

MINUTES
Centennial Steering Committee
May 12, 2025
City Council Chambers
401 E. Chapman Avenue

Call To Order: Meeting called to order at 5:06 P.M.

Roll Call: Committee Members Yesenia Baltierra, Paulette Chaffee, Kathy Frazee, Paul Henderson, Aaron Mills, Tricia Montelongo, Michele Severson, Jodi Stout, Ward Smith, Peggie Yamaguchi

ABSENT: Kenny Binnings, Bonnie Carren, Rosalina Davis, Carol Downey, James Kissinger

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 May 12, 2025 meeting.

Regular Agenda:

1. Approval of Minutes from April 14, 2025 Meeting:

The minutes for April 14, 2025 were **MOTIONED** for approval by Committee Member Stout and were **SECONDED** by Committee Member Severson. 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.

Community/Business Participation Subcommittee Updates:

Senior Management Analyst Kiana Louie provided an update on the Community Business Participation Subcommittee. The subcommittee is working on beautification projects and quarterly murals, with potential mural locations identified at the former Meinecke building, Tony's Deli's

wall, and the second building of El Farolito. Funding sources for these initiatives were discussed, including Community Development Block Grants (CDBG) and a silent auction. Additionally, the centennial passport program was introduced, with suggestions for pricing and further fundraising opportunities through exclusive memberships. Plans were also outlined to celebrate centenarians and local business milestones, which will include recognition through marketing channels and city council acknowledgments.

Sponsorships and Special Events Subcommittee Updates:

Community Services Director Lydie Gutfeld provided an update on sponsorships and special events, reporting that sponsorship approvals have been finalized and letters have been sent to the top 150 businesses. She emphasized the importance of community and committee members in promoting these sponsorships. Senior Administrative Assistant Julie Roberts followed with updates on upcoming restaurant fundraisers, including details about the first event at Fresh Off the Boat on the 14th. Volunteers are needed for these fundraisers, and Director Gutfeld encouraged committee members to participate.

Committee Member Severson asked if there were flyers for each individual event. Roberts said yes and that she would send them over to her. Director Gutfeld asked that everyone repost the City's social media posts on their social media accounts and stressed the importance of social media promotion from everyone to ensure the events' success.

Senior Administrative Assistant Julie Roberts expressed hope for the success of the upcoming event, noting that Tacos Way wants to know how it goes. She mentioned that she has not approached other businesses yet because she wants to ensure they have a good turnout before proceeding. Committee Member Severson also shared that a new social media community event initiative has been started, with updates sent out every Tuesday. She encouraged others to send flyers for upcoming events, assuring that they will be posted promptly and added that once flyers are received, they will be shared in the next community event update.

Committee Member Montelongo clarified if they were sent the flyer. Communications and Marketing Manager Drulias indicated that it was sent out to the Committee on April 28th, but she would send it out again.

Committee Member Severson raised a concern about whether people would want to go out just to support the city without a specific goal. She suggested having a clear objective for each restaurant fundraiser, allowing participants to understand what their contributions would be supporting, such as specific projects or events.

Director Gutfeld responded that the flyers already mention the purpose of the fundraisers, which is to help offset costs or sponsor Centennial events. However, she acknowledged that this message could be added more personally in the body of the text to make it more relatable and impactful.

Committee Member Severson agreed, noting that similar issues arise with the chamber, where people are unsure of the direct impact of their contributions. She emphasized the importance of clearly stating how the funds will be used, making it easier for people to identify with the cause and feel more personally connected to it.

Director Gutfeld then showed the Committee Members the volunteer shirts that were purchased and stated that everyone would receive one and they should wear them at all booths, events, fundraisers, etc.

Director Gutfeld then introduced Committee Member Baltierra to discuss the upcoming silent auction, highlighting the creation of themed baskets and the need for donations. Committee Member Baltierra shared a list of 15 basket ideas to help kick off the fundraising efforts, including themes like "Taste of Placentia," "Cheers to 100 Years," and "Placentia Library Lovers." She also suggested baskets such as "Home Sweet Placentia," "Placentia Book Lovers," and "Placentia Family Fun Night." Baltierra proposed incorporating items from local businesses, as well as Centennial giveaways like mugs or blankets, or even Monopoly-themed items. She emphasized that the list was just a draft and invited the committee to contribute additional ideas. She also recommended preparing a letter for donation requests to help gather the necessary items for these baskets. The silent auction will be digital and run for 30 days prior to the Mayor's Gala on January 27. Committee Member Yamaguchi mentioned that there was a discrepancy in the minutes from last meeting at the Minutes said the Gala was on January 24, but January 27 was presented here. The minutes were correct, and the date of the gala is January 24, 2026.

Director Gutfeld shared that the Centennial birthday event will be held at Champions Sports Complex, as it's the only location approved for airspace to accommodate a drone show. The drone show will feature Placentia-themed images representing 100 years of the city. The event, contingent on securing funding, will include a family-friendly atmosphere with snow, games, food, drinks, entertainment, and a Centennial booth. Each city event throughout the year will feature Centennial information and merchandise. Additionally, there are plans for 100 golden tickets for the egg hunt and other special flair at events. She also discussed incorporating 100 service projects and working with the "Love Placentia" event for its 10th anniversary. Committee members will receive Centennial shirts to wear with pride.

Committee Member Mills suggested hosting a pickleball tournament to raise funds, which has been successful in the past. Director Gutfeld agreed and encouraged participation in all events and booths, and emphasized that fundraising events should not wait until 2026.

Mills also recommended using the group email for coordination, so members don't approach the same businesses for donations. Director Gutfeld agreed, stating that she will send out updated sponsorship information via a Google Form to keep everyone informed of businesses that have already been approached.

Marketing Subcommittee Updates:

Communications and Marketing Manager Nicolette Drulias outlined the marketing plans, which include social media posts and a contest for the new Placentia flag. Committee Member Severson also mentioned that the Community/Business Participation group wanted to do a contest for the murals as well. Director Gutfeld mentioned she knows of a platform called Café that is for artists to submit proposals. She said she would share the information with the Community/Business Participation group.

Digital Media Analyst Cortez introduced the Centennial Voices video series, focusing on stories of Placentia through interviews with community members. The "Then and Now" project was also mentioned, which will feature photos of current and past landmarks in the city.

Historical Subcommittee Updates:

Senior Analyst Adams provided an update on the historical book, noting that the writing has been completed and the focus is now on final revisions and photo selection. The goal is to translate the book online into Spanish and encourage community involvement in historical activities.

Communications and Marketing Manager Nicolette Drulias concluded the meeting by thanking all participants and encouraging newer Committee Members to join any subcommittee that they are interested in. Director Lydie Gutfeld emphasized the importance of aggressive outreach for sponsorships and provided updates on fundraiser numbers. Senior Administrative Assistant Julie Roberts said she would update the group on the results of the first fundraiser and then noted that the donation boxes will be at all events.

Committee Requests: None.

Adjournment: Committee Member Mills **MOTIONED** to adjourn the meeting, and Committee Member Henderson **SECONDED**. Communications and Marketing Manager Drulias adjourned the meeting at 5:38 P.M. to the next meeting on Monday, June 9, 2025, at 5:00 P.M.