

Council Meeting of
July 26, 2011

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

Members of the Council:

SUBJECT: Centennial Committee Quarterly Report

RECOMMENDATION

Recommendation of the Centennial Committee that City Council accept and file the quarterly report from the Centennial Committee covering the period of April 1, 2011 through June 30, 2011.

BACKGROUND/ANALYSIS

For the past three months, the Centennial Committee has worked on the following:

- **All-America City Award Competition**

In June, the City of Torrance competed for the 2011 All-America City Award hosted by the National Civic League. The City last won this title in 1956. A 45-member delegation represented the City of Torrance in Kansas City, Missouri for the final stage of the competition among 23 finalist cities. Unfortunately, we fell short of earning the title but the experience of going to Kansas City brought other benefits to our community. It showed us that Torrance truly has a lot to celebrate and affirmed what we already know – Torrance is a great city and a model city in many respects.

At the City Council meeting of July 12, 2011, the Mayor and Council recognized the people who were involved in this significant effort, which includes: City staff, business community, the Torrance Area Chamber of Commerce, non-profit organizations, Torrance Unified School District and residents. Additionally, other staff and community members were recognized for their support behind the scenes. Kristin Matsuda received special recognition for spearheading the effort on this project, from researching of projects, writing the compelling application and coordinating with the National Civic League. She did all this through a generous donation of her time and energy.

- **Centennial Website**

A few modifications were made to the website based on input from the community and Centennial Committee members. A process for updates and communication regarding website changes has been set in place. This includes the selection of a representative from the Committee who will serve as the liaison with the Centennial Committee for information gathering, copy writing then working closely with City staff for implementing appropriate changes. As the website is a dynamic tool, updates and enhancements to the website will be ongoing as information is provided.

- Lights, Camera, Action

Preparation for and promotion of the kickoff event – “Lights, Camera, Action” is well underway. Lights, Camera, Action will be a spectacular kickoff event that will light up the community. Registered participants will be using Pelican flashlights to spell TORRANCE 1912-2012 at Wilson Park on Sunday, November 6, 2011 from 4 p.m. to 7 p.m. An official Centennial photograph will be taken from the Goodyear Blimp. It is anticipated that 2,500 people are needed to be a part of Torrance history and costs \$5 per person. Each participant will receive a flashlight to keep.

Registration is available on line at www.TorranceCentennial.org, or by mail, phone by calling (310) 618-2720 or in-person at the Community Services Department Registration Desk at the West Annex Building of Torrance City Hall.

Staff is working with the Centennial Committee to develop a comprehensive event plan to ensure all aspects of the event are addressed. This plan will be a template that will be used for all Centennial events.

- Centennial Promotional Items

Tote bags, pens and lapel pins are available for purchase on-line and at various community events. In the near future, t-shirts, hats and visors will be available, as well.

- Centennial fundraiser

To date, a total of \$156,500 has been received by generous businesses in the Torrance community. The Fundraising Committee is also focusing on the brick project for the Torrance Centennial Plaza.

- Torrance Centennial Plaza

During this quarter, landscape architects The SEED Group Inc., architect presented renderings of the proposed Centennial Plaza to the Centennial Committee and Parks and Recreation Commission. Plans are being worked on after receiving input. The Torrance Centennial Plaza will be the location for the time capsule. .

In the next quarter, the committee will finalize the comprehensive plan for Lights, Camera, Action event, will focus on promoting the Centennial throughout the community with posters, banners, bus shelters, interior of city buses, finalize the Torrance Centennial Plaza, focus on Centennial volunteers, and elements of the time capsule.

Respectfully submitted,

CITY COUNCIL CENTENNIAL COMMITTEE


 Laurie Love, Ed.D., Chair

Noted:


 LeRoy J. Jackson
 City Manager