

Council Meeting of
April 13, 2010

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

Members of the Council:

SUBJECT: Report by the City Council Centennial Committee

RECOMMENDATION

Recommendation of the City Council Centennial Committee that City Council accept and file the first quarterly report from the Centennial Committee covering the period of November 2009 – March 2010.

BACKGROUND/ANALYSIS

The Torrance City Council established the Centennial Committee to plan and recommend events for the City of Torrance's 100th Anniversary. On September 1, 2009, the Mayor announced the appointments to the Centennial Committee. The Centennial Committee consists of the following members:

- 3 Council members assigned by the Mayor
- 29 members appointed by Council, which will include 2 ad hoc committee members
(1 youth representative and 1 senior representative)

Additionally, three staff liaisons were assigned to the Centennial Committee.

A Centennial Committee Kick-Off Reception was held at the Katy Geissert Library on October 26, 2009 to give committee members a chance to meet one another and start building a working relationship that will continue for the next three years. The significance of the Centennial Celebration was explained to the Centennial Committee; the Centennial Celebration is designed to celebrate Torrance's evolution over the past 100 years and to celebrate Torrance's future. A binder was provided to each member containing: a brief Torrance history, contact information of committee members, proposals/ideas on Committee structure, celebration format based on those submitted through the application process and other suggestions, calendar and notes. Staff provided an overview of research materials from other municipalities, organizations on types/format of celebration and structures/roles of Planning Committees, gathering of photos, stories, and historical information, development of the Centennial website and funding. A brief overview of past celebrations from the 25th, 50th and 75th were highlighted.

The first full Centennial Committee meeting was held on November 23, 2009. At this meeting the Committee members elected their chair and vice chair. The Committee brainstormed a variety of activities to include: ways to encourage community involvement in the City's centennial celebration, culmination events, the importance of including history about the City in the celebration, and marketing of the event. Centennial Subcommittees were formed and members volunteered to serve on one of the five subcommittees including: Events, Finance, Fundraising, Marketing and Media/PR/Outreach. At this meeting, the subcommittee members broke into their respective groups to select a chair and vice chair, and to determine date and location of next subcommittee meeting. The agenda for the subcommittee meeting included: defining their purpose, determining how to communicate, discussion on a work plan, and preparing notes to hand out at the next full Centennial Committee scheduled for January 25, 2010.

On January 25, 2010, the second full meeting of the Centennial Committee was conducted. At this meeting the timing of the full Centennial Committee and subcommittees was agreed upon. It was decided that through June 2010, the full committee and the subcommittees would alternate monthly meetings on the last Monday of the month. All subcommittees would meet at the same location so sharing of ideas and answering questions could occur. In addition sub-committee reports were reviewed, a template for meeting notes was shared and a Council Reporting date was determined. The subcommittees reported on the purpose of their committee, committee structure, method of communication, work plan and brainstormed suggestions and ideas. Great ideas are being generated from the subcommittees. In addition, a resident of Redondo Beach with experience in planning milestone events shared suggested activities for the 2012 Torrance Centennial Celebration.

On February 22, 2010, the subcommittees met and worked on their subcommittee timeline and further refined their work plan. Staff liaisons were available to interact with subcommittees as needed.

The third meeting of the full Centennial Committee was held on March 22, 2010. The Committee was introduced to the Centennial Homepage Link and the events calendar. The subcommittees highlighted their meetings. Discussions included:

- list of organizations to advertise the Centennial events
- a variety of events to include a birthday celebration for Jared Sidney, "Within the Walls of City Hall," "100 years of Fashion" and many other creative and fascinating events
- finance and tracking expenditures
- fundraising events that will generate revenue
- development of logo, website and communication plan
- selection of an Executive Committee

For the past several months, the Centennial Committee has been working diligently on brainstorming ideas, developing standardized reporting mechanisms and establishing purpose and roles of subcommittees. The Executive Committee (consisting of the Chairs of the sub-committees and the Chair and Vice Chair of the Centennial

Committee) will meet periodically to discuss plans and to ensure there is no duplication. For some events, two or more subcommittees could be involved in the overall planning and execution of an event. The involvement of the Torrance community is key to the success of the celebration so letters were sent to interested community members to encourage participation. The branding of the Centennial Celebration is paramount to market the 100th Anniversary of the City.

In the next quarter, the Committee will unveil the Centennial logo. With the approved logo, the Centennial Committee will develop the marketing plan and community outreach, as well as the timeline of activities for the upcoming months.

Respectfully submitted,

CITY COUNCIL CENTENNIAL COMMITTEE



Laurie Love, Ed.D., Chair