

MINUTES
Centennial Steering Committee
April 14, 2025
City Council Chambers
401 E. Chapman Avenue

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

Roll Call: Committee Members Kenny Binnings, Bonnie Carren, Paulette Chaffee, Rosalina Davis, Kathy Frazee, Paul Henderson, Aaron Mills, Michele Severson, Ward Smith

ABSENT: Yesenia Baltierra, Carol Downey, James Kissinger, Tricia Montelongo, Jodi Stout

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 April 14, 2025 meeting.

Regular Agenda:

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

The minutes for March 10, 2025 were **MOTIONED** for approval by Committee Member Davis and were **SECONDED** by Committee Member Smith. 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 Kiana Louie provided an update on behalf of the Community and Business Participation Subcommittee, highlighting recent discussions and ongoing projects.

Beautification Project

The subcommittee is focusing on incorporating centennial elements into the 2026 Love Placentia Day of Service.

Recognizing that the event’s traditional three-hour timeframe may not allow for full completion of a large beautification project, the committee sees this as an opportunity to launch a multi-phase community project, beginning with Love Placentia.

The intent is to engage the community in a project that reflects the city's 100-year milestone while leveraging the well-established Love Placentia platform.

Centennial Murals and CDBG Funding

The subcommittee is exploring the use of Community Development Block Grant (CDBG) funding, particularly within the Old Town district, which is an eligible area.

Several mural locations under consideration include:

- Former Meineke Building (gateway into Old Town)
- Train Track Bridge Overpass
- Tony’s Deli Building
- El Farolito Secondary Building (across from Old City Hall)

These mural projects are in early discussion stages, with the goal to leverage CDBG funding to offset costs and enhance community engagement through public art.

Committee Member Frazee asked for clarification on what “CDBG” is and Senior Management Analyst Louie provided an update.

Committee Member Smith asked for an estimate on what a mural might cost?

Senior Analyst Louie and Deputy Director Gabany provided responses that the City recently did two murals on Crowther for about \$100,000. And they thought that murals for the sides of buildings would be about \$10 to \$15K.

Committee Member Davis asked if the City would use the same muralist. There was discussion on different muralists.

Beautification Project – Water Tower

The subcommittee is exploring the feasibility of including the Golden State Water Tower as a centennial beautification project. The team will consult with the City Attorney to clarify ownership, structural safety, and any legal considerations. Although the tower is currently owned by Golden State Water, the committee believes a simple paint refresh with centennial branding could provide a highly visible and symbolic enhancement for the celebration.

Centennial Passport Program

The subcommittee is developing a Centennial Passport Program, inspired by similar programs used by local businesses. Mr. Kenny Bennings shared a sample from The Point Life Company, which offers a brewery passport program in Orange County.

The proposed Placentia version would:

- Be exclusive to participating businesses, which would pay a fee to be included.
- Serve as a fundraiser for Centennial events, with proceeds supporting overall centennial programming.
- Provide a fun, interactive experience where participants visit businesses to receive stamps and possibly small incentives.
- The concept is modeled after the Temecula Grape Growers Association Passport, adding a layer of exclusivity and excitement.

Centenarian Recognition Program

The subcommittee, in coordination with the Marketing Subcommittee and the Chamber of Commerce, plans to promote and recognize Placentia centenarians. The Chamber will assist in outreach through its marketing channels and website. Outreach efforts will include connecting with local senior living facilities such as Ivy Park and Crescendo Senior Living to help spread the word and encourage families of centenarians to participate. The goal is to identify and recognize as many centenarians as possible during the centennial year.

Committee Member Severson mentioned that Crescendo Senior Living has two residents who will be turning 100 and Ivy Park has one. Additionally, Severson met with the local hospital to discuss opportunities for collaboration. The hospital is supportive of the centenarian recognition program. However, due to privacy regulations, the hospital cannot directly provide contact information. Families will need to be encouraged to contact the committee directly if they wish to participate.

Committee Member Smith mentioned a few other people at the facilities that are also over 100.

Committee Member Carren asked about Eastern Star and if it was in Placentia but was informed that it's in Yorba Linda.

Committee Member Davis mentioned recognizing some businesses in Old Town as there is one that is coming up to 80 years old.

Director Gutfeld said it would be great if we could get the actual birthdays of businesses so the City can also honor them on social media.

Committee Member Henderson mentioned that his mom might be interested too as she'll be 102.

