

MINUTES  
Centennial Steering Committee  
January 12, 2026  
City Council Chambers  
401 E. Chapman Avenue

**Call To Order:** Meeting called to order at 5:02 P.M.

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

**ABSENT:** Kenny Binnings, James Kissinger, Jodi Stout,

**CITY STAFF:** Communications and Marketing Manager Nicolette Drulias, Digital Media Analyst Jeff Cortez, Deputy Director of Administrative Services Jeannette Ortega, Senior Administrative Assistant Julie Roberts, Senior Management Analyst Crystal Adams, Fire Inspector Lisa Bruto, Executive Assistant Maria Perez, Community Services Director Lydie Gutfeld, Accounting Technician Cathy Carranza

**Oral Communications:** There were no oral communications at the January 12, 2026 meeting.

**Regular Agenda:**

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

The minutes for December 8, 2025 were **MOTIONED** for approval by Committee Member Montelongo and were **SECONDED** by Committee Member Yamaguchi. Motion carried.

**2. Subcommittee Updates:**

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

Drulias provided the community business outreach update on behalf of absent members. Senior Administrative Assistant Roberts and Community Outreach Coordinator Krahlung have begun contacting local businesses to offer Centennial “special items” throughout the year. Committed businesses to date include Donut Chain, Campitelli, Off the Boat, Tlaquepaque, Tony’s Deli, Broken Timbers, Mr. D’s, JD Wings, Craft Burger, and Craftsman, with outreach continuing to additional business types. A circular Centennial decal will be provided to participating businesses for display, and staff will develop a webpage listing participants and promote them periodically

on social media. Committee Member Drulias requested that Committee Members help expand outreach by connecting additional interested businesses.

Committee Member Davis reported that the Old Town Art Walk is scheduled for July 15 and requested that it be listed on future agendas. She also proposed that artwork from the Centennial art contest be displayed at the Art Walk.

On “Placentia Day at the Angels Game,” Drulias reported that the event is scheduled for March 22, an Angels vs. Dodgers Sunday evening game, with Sections 132 and 133 reserved. The City has purchased 100 tickets, with an additional 100 held but not guaranteed if unsold. Director of Community Services Gutfeld explained that tickets will be sold through the City’s active registration website and distributed digitally approximately one week before the game via the MLB Ballpark app, which all attendees must download. Avoiding printed tickets will prevent additional fees. Ticket details and a promotional flyer will be released shortly, and the event will include a “Happy birthday, Placentia” message on the Jumbotron.

Drulias reported that Centennial sponsorships total \$66,250, with interest continuing to grow. Approximately 20 banners (sponsor-specific and general Centennial) have been printed and will be installed by Public Works across the city. Sponsors will be notified of their banner locations. Sponsorship acknowledgements will be included in the upcoming spring quarterly, and Steering Committee members will be featured, with a group photo to be taken after the meeting. Drulias asked Committee Members to continue identifying potential sponsors.

Under marketing, Drulias reported that Digital Media Analyst Jeff is finalizing “Centennial Voices” videos, with plans to release one this month and additional videos periodically on social media and YouTube. The Centennial website is being expanded with pages for participating businesses and sponsor acknowledgements, and Drulias invited suggestions for additional content. She also noted that the City Council will issue a proclamation at its next meeting to formally kick off the Centennial year, with a second proclamation planned in December on the City’s actual 100th birthday, and that staff will coordinate with the Mayor and City Administrator on recognition of sponsors and notable individuals.

Committee Member Mills recommended prioritizing extensive photography at the gala, including candid shots and photos of attendees, to create a robust online photo gallery and social media content that can help promote subsequent Centennial events.

On historical items, Committee Member Mills reported that 36 properties have been confirmed as at least 100 years old and will receive commemorative signs in the coming weeks. Drulias suggested working with GIS staff to create an online map indicating the locations of these properties. Committee Members discussed privacy concerns and the need for City Attorney

guidance regarding public display of exact addresses, with Gutfeld suggesting that any public map reflect more general location information. Committee Member Mills noted that signs will be staked allowing property owners to remove them if desired.

Committee Member Frazee reported that the first lecture in the library series, “Treasures of Placentia,” presented by John Adger, will be held on January 27 and will highlight notable projects around the city. She also outlined a concept for a show-and-tell style artifact event at the Bradford House, inviting residents to bring memorabilia and share stories from Placentia’s 100-year history. Items collected may be candidates for future display at the Art Walk, City Hall, or the Bradford House. Committee Member Frazee will continue developing the concept and requested support as needed.

Drulias reported that staff will consult with the City Council on next steps for a Centennial-related book project and provide an update at a future meeting.

Gutfeld gave a gala update, noting the event is approximately two weeks away and effectively sold out at around 200 attendees, given table capacity limits. She outlined the gala timeline: a 5:30 p.m. cocktail hour and start of the silent auction; a transition around 6:45 p.m.; dinner at 7:00 p.m. with a Centennial toast and photo; and closing of silent auction bidding later in the evening. A digital platform will be used for the silent auction, allowing online bidding beginning approximately a week and a half before the event, with text notifications and credit card payments. A live auction will begin around 8:30 p.m. A casino-style component (roulette, craps, and blackjack tables) will run from 9:00 to 10:00 p.m. in the lobby. At 9:15 p.m. the silent auction will close, winners will complete payment and collect items, and the event will conclude at 10:00 p.m. Gutfeld introduced Community Services Coordinator Adel, who is assisting with silent auction items.

Gutfeld also summarized the Centennial art contest plan. The contest will run approximately from February 1 to March 15, with categories for elementary, middle school, high school, and adults. Emails to the school district will go out this week, and a meeting with the superintendent is scheduled in two weeks to coordinate participation. Winners will be announced at the April 2 City Council meeting, and all entries will be displayed at the July 15 Art Walk, with coordination from Santa Fe merchants. Each category will have first, second, and third place recognitions. Gutfeld requested volunteers from the Steering Committee to serve as judges, expressing a preference to keep the judging panel within the Committee to allow for candid discussion and minimize external bias.

Committee Member Montelongo asked whether the previously discussed recognition of residents turning 100 years old is still being pursued. Drulias confirmed that it is and stated that information is already on the City’s website, but has not yet been fully promoted on social media. She committed to adding social media promotion.

Before adjournment, Committee Member Drulias proposed canceling the February full committee meeting and reconvening in March to allow the Committee to focus more heavily on the 5K and other spring Centennial events at that time. Committee Members expressed support, and Gutfeld noted that art contest judges could still meet in February to review entries. With consensus on this approach, Drulias set the next meeting date for March 9.

**Committee Requests:** None.

**Adjournment:** Committee Member Frazee **MOTIONED** to adjourn the meeting, and Committee Member Henderson **SECONDED**. Communications and Marketing Manager Drulias adjourned the meeting at 5:27 P.M. to the next meeting on Monday, March 9, 2026, at 5:00 P.M.