester and seconded by Ms. Brenneman to approve the minutes of the January 10, 2013 meeting. All ayes. Motion was approved.

Old Business**1. Subcommittees Breakout Session**

Mr. Joyce explained the purpose of the subcommittee breakout session will be to discuss budget. He indicated that the goal is to create a base for the manual that will be presented to Council. Mr. Joyce presented a preliminary budget sheet, which reflects an amount of \$125,000 to be requested from the Council, \$50,000 from the Conference and Visitor Bureau, and additional funds from other revenues.

Based on the budget worksheet provided, the City funds 46 percent. If certain programs or subcommittees would like to lobby for more resources, they will have to raise the funds.

Mr. Joyce added that City Chief Executive Officer Tom Hatch has expressed interested in starting a legacy arts program with \$50,000 allocated from the Fiscal Year 2013-14 budget.

Mr. Joyce directed the subcommittee chairs to submit their recommendations for the budget after the breakout.

Harold Weitzberg asked if marketing for individual events will fall under the marketing subcommittee or other subcommittees. Mr. Joyce responded that if the amounts are smaller, the costs will fall under the marketing subcommittee. Larger amounts will depend.

The committee disbanded into the subcommittees at 5:50 p.m.

2. Results of Breakout Session Discussions

Ms. Lester asked if there is a timeline for branding and when the committee will have something that can be given out to promote the anniversary.

Mr. Weitzberg stated the goal is to have a style guide within 30 days.

Ms. Lester advised the Mesa Verde Golf Tournament on Monday is a prime opportunity to advertise and promote.

Mr. Joyce suggested a “Save the Date” flyer, and announced the sponsorship subcommittee will create a sponsorship kit for sponsor opportunities.

Mr. Joyce asked subcommittee chairs to submit their budget sheets and updated rosters, and invited everyone in the committee and subcommittees to attend the February 5th Council meeting.

New Business

No new business items for discussion.

Public Comments

There were no public comments.

Adjournment

Vice Chair Lowery adjourned the meeting at 6:45 p.m. Next meeting: January 24, 2013 at 5:30 p.m.

/s/Mike Scheafer,
Committee Chair

/s/Christine Cordon,
Committee Secretary