Council Meeting of
May 19, 2009

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

Recommendation of the City Manager 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 to 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 elect a Chair and Vice-Chair at the first meeting.

7. The Committee will work to fulfill the purpose and goal of the Committee and/or subcommittees.

8. The Committee will break out into smaller groups to deal with specific goals and responsibilities.

9. The Committee will develop branding and logo for the Centennial festivities.

10. Each Committee member will be allowed to miss no more than three (3) meetings. If a member does not attend three regular meetings; then that member's membership on the Committee shall terminate automatically.

11. The Committee should issue quarterly status reports and recommendations to the City Council and shall transmit a final report to the City Council no later than December 31, 2012.

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

05-22-09 Apply for membership to the Torrance Centennial Committee

08-04-09 Last day to submit application

08-18-09 Council appoints members to the Torrance Centennial Committee

09-28-09 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 June 2, 2009.

Respectfully submitted,

LeROY J. JACKSON
CITY MANAGER

By Eleanor B. Jones
Eleanor B. Jones
Management Associate

CONCUR:

LeRoy J. Jackson
City Manager

Attachment: Draft application

Attachment A

City of Torrance - Office of the City Clerk - 3031 Torrance Bl. - Torrance 90503 - Tel 310.618.2870

CENTENNIAL COMMITTEE APPLICATION

Application Deadline August 4, 2009

Name: _____

Address: _____ **City:** _____ **Zip:** _____

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

Email: _____

Are you a Torrance resident *(you don't have to be a resident to apply)?* ☐ **Yes** ☐ **No**

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. **How are you/have you been involved with the Torrance community? Please specify your involvement. If through various organizations, please specify organization and your role in it.**

_____

_____

_____

_____

2. **Why would you like to be part of the Centennial Committee Planning? And why do you think you qualify?**

_____

_____

_____

_____

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

_____

_____

_____

_____

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

_____

_____

_____

_____

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

NAME	ADDRESS	PHONE

Signature: _____ **Date**: _____/_____/_____