

**City of Culver City, California
Agenda Item Report**

Meeting Date: <u>01/28/13</u>		Item Number: <u>A-5</u>	
CITY COUNCIL AGENDA ITEM: Discussion of a Proposal to Establish a Centennial Committee for the 100th Anniversary of the City.			
Contact Person/Dept.: Shelly Wolfberg / City Manager's Office		Phone Number: 310-253-6008	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒	Attachments: ☐
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: (Email) Meetings and Agendas – City Council (01/23/13)			
Department Approval: Martin R. Cole (01/XX/13)		City Attorney Approval: Carol Schwab (by H. Baker) (01/22/13)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (01/23/13)		City Manager: John Nachbar (01/23/13)	

RECOMMENDATION:

Staff recommends the City Council discuss the establishment of a Centennial Committee for the 100th anniversary of the City and direct the City Manager as deemed appropriate.

BACKGROUND:

At the November 12, 2012 City Council meeting, Councilmember Clarke received consensus to agendize a discussion about the establishment of a Centennial Committee (Committee) for the 100th anniversary of the incorporation of Culver City.

As part of his request to the City Council, Council Member Clarke mentioned the centennial processes used in the cities of Manhattan Beach and Torrance.

DISCUSSION:

The City of Culver City was incorporated on September 20, 1917; therefore the City's 100th Anniversary (Centennial) will be on September 20, 2017. To expand on the two cities mentioned by Council Member Clarke, Torrance established its Centennial Committee on May 19, 2009, prior to its 2012 Centennial. Manhattan Beach established its Committee on May 4, 2010, prior to its 2012 Centennial.

Preliminary research on the cities of Torrance and Manhattan Beach indicates that Committees have been comprised of City Council, City staff, consultants, residents, businesses, and community groups. Typically, the Committee's mission is to create and coordinate events that educate, celebrate and commemorate the 100th anniversary of the City, thereby informing the community about the City's history.

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Staff notes that commemorative Centennial events have often occurred over the span of several months throughout the Centennial year.

The Torrance and Manhattan Beach Committees had a Committee membership ranging from 10-30 individuals and focused their efforts on fundraising, event planning, merchandizing, public relations, and other aspects of their Centennial events. Manhattan Beach's committee also had an Honorary Committee comprised of a Producer, athletes, and a network news anchor. The Manhattan Beach City Centennial Celebration is a registered 501(c)(3) non-profit organization, making all Centennial Donations tax deductible.

The City Council is requested to discuss this proposal and, if desired, direct the City Manager as deemed appropriate.

FISCAL ANALYSIS:

There is no fiscal impact associated with the discussion of this item. Should the City Council direct the City Manager to pursue such a Committee, then at a future City Council meeting additional information would be provided along with an estimation of any fiscal impacts.

ATTACHMENTS:

None

MOTION:

That the City Council:

Discuss the establishment of a Centennial Committee for the City's 100th Anniversary and direct the City Manager as deemed appropriate.