

MINUTES
Centennial Steering Committee
September 8, 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, Rosalina Davis, Carol Downey, Kathy Frazee, Paul Henderson, James Kissinger, Lorely Meza, Aaron Mills, Tricia Montelongo, Michele Severson, Jodi Stout, Peggie Yamaguchi

ABSENT: Kenny Binnings, Bonnie Carren, 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, Fire Inspector Lisa Bruto, Senior Management Analyst Crystal Adams, Community Services Supervisor Michelle Khzouz, Community Outreach Coordinator Kelley Krahling, Deputy Director of Public Works Gabriel Guerrero-Gabany, Executive Assistant Maria Perez, Accounting Technician Cathy Carranza, Senior Administrative Assistant Julie Roberts

Oral Communications: There were no oral communications at the September 8, 2025 meeting.

Regular Agenda:

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

The minutes for July 14, 2025 were **MOTIONED** for approval by Committee Member Kissinger and were **SECONDED** by Committee Member Baltierra. Motion carried.

2. Subcommittee Updates:

Communications and Marketing Manager Drulias transitioned into the subcommittee updates, starting with the Community/Business Participation subcommittee.

Deputy Director Guerrero-Gabany reported coordinating with the City Attorney's Office to secure access to the water tower for future projects such as advertising or public art; this first step will determine what is feasible at the site. Committee Member Severson is following up with her PYLUSD contacts regarding potential high school murals and placement approvals. Committee Member Davis is surveying downtown businesses to gauge interest in a potential Old Town Art Walk, while Fire Prevention Specialist Bruto is updating other subcommittees on project status

and helping coordinate both the Art Walk concept and the possibility of relocating the farmers market to Old Town for 2026.

Sponsorships and Community Partnerships

Communications & Marketing Manager Drulias provided a sponsorship update totaling approximately \$31,000 to date, including \$10,000 from Supervisor Doug Chaffee's office, \$10,000 from Audi, \$1,000 from Townsend Public Affairs, \$2,500 from SoCal Gas, \$2,500 from Mercy Housing, and a \$5,000 commitment from Jones Mayer. Staff is arranging a meeting with Placentia Presbyterian Church to explore their involvement. Committee members recommended additional outreach to Republic Services and to the Kraemer family board, citing their historic ties to Placentia; Committee Member Downey offered to connect with Paul Kraemer after the City sends a formal letter. Community Outreach Coordinator Krahling will follow up with Rotary on a potential sponsorship, Committee Member Downey will raise items at the Roundtable, and staff will re-engage both water companies (including possible water donations for the 5K). While the overall goal is to break even, event-specific sponsors (e.g., for the 5K) and in-kind support remain priorities.

Marketing and Merchandise

Drulias noted that merchandise discussions are ongoing, with Centennial shirts continuing to sell well. Member Chaffee suggested branded handheld fans for warm-weather events such as the Heritage Parade. The City flag redesign will proceed with a professional designer; referrals are welcome. Video work continues on the "Centennial Voices," and a coordination meeting with the school district will be scheduled with the help of Committee Member Mills to support broader outreach.

Special Events and Fundraisers

Community Services Supervisor Khzouz reported Mr. D's raised \$400 and that additional dine-in events are scheduled (including Craft Burger this Wednesday). The Street Team has begun merchant outreach around Alta Vista/Champions for baskets and small donations, with heat impacting field hours. The Pickleball Tournament is set for November 15 and is expected to draw strong interest; staff will explore additional indoor courts, simple spectator seating, learn-to-play opportunities, and robust on-site merchandise sales. The Pacific Symphony event on the 13th will feature a Centennial booth, T-shirt sales, and Historical Society panels; volunteers are encouraged. Mayor Pro Tem Chad Wanke is developing the Gala vision; members were asked to share leads for silent auction baskets. The Centennial 5K aims for 1,000 participants with \$30-\$50 registration fee that includes a medal, shirt, and bib; chip timing will provide online results. A draft course map is targeted by the 25th and will be verified by the timing company. Centennial presence is

also planned at the Fishing Derby, Heritage Parade, and Tamale Festival. The time capsule is scheduled to be unearthed the week after the Symphony.

Downtown Art Walk Concept

Committee Member Davis briefed the group on a proposed Old Town Art Walk, tentatively targeting Wednesday, July 15, 2026, to avoid conflicts with Thursday Concerts and Friday Movies. The goal is to re-energize Old Town during a traditionally slow summer period; merchant outreach is underway, with logistics and route planning to follow.

Historical Subcommittee and Centennial Book

Planning Manager Gonzales reported the manuscript's notable figures list has been refined and categorized (arts, music, sports, etc.), and duplicate or unclear photographs have been cleaned up. The end-cover design is complete, and pre-production book samples arrived today; pending final review and sign-off, printing will proceed with a goal of having books in hand by November for holiday events. The initial run is 500 copies; pricing is under discussion (general range of \$40–\$50). The project was funded largely in last year's budget with a modest carryover of approximately \$12,000. Gonzales thanked Kathy Frazee, Bonnie Carren, and John Walcek for substantial content and photo contributions.

Veterans, Faith Community, and Outreach

Member Henderson confirmed that Veterans Day Ceremony (November 11) materials will include Centennial flyers for distribution. Member Mills proposed a "100 Days of Prayer" initiative to engage congregations citywide—inviting churches to open sanctuaries 7:00–9:00 a.m. for daily reflection guided by simple prompts (e.g., families, leaders, children), potentially aligning start or finish with the National Day of Prayer. Staff will evaluate feasibility, coordination, and materials for participating congregations. Email distribution issues were noted; Member Downey had not been receiving communications due to an outdated address, and staff will correct the list.

Next Steps and Meeting Reminder

Next steps include trying to secure water tower access, planning for advancing mural approvals, continuing sponsorship outreach (including Republic Services and the Kraemer family), confirming flag design quotes and designer referrals, finalizing Symphony and 5K logistics (including water donations), developing the Art Walk plan, completing book approval for print, and evaluating the "100 Days of Prayer" concept. The meeting concluded with a reminder that the group will reconvene on the 13th.

Committee Requests: None.

Adjournment: Committee Member Davis **MOTIONED** to adjourn the meeting, and Committee Member Yamaguchi **SECONDED**. Communications and Marketing Manager Drulias adjourned the meeting at 5:42 P.M. to the next meeting on Monday, October 13, 2025, at 5:00 P.M.