

MINUTES
Centennial Steering Committee
March 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, Bonnie Carren, Rosalina Davis, Kathy Frazee, Paul Henderson, James Kissinger, Aaron Mills, Tricia Montelongo, Michele Severson, Ward Smith, Jodi Stout

ABSENT: Kenny Binnings

CITY STAFF: Communications and Marketing Manager Nicolette Drulias, Digital Media Analyst Jeffrey Cortez, Senior Management Analyst Crystal Adams, Community Services Director Lydie Gutfeld, Community Services Administrative Assistant Daniela Escobedo, Deputy Director of Public Works Gabriel Gabany-Guerrero, Senior Management Analyst Economic Development Kiana Louie, Executive Assistant Maria Perez, Accounting Technician Cathy Carranza, Senior Administrative Assistant Julie Roberts

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

Regular Agenda:

1. Approval of Minutes from February 10, 2025 Meeting:

The minutes for February 10, 2025 were **MOTIONED** for approval by Committee Member Mills and were **SECONDED** by Committee Member Davis. Motion carried.

2. Subcommittee Updates:

Communications and Marketing Manager Drulias introduced Senior Management Analyst Kiana Louie to provide updates on the Community/Business Participation Subcommittee.

Senior Management Analyst Louie reintroduced the Community/Business Participation Subcommittee and provided an update on their recent meeting, during which members discussed ongoing tasks and set goals in support of the Placentia Centennial Celebration.

The subcommittee began by discussing potential beautification projects, proposing the use of the upcoming Love Placentia Day of Service as a kickoff event. While recognizing that the event's 2–3 hour timeframe may limit the scope of some projects, the subcommittee is considering organizing additional volunteer or service days to accommodate larger efforts. Project ideas include painting

a mural in a visible location, such as a school or community space, or repainting and replanting an existing Placentia landmark.

Next, the subcommittee outlined a plan to partner with local restaurants to offer centennial-themed promotions and host fundraising nights. To support this effort, the group will work with the City's Business License Division to obtain a comprehensive list of restaurants and divide outreach responsibilities among members via email and in-person visits. This initiative is intended to promote local businesses while generating excitement for the centennial through smaller, community-based events.

The subcommittee is also developing a Centennial Passport Program to incentivize community participation. Participants will earn stamps by attending centennial events—such as restaurant fundraisers or beautification sites—and may be eligible for prizes upon completing the passport. This effort aims to encourage broader engagement throughout the year.

Additionally, the group discussed plans to honor Placentia's centenarians. The subcommittee will identify residents aged 100 and older to receive recognition, which may include a celebratory drive-by with Police and Fire Department participation or a certificate presentation at a City Council meeting. Committee Member Frazee suggested using census data to help identify centenarians. Senior Analyst Louie confirmed that staff will explore that option and also plan to issue a call to action via social media and the City's website.

In recognizing long-standing local businesses, the subcommittee will identify those celebrating milestone anniversaries (such as 50, 60, or 65 years in operation). Proposed ideas include interviewing longtime business owners and highlighting their history as part of the centennial marketing campaign.

The group also discussed the possibility of a centennial-themed beautification project involving the City's water tower. Options include repainting or hanging a banner; however, further evaluation is needed regarding ownership, maintenance responsibilities, and feasibility.

Looking ahead, the subcommittee will continue developing plans for each project area, begin outreach to restaurants and businesses, and explore the logistics and approvals required for public art and landmark beautification projects. Coordination with other centennial subcommittees will ensure integration of events and promotions.

Committee Member Davis suggested contacting a chalk artist for potential mural work, and Senior Analyst Louie noted that the City could issue a call to action for local chalk artists or muralists interested in centennial-themed projects. Senior Administrative Assistant Roberts, who serves on the Sponsorship and Special Events Subcommittee, shared that her group is also exploring

restaurant fundraisers and proposed collaborating with the Community/Business Participation Subcommittee to combine efforts.

Community Services Director Gutfeld came up to provide updates on the Sponsorship Subcommittee. She introduced her subcommittee including both staff and committee members. She then provided an update on the Sponsorship Subcommittee's recent progress. Community Services Director Lydie Gutfeld provided an update on the Sponsorship Subcommittee's recent progress. The group has developed a draft of the Centennial Sponsorship Packet and is working toward a goal of finalizing and distributing it by April 2. The intent is to begin outreach to potential sponsors as soon as possible.

During the meeting, the subcommittee discussed the structure of sponsorship levels. Initially, there were varying contribution amounts within each tier, but the team agreed it would be best to assign set amounts to ensure fairness and consistency. While the tiers will be standardized, there will still be opportunities for customized sponsorships, allowing businesses to support a specific item or event.

Lydie highlighted street banners as a major sponsorship opportunity. These banners will feature Centennial branding on one side and the sponsoring business's logo on the other, offering high visibility throughout the City. The subcommittee is currently working on sample banner designs to present to prospective sponsors in advance of the Centennial.

She also emphasized the importance of in-kind sponsorships, explaining that contributions such as printed t-shirts for an event will be assigned a monetary value and recognized appropriately, even without a direct financial donation.

Following her verbal update, Lydie walked the committee through the draft Sponsorship Packet. She explained that the first page serves as a simple introduction, followed by a table of contents on the second page. The packet will include a Mayor's welcome message and, importantly, a Centennial Calendar of Events, which is a key element in generating excitement among sponsors. A defined event calendar helps businesses plan for participation—whether through booths, giveaways, or signage—knowing their brand will be present at major, high-attendance events throughout the Centennial year.

