

MINUTES
Centennial Steering Committee
June 9, 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, Paulette Chaffee, Rosalina Davis, Kathy Frazee, Paul Henderson, Lorely Meza, Aaron Mills, Tricia Montelongo, Michele Severson, Ward Smith, Peggie Yamaguchi

ABSENT: Kenny Binnings, Carol Downey, James Kissinger; 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, Community Services Supervisor Aileen Munoz, Deputy Director of Public Works Gabriel Gabany-Guerrero, Executive Assistant Maria Perez, Accounting Technician Cathy Carranza, Senior Administrative Assistant Julie Roberts

Oral Communications: There were no oral communications at the June 9, 2025 meeting.

Regular Agenda:

1. Approval of Minutes from May 12, 2025 Meeting:

The minutes for May 12, 2025 were **MOTIONED** for approval by Committee Member Smith and were **SECONDED** by Committee Member Davis. Motion carried.

2. Subcommittee Updates:

Communications and Marketing Manager Drulias mentioned that Senior Management Analyst Kiana Louie left the City for another job and so staff was going to figure out who would be able to take over the Community/Business subcommittee. She mentioned that Kiana provided her with some information on where the subcommittee had left off before she left, but asked Committee Member Severson if she had any updates.

Committee Member Severson mentioned that Committee Member Smith had a really good idea. Committee Member Smith spoke regarding a potential mural installation on the large water tank at Golden Avenue and Kraemer Boulevard near Tri-City Park. Smith proposed featuring the Centennial Seal as part of a large mural facing both the intersection and the park, providing visibility for both passersby and park attendees during major events. Smith also brought up the

potential for a Centennial Passport Program to drive restaurant engagement, a concept Communications Manager Drulias supported, suggesting that the City could develop and distribute the program internally to reduce costs. She noted the value of encouraging restaurants to create Centennial-themed menu items rather than using the program as a revenue generator.

Committee Member Severson emphasized the value of community engagement programs such as scavenger hunts, citing past successes like Shop Small Placentia, though she acknowledged the labor-intensive nature of such initiatives. Committee Member Davis reported significant interest from Old Town businesses in participating in Centennial celebrations and suggested organizing a music and food event in August to boost traffic during what is typically a slow month. Community Services Director Lydie Gutfeld confirmed that the 5K planned for May 2, 2026, will end in Old Town. Davis requested additional programming in Old Town during the centennial year, beyond the 5K, to ensure the area's historic significance is reflected and celebrated.

Senior Administrative Assistant Roberts shared an update on a potential "Placentia Day" at an Angels Game in recognition of the City's centennial, with ticket proceeds supporting the celebration. The Committee decided to try to schedule the Day for a game in April 2026, and then Roberts would work with Angels to see if they would donate anything for the silent auction. Committee Member Yamaguchi raised concerns about seating accessibility in the stadium's 300 section, advising staff to ensure seating accommodations are appropriate for attendees of all ages.

The discussion then turned to sponsorships. Director Gutfeld reported that due to legal restrictions on mass email communications, staff had shifted to mailing sponsorship letters to businesses. Online applications have been created for organizations that require them, and applications have already been submitted to SchoolsFirst, Bank of America, and US Bank in hopes of securing a \$20,000 presenting sponsor. Gutfeld noted that the Centennial webpage on the City's website had been updated with event information, photos, the sponsorship packet, and a simplified Google interest form. The form now also includes an option for contributing to the silent auction at the Centennial Gala. Street team outreach will begin at the City's summer concert series, with booths promoting Centennial events, t-shirt sales, donations, and restaurant fundraisers. Gutfeld emphasized the importance of volunteer support in staffing the booths and distributing materials to businesses.

In response to Committee Member Davis' concerns about high sponsorship thresholds, Gutfeld confirmed that customizable and in-kind sponsorships are available and mentioned examples such as a print shop offering flyer printing or a trophy vendor donating medals for the 5K. She explained that the \$5,000 minimum sponsorship tiers are designed to give businesses broad exposure across four major City events, the quarterly newsletter, and all Centennial marketing materials. Committee Member Mills asked if there would be limitations on sponsor categories (e.g., only one dentist), and Gutfeld replied that, because of the large number of events, sponsorships are currently

unlimited. She also noted that sponsors can opt to support individual events instead of the entire Centennial year.

