

MINUTES
Centennial Steering Committee
December 8, 2025
City Council Chambers
401 E. Chapman Avenue

Call To Order: Meeting called to order at 5:04 P.M.

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

ABSENT: Kenny Binnings, Rosalina Davis, James Kissinger

CITY STAFF: Communications and Marketing Manager Nicolette Drulias, Digital Media Analyst Jeff Cortez, Senior Administrative Assistant Julie Roberts, Senior Management Analyst Crystal Adams, Fire Inspector Lisa Bruto, Community Services Supervisor Michelle Khzouz, Executive Assistant Maria Perez, Community Services Director Lydie Gutfeld, Accounting Technician Cathy Carranza, Community Outreach Coordinator Kelley Krahling

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

Regular Agenda:

1. Approval of Minutes from November 3, 2025 Meeting:

The minutes for November 3, 2025 were **MOTIONED** for approval by Committee Member Stout and were **SECONDED** by Committee Member Montelongo. Motion carried.

2. Subcommittee Updates:

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

Community Business Participation and Angels Game

Senior Administrative Assistant Roberts reported outreach to Placentia restaurants and coffee shops about centennial menu items, including plans for window decals and promotional support.

Communications and Marketing Manager Drulias requested feedback and further creative ideas from the committee regarding ways to increase community business engagement and promotional activities.

Roberts also provided details on the Angels game scheduled for March 22, 2026, outlining ticketing, seating, and plans for broad public participation.

Sponsorship Updates and Marketing Efforts

Drulias announced an additional \$10,000 in sponsorships, bringing the total to \$56,500. Director of Community Services Gutfeld noted ongoing sponsorship opportunities for both the 5K and the December birthday bash.

Drulias described preparations to roll out 2026 marketing materials, including refreshing the website, updating the quarterly newsletter, and requested ideas from committee members for donor recognition and newsletter content. Efforts to locate and recognize members of the Bradford family also continued; Committee Member Downey specifically requested that any members with connections to Chris Lowe or Bob D'Amato assist with establishing contact.

Historical Committee and Lecture Series

Committee Member Carren shared that the historical committee is planning to celebrate 100-year-old homes in Placentia in collaboration with local realtors (potentially Committee Member Mills and his business partner), with plans for signage and possibly open houses. Drulias requested committee members' help in identifying and recruiting a leader for the '100-year homes' project. Committee Member Mills volunteered.

Committee Member Carren also provided an update on the centennial lecture series in partnership with the library, with events scheduled throughout 2026 and a request for involvement from local celebrities and broad committee support.

Fundraising and Merchandise Updates

Gutfeld provided updates on fundraising, including preparations for the Tamale Festival and sales of centennial-themed merchandise (T-shirts, mugs, water bottles, hats, and commemorative bags), and noted limited item stock to be managed efficiently.

Gutfeld detailed the event schedule for the Centennial Gala which will include cocktail hour, auctions, entertainment, and a centennial toast, then requested that table hosts provide the names of their guests for check-in and announced a follow-up email would be sent out for this purpose.

Centennial 5K and Special Events

Gutfeld confirmed the partnership with Audi for the 5K and completion of the management contract. Other upcoming events include a birthday carnival and drone show on December 5, 2026, time capsule unveiling, a possible centennial symphony, and other activities. Gutfeld encouraged the committee to contribute ongoing ideas for event entertainment and features.

Art Contest and Library Initiatives

Gutfeld announced the launch of the centennial art contest in January, inviting entries from a variety of media and encouraging committee members to help promote the contest within schools and the wider community.

The library will introduce twelve commemorative bookmarks over the year to celebrate city and library history.

Murals and Public Art

Committee Member Henderson inquired if there were any updates or decisions made regarding the location for planned Centennial murals. Gutfeld indicated final decisions are pending grant results and requested the committee's patience and input on potential sites.

Committee Requests: None.

Adjournment: Committee Member Mills **MOTIONED** to adjourn the meeting, and Committee Member Yamaguchi **SECONDED**. Communications and Marketing Manager Drulias adjourned the meeting at 5:38 P.M. to the next meeting on Monday, January 12, 2026, at 5:00 P.M.