



MINUTES
Town of Atherton
100-Year Centennial Committee
JULY 05, 2023
COMMITTEE MEETING
1:00 PM
Administrative Conference Room
80 Fair Oaks Lane, Atherton, CA 94027

REGULAR AGENDA

ROLL CALL

Committee Members: Elizabeth Lewis (present), Rick DeGolia (present)

Staff: Rachael Londer, Management Analyst II (present)

REGULAR AGENDA ITEMS

1. Approve Committee Minutes for June 21, 2023 Meeting.

Council member Lewis Moved, Council member DeGolia seconded

2 Review and Discussion of Plans for 100-Year Celebration Event (September 24, 2023)

The Committee discussed the following:

Proposed schedule:

11:00 AM – Event Start

11:30 AM – 12:00 PM – Opening Remarks

12:00 – 12:45 PM – MA Jazz Band

12:45 PM – 1:30 PM – Musical Break

1:30 PM – 2:45 PM – Second Musical Performance (Council member DeGolia recommended Atherton Resident Paul Getty

Inviting Local Leaders:

The committee discussed a need to invite past Mayors and Council members along with other elected officials representing the Town including Senator Becker, Rep. Eshoo, Rep. Berman, and Rep. Speier. Recommendation to have Committee members and staff bring a list of local leaders to invite and the list will be reviewed during July 19 meeting. Potential to identify opening remark speakers during this time.

Day-of Navigation and Set-Up:

Staff will provide a print-out map of Town Center during the July 19 meeting. Committee members will finalize the event layout including the location of history booths, food, music, tree giveaway, etc.

Additionally, staff will create signboards to display the day that communicates how to use the passport for the Oak Tree giveaway and schedule.

Atherton Icons will also be printed as posters, need the City Manager guidance on displaying them as posters taped to the building or as yard signs to be staked in the landscaping. Staff to provide printed copies for Marion Oster to keep in Heritage Room.

Staff to purchase the tryptic/trifold poster boards for pick up during July 19 meeting.

Staff to provide a date for when Train Museum will be completed to help the committee decide on the event layout.

Marketing:

Staff to reach out to Atherton Living – David Marin and Burgess.

Committee approved of flag and banner design. City Manager to approve of banner design before printing.

The marketing kit is here and all Committee members can use it to spread the word via neighborhood email listservs, etc.

<https://docs.google.com/document/d/1ZiIFEDaHj763lIMSTZ5s8qeG1dlvm4tEo5KTnmmGD5U/edit>

Food:

William Jay confirmed and recommended adding more food. Staff requested a more specific recommendation and are waiting to hear back from William Jay. The ice cream vendor, Drops of Dough, has been contacted and staff are waiting to hear back. The Committee also recommended reaching out to It's-Its as they are a historic Bay Area treat.

Tree Giveaway:

Committee confirmed that residents should be able to take tree day of or come back within a week to pick up. Staff to provide parameters for when pick-ups can occur. Still need to identify volunteers to load trees into vehicles. Confirm that Sally will be attending to share information with residents about the varieties, how to plant, etc.

NEXT MEETING DATE CONFIRMATION

Next Meeting Date – July 19, 2023 @ 1 pm

ADJOURN

The meeting adjourned at 2:01 PM