Communications Manager Drulias said it would be great to pool all of our resources together to figure out the best way to honor businesses.

Committee Member Severson mentioned that they're doing something similar this year for the Heritage Parade by honoring businesses 60 years and older so they will have the information for that.

Committee Member Davis asked if staff already had a list of long time businesses. Senior Management Analyst Louie mentioned that she's working with Cathy Carranza in Finance to pull the information from our system, but it is limited because sometimes businesses change their name.

Director Gutfeld came up next to speak about the Sponsorship Subcommittee. The centennial logos were officially approved on April 1, and the final touches on the sponsorship packet are being completed. The digital sponsorship package will be ready for distribution by the end of the week, and all committee members will receive a copy. The initial outreach will target businesses with annual revenues exceeding \$1 million, with plans to expand outreach as needed. The sponsorship application is comprehensive, offering opportunities such as: Street banners, Special event sponsorships, Customized sponsorship packages, In-kind sponsorship opportunities. The packet will be available in both digital and print formats, with promotion also planned via social media channels. Direct mailing will be the primary outreach method, supported by follow-up phone calls and, where appropriate, in-person meetings. Committee members were encouraged to share any business contacts or recommendations for outreach with Director Gutfeld, who will make personalized contact with those businesses.

Committee Member Severson asked if all of the subcommittees would be providing the sponsorship subcommittee with their list of potential projects to include. Director Gutfeld said right now it will just be for the big events, but after that staff and the Committee can review the budget and see what can be subsidized. She also mentioned when she worked for the City of Mission Viejo and suggested a partnership with Cal State Fullerton for a Public Art Class. As part of the curriculum, students would design and create a public art piece, with the completed project displayed in the city. Students would have the opportunity to attach their names to the project as contributing artists, and the creation of the artwork would serve as their semester-long project. This approach would provide a cost-effective way to create public art while engaging local students and fostering community pride.

For the sponsorship subcommittee Director Gutfeld invited up Senior Administrative Assistant Julie Roberts to discuss our restaurant fundraisers. She passed out the flyers and explained how they will work and that the restaurants will donate 10% of the proceeds back to the City. The first fundraiser with with Fresh Off the Boat, the second one will be with Tacosway, and the third one with Craftsman. She is also working with Esthers on potentially doing one.

Director Gutfeld then shared that participating restaurants will be promoted through social media and flyers, using a standardized template, and committee members were encouraged to connect any interested restaurant owners with Julie for scheduling. To keep the community informed, a Centennial landing page will be added to the City’s website, linked to the events calendar, and highlighted on social media with reels and a dedicated highlight circle. Director Gutfeld clarified that the Centennial year will feature three new signature events—the Gala Kickoff, 5K, and Birthday Celebration—while existing city events will incorporate a Centennial flair, including booths with swag sales, centenarian recognition, time capsule displays, and community engagement activities like showcasing historical memorabilia. She announced that the Centennial Gala Kickoff is scheduled for January 24, 2026, at Alta Vista Country Club. The formal, ticketed event will feature entertainment, historical storytelling, and a silent auction, which will launch digitally a month prior to the event and conclude at the gala. Proceeds from the auction will help offset Centennial programming costs throughout the year. Director Gutfeld invited committee members to help identify both small and large auction item donations from local businesses to ensure inclusive community participation.

Committee Member Binnings commented on the logo and stated that he really liked it.

Director Gutfeld then outlined the year-long schedule of monthly themes and activities, ensuring Centennial pride is celebrated throughout 2026. The proposed monthly themes are:

January – Gala Kickoff Event

February – Love Placentia

March – Egg Hunt

April – Los Angeles-Themed Activities & Library Programs

May – Police Department Week & Centennial 5K

June – Summer Reading & Movies in the Park

July – Parks Make Life Better Month & Concert Series

August – National Night Out and additional events

September – Cultural Heritage Celebrations

October – Fire and Public Works Weeks, Heritage Festival & Parade

November – Thankful for Placentia, Veterans Recognition, Thanksgiving Food Giveaway

December – Tamale Festival & Centennial Birthday Celebration

She concluded by noting the goal is to make Centennial branding and engagement visible at every event and throughout the city during 2026, fostering a strong sense of pride and ownership among the community.

Committee Member Davis asked what colors we were going to use? Director Gutfeld stated we will stick with the blue, gold, and orange. Our regular city colors.