Gutfeld gave special recognition to Roberts, who is leading restaurant fundraiser efforts, which have raised over \$1,300 to date. T-shirts have proven popular and will be reprinted in July with an estimated sale price of \$25. In response to Committee Member Davis, Gutfeld confirmed the City would look into offering women's t-shirt styles. Committee Member Baltierra is leading the silent auction efforts, and the team has begun outreach to over 60 community contacts for item donations. Gutfeld encouraged committee members to assist with acquiring baskets early, to avoid last-minute submissions and allow time for photography and promotion. The online auction will launch approximately one month before the Centennial Gala.

Roberts then confirmed that upcoming restaurant fundraisers include Primecut Taqueria on July 9, Tlaquepaque on July 23, and Esther's Taco House in August. The committee was reminded to share the fundraiser information widely.

Gutfeld provided updates on several major upcoming events. The Mayor's Centennial Gala is scheduled for January 24, 2026, pending venue confirmation at Alta Vista Country Club. Tickets will be priced at approximately \$100 and will include dinner and entertainment. The City hopes to raffle or sponsor several tables for community members. Planning is also underway for the Centennial 5K on May 2, 2026, with proposed names including "Taco Run," "Tower Trot," and "Run for Placentia." A final decision is needed soon to allow for the medal and shirt design. Entry fees are estimated at \$30 per participant, which will include a bib, medal, t-shirt, and chip-timed results. To encourage youth participation, the City may offer \$20 entry for students whose teachers or teams participate. Gutfeld also floated ideas for a kids' "Street Taco Run" and suggested using the race to connect with local high schools for community service hour opportunities.

Next, Gutfeld introduced plans for a Centennial Art Contest to design a commemorative flag. The contest will include four categories: elementary, middle/high school, college, and adult artists. The contest is expected to launch in August or September with submissions accepted through October 31. First-through-third-place winners in each category will be recognized by the City Council in December, and an overall winner's design will be used for the official Centennial flag. Committee Member Severson offered \$400 in Blick gift cards as prizes. Drulias and Gutfeld also discussed placing Centennial booths at events throughout the year, including Movies in the Park, Symphony on the Go, the Tamale Festival, and others, to promote donations, merchandise, and community involvement.

Marketing updates from Communications Manager Drulias included plans for a "Centennial Voices: Then and Now" video series, short historical segments, and increased school engagement, particularly with El Dorado and Valencia High School media programs. She confirmed reminders

for fundraisers will now be sent the day prior, which was appreciated by Committee Member Yamaguchi. Drulias also mentioned the need for more creative ways to reach residents and Committee Member Mills discussed the possibility of utility bill inserts or partnering with publications such as the Placentia-Yorba Linda Magazine.

Committee Member Mills shared that the Historical Society has offered support and literature, and a Valencia student from the society is eager to help with video content. Planning Manager Gonzales then provided a comprehensive update on the historical subcommittee's progress. The Centennial history book manuscript is complete, with all seven chapters drafted and under review. The committee is currently working on finalizing the front cover design and photo selections, emphasizing the importance of a cover that reflects the City's past, present, and future, specifically requesting a southwest view of the water tower, Old Town, and the TOD district. The first chapter layout has been reviewed, and the publisher confirmed four breakout photo slots per chapter. Committee Members Carren and Frazee have already begun selecting and captioning images. In response to Gutfeld's request for "Then and Now" visuals for Centennial booths, Gonzales confirmed that numerous historic photos are already available and that current images can be taken to complete the concept. He also mentioned Arcadia Publishing is interested in producing a "Then and Now" photo book.

When asked about pricing, Gonzales stated that book cost and quantity have yet to be finalized, but digital access may follow once physical copies are sold. Translation remains under discussion due to budget constraints.

The meeting concluded with a reminder from Director Gutfeld for committee members to distribute sponsorship letters and continue engaging their networks to support the Centennial celebration.

Committee Requests: None.

Adjournment: Committee Member Mills **MOTIONED** to adjourn the meeting, and Committee Member Davis **SECONDED**. Communications and Marketing Manager Drulias adjourned the meeting at 5:53 P.M. to the next meeting on Monday, July 14, 2025, at 5:00 P.M.