

MINUTES
Centennial Steering Committee
February 10, 2025
City Council Chambers
401 E. Chapman Avenue

Call To Order: Meeting called to order at 5:05 P.M.

Roll Call: Committee Members Yesenia Baltierra, Kenny Binnings, Bonnie Carren, Rosalina Davis, James Kissinger, Aaron Mills, Tricia Montelongo, Jodi Stout

ABSENT: Arthur Castillo, Kathy Frazee, Michele Severson, Ward Smith

CITY STAFF: Communications and Marketing Manager Nicolette Drulias, Digital Media Analyst Jeffrey Cortez, Deputy Director of Administrative Services Jeannette Ortega, Planning Manager Andrew Gonzales, Community Services Coordinator Aileen Munoz, Community Services Director Lydie Gutfeld, Deputy Director of Public Works Gabriel Gabany-Guerrero, Senior Management Analyst Economic Development Kiana Louie, Executive Assistant Maria Perez, Accounting Technician Cathy Carranza

Oral Communications: There were no oral communications at the February 10, 2025 meeting.

Regular Agenda:

1. Project Background:

Communications and Marketing Manager Drulias gave a presentation and overview of the project's background. She shared that the official Centennial date is December 2, 2026. She explained that the City had formed a working group with representatives from each City department to begin initial planning and gather ideas for the celebration. She explained that the goal is to coordinate a year-long commemoration featuring centennial-themed events, special merchandise, a refreshed City logo, and updated branding. A major birthday celebration is to be planned for December 2026, with a strong emphasis on community involvement throughout the entire year. She explained that to ensure broad participation, the City wanted to establish the Centennial Steering Committee, which is now composed of community stakeholders, including members of City commissions and committees, non-profits, and local community groups. She also introduced the five subcommittees that will be formed to focus on key aspects of the celebration: Community and Business Participation, Special Events, Historical, Sponsorships, and Marketing.

2. Committee Scope:

Communications and Marketing Manager Drulias then provided an overview of the Centennial Steering Committee's scope. She explained that the committee serves in an

advisory capacity to the City Council, guiding the planning and coordination of events leading up to Placentia's 100th anniversary in 2026. The committee is responsible for ensuring that all centennial activities reflect the City's rich heritage, honor its past, and encourage active participation from residents, businesses, and local organizations. To effectively manage various aspects of the celebration, the Steering Committee is divided into five task-oriented subcommittees, each focusing on a specific component of the centennial festivities.

3. Subcommittee Introductions and Duties:

Communications and Marketing Manager Drulias first introduced Senior Management Analyst Louie to introduce the Community/Business Participation Subcommittee. Senior Management Analyst Louie introduced the Community/Business Participation Subcommittee, beginning with an introduction of the City staff team and community members assigned to the subcommittee. Staff leads include Kiana Louie from the City Administrator's Office, Kelley Krahlung from the Police Department, and Gabriel Gabany-Guerrero from the Public Works Department, along with community members Rosalina Davis, Michele Severson, and Council Member Ward Smith.

She outlined the subcommittee's role in engaging local businesses and the community in the centennial celebration. Key efforts include integrating centennial themes into business branding and promotions, encouraging sponsorships, and organizing beautification projects such as murals and historical landmark clean-ups. The subcommittee will also coordinate volunteer efforts during Love Placentia Day of Service, collaborate on pop-up centennial booths, and recruit business leaders as Centennial Ambassadors.

Initial projects include working with the Sponsorship Subcommittee to secure funding, developing beautification initiatives, exploring a Passport Program, and recognizing 100-year-old residents or long-time businesses.

Community Services Director Gutfeld then introduced the Sponsorship and Special Events Subcommittees.

For the Sponsorship Subcommittee, staff leads include the Community Services Department, Maria Perez from the City Administrator's Office, and Cathy Carranza from the Finance Department. Community members include Kenny Binnings (Placentia Chamber of Commerce and Heritage Festival Committee), James Kissinger (Kiwanis Club of Placentia), and Tricia Montelongo (Park, Arts, and Recreation Commission). The subcommittee will develop a sponsorship program to support the Centennial Celebration, targeting businesses and community members, including new sponsors. They will explore a sponsor recognition program through social media, newsletters, and event

acknowledgments and promote in-kind sponsorships for goods and services. Collaboration with the Community/Business Participation Subcommittee is being considered for a "Local Business Spotlight" at centennial events. Initial projects include developing a sponsorship package, working with other subcommittees to recruit sponsors, and coordinating with the Finance Department to manage incoming funds.

For the Special Events Subcommittee, staff leads include the Community Services Department and Julie Roberts from the Police Department. The subcommittee includes Yesenia Baltierra from the Placentia Library District. Their focus is planning major centennial events, including a January 2026 kickoff, a potential Spring 5K run, and a grand birthday celebration in December 2026. They will integrate centennial themes into all city events throughout the year, enhance celebrations with special programming, assist in volunteer recruitment, and staff centennial booths at various events. Initial projects include securing a kickoff event date with the School District, determining logistics for the tentative 5K run, and planning the December birthday celebration, including sponsorships and a time capsule opening.

Planning Manager Andrew Gonzales introduced the Historical Subcommittee, naming staff leads Andrew Gonzales from the Development Services Department and Crystal Adams from the Fire and Life Safety Department. Community members include Bonnie Carren and Kathy Frazee from the Historical Committee and Art Castillo, District 2 Representative.

The subcommittee will collaborate with local historians, the Placentia Library, and the Placentia Historical Committee to collect historical documents, photos, and stories for a centennial history book. They will oversee the book's development to ensure it accurately reflects the city's history and achievements. Additionally, they will recommend incorporating historical displays and exhibits into city events throughout 2026, assist with unearthing the existing time capsule, and coordinate the creation and burial of a new time capsule in partnership with the Marketing and Special Events Subcommittees.

Initial projects include working with a ghostwriter on the history book, incorporating historical book elements at city events, and collaborating with the Founders Society to organize historical events or city tours throughout the centennial year.

Communications and Marketing Manager Drulias introduced the Marketing Subcommittee, naming herself as the staff lead alongside Digital Media Analyst Jeff Cortez. Subcommittee members are still to be determined.

The Marketing Subcommittee will collaborate with a contractor to develop the official Placentia Centennial logo and branding, which will be presented to the City Council for approval. They will oversee the use of the logo on all Centennial materials, including flyers, brochures, promotional items, posters, and volunteer shirts. Additionally, the subcommittee will create a Centennial Celebration webpage on the City's website, ensuring it provides essential information about the celebration, including an event timeline. Marketing efforts will also include distributing materials via social media and mailers to promote Centennial events and activities.

Initial projects include finalizing the Centennial logo, developing branding and merchandise designs, discussing options for the new time capsule, planning future social media campaigns, and considering the structure of the Centennial webpage.

Communications and Marketing Manager Drulias then announced that everyone would break out into their subcommittees to exchange email addresses and contact information, coordinate availability to meet, create agendas, and assign a spokesperson for their subcommittee who will be providing updates to the entire Committee.

The subcommittees broke out into their respective groups for 20 minutes before regrouping with the larger assembly.

Committee Requests: None.

Adjournment: Communications and Marketing Manager Drulias adjourned the meeting at 6:02 P.M. to the next meeting on Monday, March 10, 2025, at 5:00 P.M.