

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the Council:

SUBJECT: City Manager – Approve establishment of the Torrance Centennial Committee and the application/selection process

RECOMMENDATION

The City Manager recommends that City Council approve the creation of a Centennial Committee, establish the method of appointment for members, and approve the application for individuals to use in applying to be considered for appointment to the Torrance Centennial Committee.

Funding

The City will set aside \$25,000 each year from the year-end carryover budget from the next four fiscal years.

BACKGROUND

Under the Oral Communications portion of the City Council meeting held on April 14, 2009, Mayor Frank Scotto, requested staff bring back an item to establish the Torrance Centennial Committee and the application/selection process for City Council's consideration.

The Torrance Centennial Committee will be responsible for planning and recommending fun-filled and educational events in the City to celebrate the City's first 100 years. Events and activities will start on January 1, 2012 and will culminate on Sunday, October 21, 2012.

ANALYSIS

City staff's preliminary research presented information from other cities that have conducted successful centennial celebrations. Research resulted in a collection of reference information, sample materials, best practices, funding options, activities, time capsule, and ideas for a unique centennial brand for use on memorabilia, which are available for the Committee's review and consideration. These materials and ideas will be made available for the Committee to review and consider.

To form the Torrance Centennial Committee, staff requests direction from the City Council on the information and structure that will be required in an enabling Resolution. The following

areas will require input and direction from Your Honorable Body to assist staff in developing the Resolution to establish the Committee, its mission, structure and other areas.

Mission of the Committee

The Torrance Centennial Committee's mission is to educate, celebrate and commemorate the 100th anniversary of the City, thereby educating the community about Torrance's rich history. The Committee will plan a ten-month celebration that will honor the City's unique past and usher in the next 100 years of its extraordinary future.

Goals of the Committee

- Honor the City's rich history through a celebration that commemorates the community's culture, celebrates its bright future and leaves a legacy for future generations.
- Create opportunities for service, educational, civic, faith-based, business and tourist organizations to participate and celebrate the Centennial.
- Develop and support Centennial events and activities that will enrich the knowledge, appreciation and understanding of the City's history and guide the direction of its future.

Committee Formation and Structure

The Committee's composition will reflect the ethnic and cultural diversity of the City based on the highest degree of demographics. The City is seeking the involvement of our residents, businesses, organizations and community groups throughout the City. Staff recommends the following.

The Committee should be composed of 30 members: three Council members assigned by the Mayor and 27 individuals appointed from the community who will represent the following categories:

- Torrance Area Chamber of Commerce
- Business (non-Chamber members)
- Arts & entertainment
- Sports clubs
- Historical Society
- Education
- Environmental
- Service organizations
- Faith-based organizations
- Tourism
- Homeowners associations
- Non-profit groups
- Civic
- Asian-American community
- Latino-American community
- The community at-large

Committee Requirements

1. The City will use some of the same criteria and process for appointing Committee members as it uses for commission appointments. Torrance residency will not be required for this Committee. Members will be nominated by and voted upon by the City Council. Additionally, there will be two ad hoc Committee members for one youth and one senior representative.
2. Quorum for the Committee will be 17 members.
3. Meetings will be public and subject to the Brown Act.
4. The Committee will meet the fourth Monday of the month at 6:00 p.m. in the Civic Center.
5. The Committee will lead in overall planning structure, fundraising ideas and efforts, event/celebration ideas.
6. The Committee will develop the purpose and goal of the Committee and/or subcommittees.
7. The Committee will develop branding and logo for the Centennial festivities.
8. The Committee should issue periodic status reports to the City Council at intervals determined by the City Council. Staff recommends quarterly status reports.
9. Each Committee member will be allowed to miss no more than three (3) meetings.
10. The Committee will elect a Chair and Vice-Chair at the first meeting.
11. The Committee will break out into smaller groups to deal with specific goals and responsibilities.

Staffing the Committee

The Committee will be staffed by three (3) liaison individuals assigned by the City Manager. There is no budget established for these staff members to the Committee as they are salaried permanent employees and will be assigned this task. Liaisons will assist the Committee and Chair to ensure that meeting agendas are prepared and that action items are followed up on and information gathered as needed for each meeting.

