



MINUTES
Town of Atherton
100-Year Centennial Committee
JULY 19, 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: George Rodericks, City Manager (present), Rachael Londer, Management Analyst II (present)

REGULAR AGENDA ITEMS

1. Approve Committee Minutes for July 5, 2023 Meeting.

Council member DeGolia Moved, Council member Lewis seconded

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

The Committee discussed the following:

Oak Giveaway Tree

Committee recommendation:

- Poster for each tree, picture of two varieties, and fast facts
- Process: Submit passport to tree giveaway coupon table at Corps Yard, coupon has information about species and how to pick up (either day-of or the following week)
- Recommend Lugg as a delivery service or provide other ideas for delivery
- Recommendation to have tree committee and Sally manage the coupon booth and the giveaway. Rachael to reach out to Sally about this.
- Staff have confirmed that there will be someone to load trees in vehicles day of

Under the Oaks Book Sale

- Stored under the stairs in Admin Office – these ones belong to Heritage Association and can be sold for \$25 each during the event

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:

Staff to email the committee members the list of local leaders to invite for a closer review.

Staff to invite Rep. Anna Eshoo for opening remarks on September 24 event.

Staff to invite County Supervisor, Senator Becker, Rep. Speier, and Assm. Becker to attend September 12 meeting.

Day-of Navigation and Set-Up:

Staff to send the draft map to committee members for further feedback

Staff to create a friendly version of the layout map to place on the back of passports and on posters to help event navigation.

Staff to invite ADAPT and have them host a booth alongside Police and MPFPD

Staff to 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 to be displayed in Heritage Room. Staff to provide printed copies for Marion Oster to keep in Heritage Room.

Staff to email remaining volunteers about tryptic/trifold poster boards for pick up. Include a message about viewing a sample in the first-floor conference room and share Marion's contact for support in getting photos.

Marketing:

Staff to confirm with Atherton Living that they come to the next meeting to take photos along with the centennial flag

Flag and banners have been ordered.

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>

Misc

Staff to confirm event permit was processed and letters mailed.

NEXT MEETING DATE CONFIRMATION

Next Meeting Date – August 2, 2023 @ 1 pm

ADJOURN

The meeting adjourned at 2:14 PM