

MINUTES  
Centennial Steering Committee  
October 13, 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, Kenny Binnings, Paulette Chaffee, Rosalina Davis, Carol Downey, Kathy Frazee, Paul Henderson, Lorely Meza, Aaron Mills, Michele Severson, Peggie Yamaguchi

**ABSENT:** Bonnie Carren, James Kissinger, Tricia Montelongo, Ward Smith, Jodi Stout

**CITY STAFF:** Communications and Marketing Manager Nicolette Drulias, 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

**Oral Communications:** There were no oral communications at the October 13, 2025 meeting.

**Regular Agenda:**

**1. Approval of Minutes from September 8, 2025 Meeting:**

Communications Manager Drulias mentioned minor corrections to the September 8 meeting minutes, including a misspelling and attendance errors.

The minutes for September 8, 2025, with those changes, were **MOTIONED** for approval by Committee Member Yamaguchi and were **SECONDED** by Committee Member Severson. Motion carried.

**2. Subcommittee Updates:**

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

Subcommittee Reports:

**Community/Business Participation** – *Lisa Bruto* reported that while the subcommittee had not met formally since the previous meeting, regular meetings will begin soon. She mentioned the team had discussed temporarily relocating the Farmers Market to Old Town during the Centennial

year to tie in with the city’s 100-year celebration, pending possible parking lot construction. Bruto also brought up the idea of the Old Town Art Walk in collaboration with local merchants and schools. Committee Member **Michele Severson** noted she could connect with school art programs to recruit students and senior artists, potentially rotating exhibits by age group. Committee Member **Rosalina Davis** volunteered to survey local businesses to gauge interest.

**Sponsorships & Community Partnerships** – *Nicolette Drulias* reported that total committed sponsorships now stand at **\$32,500**, including a \$1,500 donation from HR Green. She noted outreach efforts will continue with Republic Services and the local water districts. Committee Member **Carol Downey** suggested reaching out to former City Council Members and highlighted the importance of honoring long-serving community members, such as the **Kraemer family**. Downey, Davis, and Severson noted that former council members, including Chris Lowe and Paul Kraemer, among others, remain active and should be invited to Centennial events. Downey proposed inviting former mayors and council members to participate in the **2026 Heritage Parade**, possibly riding together on a float. Severson shared that **John Kraemer** had expressed enthusiasm about supporting the celebration. Downey and Ortega also discussed the potential for a formal outreach letter and coordinated invitations to be sent to former elected officials.

**Marketing & Merchandise** – Drulias reported that staff are finalizing designs for Centennial merchandise and exploring an online storefront for direct sales. Sample **lapel pins** featuring the City seal and Centennial logo are in development. The group also discussed redesigning the **City flag** as part of the Centennial effort. Drulias shared that staff is collecting feedback from the City Council and committee members, and **Kathy Frazee** offered to research background information on the current flag’s design and origins. **Peggie Yamaguchi** noted that there may be historical materials from the City of La Habra Centennial to reference, and **Kenny Binnings** suggested engaging high school art teams in the design process. Drulias clarified that the Council preferred a professional design rather than a student competition, since the new flag will serve as the official City flag beyond 2026.

Drulias also shared the **Centennial Gala “Save the Date”** cards and explained that staff is preparing an invitation list, which will include former council members and unofficial sister cities—**Plasencia, Spain** and **Placentia, Newfoundland and Labrador, Canada**—to encourage proclamations and potential virtual or in-person participation. **Carol Downey** asked about ticket pricing, which **Michelle Khzouz** noted would likely be in the \$100–\$125 range once finalized.

**Special Events & Fundraisers** – *Michelle Khzouz* reported that several fundraisers are underway and that the Recreation “Street Team” is canvassing businesses citywide for silent auction donations. Donations received include complimentary classes and merchandise bundles. The **Pickleball Tournament** has been postponed until January due to gym construction and facility ownership logistics. The **Centennial 5K**, projected for May 2026, will feature both a 5K and one-

mile fun run; registration fees will range from \$30–\$50 and include a shirt, medal, and bib. Khzouz stated the target goal is **1,000 racers**, and the preferred event vendor will handle both timing and promotion.

The **Holiday Birthday Celebration** in December 2026 will take place at **Champions Sports Park** and feature a community carnival, drone show, and entertainment. The **Art Contest** will open in February 2026, with categories for elementary, middle, and high school students, and adults. Entries will close in mid-March, with winners announced by City Council in April and artwork displayed at the Old Town Art Walk.

Khzouz also announced that the **Centennial Time Capsule** had been located and verified; removal and display will be coordinated later in 2026 with the Historical Committee. She provided a recap of the **Heritage Parade and Festival**, which included over **2,000 participants** and an estimated **5,000 attendees**, 175 cars, BMX demonstrations, and numerous vendors. The next major event will be **A Very Tamale Holiday** in December.

**Historical Subcommittee** – *Andrew Gonzales* reported that the **Centennial History Book** manuscript, layout, and cover design are finalized and are now with the publisher. Delivery is expected by the end of the month. The production cost per unit is approximately **\$69**. The committee discussed setting the retail price at **\$70 presale** and **\$85 regular**, with potential for a limited signed edition and bundled sales (e.g., with Gala tickets or merchandise). **Kenny Binnings** suggested limited signed copies by notable community members or founding families. **Aaron Mills** shared comparative market data for coffee-table books, noting \$50–\$100 is standard for high-quality editions. **Michele Severson** and **Peggie Yamaguchi** suggested offering pre-sales and donation-based sales through the Placentia Community Foundation to allow buyers to treat purchases as charitable contributions. Gonzales confirmed books will be available online and at City events, including the Gala.

**Additional Updates** – Committee Member **Peggie Yamaguchi** asked where residents could purchase Centennial T-shirts; Khzouz confirmed they are sold for **\$25** at City Hall and at community events. Adult sizes are available, with youth sizes to be added later. **Michele Khzouz** reminded members to pick up additional Centennial fans and Heritage Parade ribbons to distribute.

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**Next Meeting:** Due to the Veterans Day holiday and a Planning Commission meeting on November 10, members agreed to **reschedule the next meeting to Monday, November 3, 2025, at 5:00 p.m.**

**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 5:43 P.M. to the next meeting on Monday, November 3, 2025, at 5:00 P.M.