

100-Year Centennial Committee Meeting - April 12, 2023

#100YearCommittee

#Minutes

Date/Time of Meeting: April 12, 2023, 3 pm

Member Attendees: Elizabeth Lewis, Rick DeGolia

Volunteer Attendees: Patty Polito, Judy Massey, John Maulbetsch, Joan Sanders, Marion Oster, Walt Robinson

Staff Attendees: George Rodericks, City Manager

Public Comment: None

Regular Agenda Items:

- Approval of March 30 Minutes - Approved
- Discussion of 100-Year Celebration Event (September 24 - 11 am to 3 pm)

The following information was presented/discussed.

Flags

- 3'x5' 2-Sided Full Color Flag ~ \$350/per (~\$1,000)
- Yard Signs ~ \$30/per (~\$300)
- 3"x6" stick flags ~ \$2/per (\$400-\$600)

Staff will move forward with purchase of specialized flags, Centennial Logo with White Background

Atherton History Icons / Atherton Families

- Add a Save the Date - Celebration Event
- Elizabeth / Marion to serve as committee to continue work on the project
 - Industry, Sports, Music, Families, Business, Tech

Committee Member Items

- All History Stations - Identification of community leads for history station (7)
 - **Table Under the Oaks**
 - ◆ Scouts - **Staff to try and contact scout troop to assist**
 - ◆ Tree Committee
 - **Town Incorporation** - Rick DeGolia
 - **Train/ Train Station** - Diana Hawkins-Manuelian
 - **Park** - Park Foundation - Walt Robinson & Frank Merrill
 - **Circus Club** - Laura Pitchford
 - **Neighborhoods** - Lindenwood - Patty Leugers, Lloyd Park - John Maulbetsch, Victoria Manor - Jan Mackenzie, Selby - Zach Whitman
 - **Schools** - TBD
 - **Library** - Friends of Library

For next meeting:

***** Print Out of Town Center**

Staff Led Items:

- Music
 - 2 Musical Groups
 - ◆ 1 - MAHS Jazz Band
 - ◆ 1 - Menlo School - **Staff to reach out to Than Healy and Edward Sweeney**
 - ◆ 1 - Sacred Heart (possible)
- Catered Food (**Rachael Londer - Staff will coordinate**)
 - Catered Too or William Jay Catering
- Purchase/Delivery of Oak Trees
 - Public Works will order 100 15-Gallon Trees and arrange for delivery to City Hall Corporation Yard (**particular species?**)
 - ◆ **Staff to work out a system for distribution - noted below:**
 - ◆ *Staff arranges for the 100, 15-gallon oaks to be delivered in/around the Town Center Corporation Yard.*
 - ◆ *Attendees arrive and visit either a check in table and/or a history table. At the tables, attendees can collect a blank, card-stock History Passport with open spaces for stamps from each history table. On the Card would be an advisor*

stating something like "The first 100 Atherton residents that obtain a stamp from all seven (7) history tables and present their card to the "Table Under the Oaks" will receive a Tree Tag for a free 15-gallon Oak Tree (18 or older)."

- ◆ *Attendees take their History Passport to each History Table wherein they learn a bit of Atherton History and get their Passport Stamped.*
- ◆ *Once attendees get all seven (7) stamps, they can head to the "Table Under the Oaks" to get a Tree Tag. Table Under the Oaks is managed by the Tree Committee. If there are kids turning in the history card (without parents), they will get a kid prize bag.*
- ◆ *Attendees take their Tree Tag to the Tree Farm (Corporation Yard) and check in with the Scouts (possible Troop 206) to select a tree, affix their tree tag (filled out) and arrange for its disposition (delivery, later pick-up or take home today).*
 - ◆ *Scouts will record the name, address, and contact information for each tree tag*
 - ◆ *Scouts will ensure that each tree is properly tagged and its disposition recorded*
 - ◆ *Scouts or Town will arrange for any deliveries (Atherton Only)*
- ◆ *Passport needs to be designed to accommodate seven (7) stamps for History Station, disclaimer regarding Oak Tree, and a section to complete/tear off for Name, Address, Contact for Scouts to retain.*
- Advertising/Social Media - **Once material is designed for event, staff will coordinate dissemination**
 - ◆ Instagram, Twitter, Atherton Online, Athertonian, NextDoor, EventBrite,
 - ◆ Photographer - **Staff will arrange for event photographer**
- Park Shuttle - **Staff will arrange for an event shuttle from the Park**
- Big Birthday Cake (+utensils, plates, forks) - **Staff will Reach Out to Mademoiselle Colette**
- Kid's Vendors - Balloon, Face Painter

Staff Will Assist With the Following Items

- Tables, Chairs, Canopies, Trash Cans, Podium/Microphone, Easels
- Parking Signage
- Invoicing/Payments

**Committee Recommended that the Council host a Special Meeting -
September 12, 2023 - Cake, Donated Champagne, Invite
Community Pass Thru, Video on Screen behind dais**

Adjourn