If the City Council wishes to have formal minutes taken for the Committee, there will be costs associated as this would require an outside contracted employee. The average hourly rate for a minute secretary is \$20 per hour and each hour of minutes takes approximately five hours to transcribe. If the meetings are about two hours long, the cost for each meeting's minutes would be \$240. Other small overhead items for the Committee, such as refreshments, materials, etc., may need to be considered as well.

Application for the Committee

An application will be developed for those individuals interested in being considered for Committee appointment. Interested community members may obtain an application on-line or from the City Clerk's Office.

Applications will be reviewed by the City Council. Information will include skills, abilities, experience, community involvement and interest in the Centennial event.

The City Council will appoint members from the pool of applicants at a City Council meeting.

Timeline

- 4-22-09 Apply for membership to the Torrance Centennial Committee
- 5-27-09 Last day to submit application
- 6-9-09 Council appoints members to the Torrance Centennial Committee
- 6-22-09 Committee "Kick Off" meeting for 6:00 p.m. at the Katy Geissert Main Library Meeting Room

Staff can work with the City Clerk on advertising and circulating applications to the community.

The Resolution will be returned at the next City Council meeting scheduled for April 28, 2009.

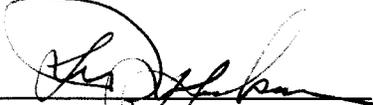
Respectfully submitted,

LeROY J. JACKSON
CITY MANAGER

By 

 Fran Fulton
 Management Associate

CONCUR:



 LeRoy J. Jackson
 City Manager

Attachment: Draft application



CENTENNIAL COMMITTEE APPLICATION

Application Deadline May 28, 2009

Name: _____

Address: _____ City: _____ Zip: _____

Primary Phone: () _____ - _____ Secondary Phone: () _____ - _____

Email: _____

Are you a Torrance resident? Yes No

To help ensure the diversity of our community is represented, please check box(es) to indicate the category/ies you represent :

- | | | |
|---|---|---|
| <input type="checkbox"/> Torrance Area Chamber of Commerce | <input type="checkbox"/> Education | <input type="checkbox"/> Tourism |
| <input type="checkbox"/> Businesses (non- Chamber Member) | <input type="checkbox"/> Environmental | <input type="checkbox"/> Homeowners Association |
| <input type="checkbox"/> Arts & Entertainment (TPAC, Foundation, etc.) | <input type="checkbox"/> Service Organizations (Kiwanis, Rotary, Lions, etc.) | <input type="checkbox"/> Non-profit groups |
| <input type="checkbox"/> Sports Clubs (AYSO, Little League, etc.) | <input type="checkbox"/> Faith Based Organization | <input type="checkbox"/> Civic (past elected and appointed officials) |
| <input type="checkbox"/> Historic organization/s (Historical Society, etc.) | <input type="checkbox"/> Asian American community; please specify: _____ | <input type="checkbox"/> Latino American community |
| <input type="checkbox"/> At-Large | <input type="checkbox"/> Other: _____ | |

Are you now or have you ever been a City of Torrance commissioner? Yes No

If yes, Name of Commission: _____

Employer Information:

Present occupation: _____

Name: _____

Address: _____ City: _____ Zip: _____

Torrance Community Service Experience

ORGANIZATION	SERVED FROM	TO	OFFICE HELD

Language(s) other than English spoken with fluency: _____

Please furnish brief written response to the questions *using additional sheets as necessary.*

1. Why do you think you qualify as representative of the group/organization/community you specified in the above categories? Please specify relevant involvement.

Four horizontal lines for writing the response to question 1.

2. What skills, relevant experience, talent, etc. can you bring to help the committee?

Four horizontal lines for writing the response to question 2.

3. Please provide any initial ideas for celebrating Torrance's Centennial.

Four horizontal lines for writing the response to question 3.

6. Please provide the names, addresses, and telephone numbers of three personal references (other than family members).

NAME	ADDRESS	PHONE

Signature: _____

Date: ____/____/____