The packet will also outline the Centennial Banner Program, provide visual samples of the proposed street banners, define sponsorship levels, offer a custom sponsorship section, and conclude with a sponsorship application and agreement. Lydie noted that while other committees are exploring pre-centennial business engagement opportunities (e.g., with local restaurants), the Centennial Calendar included in the packet will focus strictly on large, high-impact events, rather than an exhaustive list of smaller happenings.

Committee Member Severson asked a clarification question about concerts in the park. Lydie indicated that it's the same as the normal concert schedule, but we will just be adding a centennial flare to them. Committee Member Severson indicated dates were wrong on the draft packet. Administrative Assistant Escobedo mentioned that staff will update the dates appropriately.

Lydie concluded by transitioning to an update on her next subcommittee (Special Events). Lydie Gutfeld provided an overview of the Special Events Subcommittee's efforts to develop a one-page calendar outlining major Centennial events throughout the year. The goal is to include at least one event per month and to highlight significant observances led by City departments—such as Fire Prevention Week and Police Week—as well as recurring community events hosted by the Library and other departments.

The calendar will feature three major Centennial events:

- Centennial Rally and Kickoff – January 24
- Centennial 5K Run – May 2
- Centennial Birthday Celebration – December 5

Lydie emphasized that only large, high-impact events will be included on the official calendar to keep it clear and accessible. Smaller events and fundraisers held prior to the Centennial may receive limited promotional highlights but will not be part of the core calendar.

Once finalized, the calendar will be shared widely on the City's website, the Library's page, and other departmental platforms. A centerfold insert featuring the annual calendar is also planned for inclusion in the City's Quarterly brochure to ensure consistent visibility.

She also recognized the contributions of her team, including City staff lead Julie Roberts, and subcommittee members Yesenia from the Library and Jody, noting the collaborative effort behind the planning. Funding for events will largely be supported through sponsorships.

Communications and Marketing Manager Nicolette Drulias provided an update on behalf of the Marketing Subcommittee, which includes staff leads Nicolette and Jeff Cortez, along with subcommittee member Aaron Mills.

The team is currently finalizing the Centennial logo, which includes several color variations and design elements that reflect the spirit of Placentia. The logo is expected to go to the City Council for approval on April 1. In addition to the new logo, the subcommittee is also working on a special Centennial version of the City seal, which may feature minor design enhancements such as a commemorative ribbon.

Draft designs were shared for feedback from the full committee, with an invitation to provide input or suggestions for improvement.

The committee reviewed and discussed proposed centennial logo concepts and tagline options. Two primary logo designs—a blue-themed version with oranges and a green version resembling Farmers & Merchants Bank—were considered. Members expressed a preference for the blue version, with the majority vote confirming it as the favored design. Feedback included enhancing the orange color to be more vivid, ensuring clarity in agricultural imagery (favoring orchards over fields), and possibly incorporating elements like freeways (91 and 57), oil wells, trains, and landmarks such as the Bradford House and the 100-year-old bridge. It was clarified that the centennial logo is a temporary brand, while the official city seal will still be used, with centennial-themed modifications.

For taglines, the committee reviewed three options and selected "Rooted in Heritage, United in Community" by majority vote. Members appreciated the message's alignment with Placentia's sense of community and historical pride.

The logo and tagline will be presented to the City Council for review and feedback—primarily as a discussion item rather than a formal vote—due to their widespread use in branding, merchandise, and eventual inclusion in the time capsule.

Next steps include: Council review at the upcoming meeting; Beginning development of sponsorship materials and merchandise; Meetings with subcommittees to coordinate support needs (e.g., social media campaigns, flyer design); Internal budget discussions with the Finance Department.

Additional Committee Member suggestions included encouraging local businesses to wear centennial-branded shirts and ensuring final designs are bold and simple enough to translate well across platforms and merchandise.

Next, Senior Analyst Crystal Adams went up to provide updates on the Historical Subcommittee. She shared that the team recently met with the ghostwriter to review the initial draft of the historical chapter. Committee Members Bonnie Carren and Kathy Frazee were present and expressed positive feedback on the tone and engagement of the draft, noting that it successfully draws the reader in. However, they also observed that the chapter would benefit from the inclusion of more specific stories about families in the community. To address this, the committee plans to review oral histories available through the library and select the most compelling ones to forward to the ghostwriter, who is open to reviewing any material the committee deems important.

Crystal noted that the book is limited to 10,000 words (excluding captions), so the team will be strategic about content while also incorporating many photographs to visually enrich the storytelling. She also confirmed that the formation of the Placentia Fire Department in 2020 has now been officially added to the timeline. The team has set an ambitious goal to finalize the book's content by May in order to allow adequate time for review, edits, and publication in advance of the centennial celebrations.

During the meeting, a suggestion was made to translate the book into Spanish, which was well-received by the group. Committee members emphasized the importance of inclusion, especially for residents in the southern part of the city. While a translated print version would incur additional costs, members were confident that fundraising efforts could support this effort. A digital version of the book will also be created, which would allow for easier translation and public access. The overall vision for the book is to serve as a coffee table-style keepsake and a resource for educational use, such as for local school projects. It will be available both in print and as a downloadable PDF.

Committee Requests: None.

Adjournment: Communications and Marketing Manager Drulias adjourned the meeting at 5:41 P.M. to the next meeting on Monday, April 14, 2025, at 5:00 P.M.