Communications Manager Drulias then presented on the marketing subcommittee updates and presented the finalized Centennial logo and tagline, "Rooted in Heritage, United Community," which was approved by the City Council. She noted that blues and golds will serve as the primary colors for the Centennial branding. Drulias also introduced the idea of using the Centennial year as an opportunity to redesign the City's official flag, possibly through a community art contest where residents submit designs to be voted on by the committee. Director Gutfeld supported the suggestion and proposed incorporating the flag design as a category in the February "Love Your City" art contest, allowing the entries to be showcased at Centennial booths. Committee Member Smith advised that any changes to the City flag may require review of the City Charter, while Committee Member Henderson inquired about the departure from the original Latin motto. Smith explained that the change likely coincided with the City receiving the All-American City Award in the 1970s, and suggested that even the current Centennial seal would make an impactful flag if needed.

Drulias acknowledged the discussion and suggested that, given the limited current use of the city flag, the committee consider whether a temporary Centennial flag or a permanent redesign made more sense. Committee Member Davis inquired about the Tree City USA flag, which Smith clarified is a separate national program recognizing the City's tree-planting efforts. Gutfeld further recommended creating multiple contest categories by age group, encouraging elementary, high school, and adult submissions.

Drulias then provided updates on upcoming Centennial marketing efforts, including the rollout of the sponsorship package and monthly fundraiser promotions, encouraging committee members to distribute flyers within their networks. She also proposed the development of video content for the Centennial year, suggesting both short-form videos for social media and longer oral history-style interviews, and asked for the committee's assistance in identifying potential community members to feature. Committee Member Frazee recommended exploring the "Our Bridge" video format, which produces five-minute interview clips. Planning Manager Gonzales shared an idea inspired by the Natural History Museum's exhibit on LA, where visitors recorded brief personal stories, proposing a similar public recording station for Placentia residents to share why they love their city.

Committee Member Mills offered to leverage his and Heather's media expertise and large social media following to produce and promote videos, including content from Centennial restaurants, at no cost. Mills also suggested spotlighting historic homes over 100 years old through video tours, including notable properties like the Bradford House and the Meno House, which is currently in

escrow and rumored to be haunted. Additionally, Mills proposed incorporating vintage cars over 100 years old in the Heritage Parade, flying the Centennial flag as part of the celebration.

Communications Manager Drulias suggested setting up a planning meeting with committee members to begin developing a Centennial video content calendar, noting the importance of balancing ambitious ideas, such as highlighting historic homes, with the team's capacity. She supported incorporating youth perspectives into the video content, envisioning segments where young residents share what Placentia means to them now and how they see the city in the next 100 years. Director Gutfeld emphasized the significance of engaging Placentia's younger generation, particularly those aged 6 to 25, as this will be the only centennial they experience. She recommended using video testimonials to educate and involve this demographic, blending history with their vision of the future. Committee Member Mills supported this approach and proposed producing "man on the street"-style interviews during the Heritage Parade, suggesting collaboration with DMA program students and local teachers, particularly third-grade educators who already teach city history. Mills also proposed a fun, engaging video series highlighting the city's historic homes, produced in a style similar to MTV Cribs, with period costumes and vintage effects. He suggested properties like the Bradford House, the Meno House, and the Wagner House, while acknowledging challenges in accessing privately owned homes.

Transitioning to the Historical Subcommittee update, Planning Manager Gonzales reported that work on the Centennial history book is progressing, with Chapter 4 currently under subcommittee review. The ghostwriter is concurrently working on the remaining chapters covering the 1980s to the present, with drafts expected in the next 3-4 weeks. Gonzales noted that the team, including himself and Crystal, continues to provide current content, while Bonnie and Kathy are contributing pre-1950 and incorporation-era information. The book will feature sidebars that provide brief highlights on historical sites, notable residents, and the city's foundational industries—oranges, oil, and railroads. Committee Member Davis inquired whether a book of this nature already exists, to which Gonzales confirmed there is a CVS book covering Placentia's history only up to 1950, which the team is using as a foundation for the newer chapters.

Committee Requests: None.

Adjournment: Committee Member Smith **MOTIONED** to adjourn the meeting and Committee Member Mills **SECONDED**. Communications and Marketing Manager Drulias adjourned the meeting at 5:48 P.M. to the next meeting on Monday, May 12, 2025, at 5:00 P.M.