



Agenda Item No: 3.a

## **PLACENTIA CITY COUNCIL AGENDA REPORT**

Meeting Date: February 4, 2025

Submitted by: Nicolette Drulias

From: City Administrator

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### **Subject:**

Appointments to the Centennial Steering Committee for the City's upcoming Centennial in 2026

### **Financial Impact:**

#### Fiscal Impact:

At this time there is no fiscal impact associated with the creation of the Committee.

### **Summary:**

On November 19, 2024, the City Council authorized the formation of a Centennial Steering Committee (the "Committee") to assist City staff in planning for the City's upcoming Centennial celebration in 2026. The City will celebrate its centennial on December 2, 2026, and plans to celebrate all year long with centennial-themed events, merchandise, a new City logo and updated branding, community involvement, and a special birthday party celebration in December 2026. In order to promote community involvement and ensure we include unique community events and programs for this celebration, Staff recommended the establishment of a Committee comprised of different City organizations, non-profits, and recognized community groups. The Committee will split off into Subcommittees working with Staff and other members to prepare recommendations for programming, events, and other items associated with the centennial celebrations.

The Committee will be comprised of nineteen (19) members: two (2) City Council Members; one (1) appointed from each of the five (5) City Council districts; one (1) member from Kiwanis Club of Placentia; one (1) member from the Placentia Library; one (1) member from the Rotary Club of Placentia; one (1) member from the Women's Round Table; one (1) member from the Placentia Yorba Linda Unified School District; one (1) member from the Veterans Advisory Committee; one (1) member from the Placita Santa Fe Merchants Association; one (1) member from the Placentia Chamber of Commerce; one (1) member from the Senior Advisory Committee; one (1) member from the Heritage Festival Committee; two (2) members from the Historical Committee. City Staff members will serve as facilitators/liasons for the Committee.

This action approves the appointments of certain members to the Committee based upon the criteria approved by the City Council at the November 19, 2024 City Council Meeting.

### **Recommendation:**

Recommended Action: It is recommended that the City Council take the following action:

1. Formally appoint one (1) City Council Member to serve on the Centennial Steering Committee; and
2. Approve the appointment of City Council Member and Placentia Rotary Member Ward Smith to the Centennial Steering Committee on behalf of the City Council and the Rotary Club of Placentia; and
3. Approve the appointment of Historical Committee Members Bonnie Carren and Kathy Frazee to the Centennial Steering Committee per the recommendation of the Historical Committee; and
4. Approve the appointment of Park, Arts, and Recreation Commissioner Tricia Montelongo to the Centennial Steering Committee per the recommendation of the Park, Arts, and Recreation Committee; and
5. Approve the appointment of Placentia Chamber of Commerce Executive Director Michele Severson to the Centennial Steering Committee on behalf of the Placentia Chamber of Commerce; and
6. Approve the appointment of Placita Santa Fe Merchants Association President Rosalina Davis to the Centennial Steering Committee on behalf of the Placita Santa Fe Merchants Association; and
7. Approve the appointment of Heritage Committee Member Kenny Binnings to the Centennial Steering Committee on behalf of the Heritage Committee; and
8. Approve the appointment of Placentia Library District Assistant Director Yesenia Baltierra to the Centennial Steering Committee on behalf of the Placentia Library District; and
9. Approve the appointment of Kiwanis Club President James Kissinger to the Centennial Steering Committee on behalf of the Kiwanis Club of Placentia; and
10. Approve the appointment of Art Castillo to the Centennial Steering Committee in representation of Council District 2 per the recommendation of Mayor Kirwin (District 2).

**Strategic Plan Statement:**

This item is consistent with the City Council approved 5-Year Strategic Goal to Increase Community Engagement under Objectives #4.1 and #4.2, which is to Evaluate Alternative and More Creative Methods of Community Outreach and Increase Community Engagement/Outreach.

**Discussion:**

On November 19, 2024, the City Council authorized the formation of a Centennial Steering Committee (the "Committee") to assist City staff in planning for the City's upcoming Centennial celebration in 2026. The Committee is to be comprised of nineteen (19) members: two (2) City Council Members, one (1) appointed from each of the five (5) City Council districts; one (1) member from Kiwanis Club of Placentia; one (1) member from the Placentia Library; one (1) member from the Rotary Club of Placentia; one (1) member from the Women's Round Table; one (1) member from the Placentia Yorba Linda Unified School District; one (1) member from the Veterans Advisory Committee; one (1) member from the Placita Santa Fe Merchants Association; one (1) member from the Placentia Chamber of Commerce; one (1) member from the Senior Advisory Committee; one (1) member from the Heritage Festival Committee; two (2) members from the Historical Committee. City Staff members will serve as facilitators/liaisons for the Committee.

The City has received a total of ten (10) individuals for the Committee, which including the following:

- Historical Committee Members Bonnie Carren and Kathy Frazee

- Park, Arts, and Recreation Commissioner Tricia Montelongo
- Placentia Chamber of Commerce Executive Director Michele Severson
- Placita Santa Fe Merchants Association President Rosalina Davis
- Heritage Committee Member Kenny Binnings
- Placentia Library District Assistant Director Yesenia Baltierra
- Kiwanis Club President James Kissinger
- City Council Member and Placentia Rotary Member Ward Smith
- District 2 representative Art Castillo, Representing Mayor Kirwin in City Council District 2

The recommended actions will approve the appointments of certain members to the Committee based upon the criteria approved by the City Council at the November 19, 2024 City Council Meeting. If approved, Staff will begin meeting with the members of the Committee on February 10, 2025 and meet monthly on the second Monday of each month at 5:30 p.m. at City Hall. Should no applications be received from a certain community group or Council District, the City will continue to accept applications; however, this will not prohibit the start of the Committee meetings. Applications received after the deadline will be provided to the Council for consideration and, if appointed at a subsequent City Council meeting, the application shall join the Committee.

**Fiscal Impact Summary:**

At this time there is no fiscal impact associated with the creation of the Committee. The recommended actions will approve the appointments of recommended members from various Placentia community organizations. A total of \$30,000 was budgeted in the FY 2024-25 Budget to secure a contractor for the Centennial Commemorative book and Centennial logo design and branding. As such, sufficient funds exist to begin the planning efforts, and the City Council will determine if and what amount of funding will be budgeted in the next fiscal year.