

May 3, 2007

Honorable Mayor and Members of
the Hermosa Beach City Council

Regular Meeting of
May 8, 2007

**PROPOSED PAST MAYORS COMMUNITY CENTENNIAL DINNER
SATURDAY, SEPTEMBER 29, 2007**

Recommendation:

That the City Council provide direction to staff on the proposed event.

Background:

I have attached the information provided to me regarding the proposed event. The information packet contains a narrative about the event, sample letter to past Mayors, sample invitation to residents, sample of medals to be provided to past Mayors and cost and revenue estimates for the event.

In addition a letter from Maureen Ferguson dated May 2, 2007 regarding the event is attached.

The estimated event budget to produce the event is \$56,480. There is expected revenue of \$12,500 ($250 \times \$50 = \$12,500$) from ticket sales to attend the event. The event needs to receive additional funding from the City to proceed based on the provided estimate (The informational materials provide a breakdown of the proposed expenditures). Since, most of the Centennial funds raised for the various events already scheduled have been committed at this point; any decision to make an appropriation to this event would have to at least be guaranteed by the General Fund. Additional "Centennial" funds will be received from on going fund raising activities in the next three months or so before the event whether they would be enough to cover the funds needed is just not known.

Logistics for the event will also need to be carefully reviewed especially concerning the role of city staff. As you are aware, staff is producing the Taste of Hermosa on Sunday, September 30th and committed to it with the limited resources available and it would be difficult if not impossible to add this event. An alternative for this event would be to employ an event coordinator to handle all of the various details and stage the event. The Kiwanis Club staged a very successful Taste of the Beach event last year at the Community Center that was similar to the proposed event and was not an impact on city staff. This way the event coordinator would charge a single total price to produce the event that would cover all of the details, contracts etc. This approach would allow city staff to concentrate on operating the summer recreation programs.

Respectfully submitted,



Stephen R. Burrell
City Manager

Purpose

In keeping with a tradition of birthday dinner celebrations, the City Council of Hermosa Beach would like to bring together as many current and former residents, city officials and business people as possible to honor this particularly unique event -- the 100 year celebration of the history of our community - a history woven by those past, with us now and those who will carry Hermosa Beach into the future.

Further, this centennial birthday will give an opportunity for young and old, known and unknown to join hands, to toast each other and to share memories in the unique atmosphere of our Community Center, which is so rich in history itself. The intent is to create an elegant but fun-loving beach oriented atmosphere conducive to the comfort of all attending and providing tickets in a price range that would allow as many residents as possible to attend.

Event Highlights

Name: PAST MAYORS' COMMUNITY CENTENNIAL DINNER

Date: Saturday, September 29th, 2007

Time: 6:00 pm – 11pm

Honorary Hosts: Former Hermosa Beach Mayors**

Location: Hermosa Beach Community Center (Playhouse entrance) 710 Pier Ave., Hermosa Beach, California

Attendance: 250 (target) with a maximum capacity of 500 people.

The event will be coordinated by local residents with assistance from the Community Resources Department of Hermosa Beach and funded with the assistance of the City Council. Specific responsibilities to be allocated as needed:

- Invitations, printing and mailing
- Banner locations at Pier & Valley and Prospect & Aviation
- Check collection and ticket distribution
- Advertising and media coordination
- Catering hiring including rental set up and take down
- Security oversight
- Coordination of valet parking utilizing adjacent private lots
- Printing of menus and programs
- Coordination of concert and dinner entertainment
- Coordination of volunteers to staff reception process

**The current City Council and all of the past Mayors will serve as honorary hosts for this event. The plan is to give our residents a taste of our history from the recent past

through the city's current and past leaders. It is an opportunity old friends to see one another and for newer residents to meet you, the men and women who have had an integral role in shaping our wonderful beachside community.

Event Walk Through

Guest will arrive at the front entrance of the Community Center. As one of Hermosa's most coveted historic buildings, we feel this is the perfect location to celebrate our history. The pathway to the Community Center will have a purple runway to match the building exterior. Both sides will be lined with a foot of sand that will hold 40 surfboards, set upright to make a dramatic entrance to the event and celebrate our surfing history. A photographer will take a photo of each of the guests as they pass through the 'surfboard gateway'. The photos can be posted on the Centennial website after the event.

After passing through the Community Center doors guests will check-in and be greeted with the Centennial Cocktail (or a non-alcoholic version) to toast the evening's celebration. Former Mayors will be given a special medallion (of the City Seal) to place around their neck. This will acknowledge their honorary host status and help people mingle and discuss their part of Hermosa history.

The lobby will be decorated to the theme of the evening. Guests will enter the patio area, which will be transformed, into an elegant venue. The concrete floor will be covered in black carpet material; there will be two bar stations and several food stations along the patio. Food will be served on china with glassware and silver flatware. There will be passed appetizers, along with full dinner fare. The planter bases will be covered in fabric and set with pillows to allow for more seating. There will be standup and sit down tables for guests to use to eat and relax in. The steel poles will be covered in fabric as well. Lighting will be set up to provide an intimate setting. Umbrellas will be placed around the patio. Lattice will be used to separate and close the bottom of the venue off from the parking lot and skateboard park end of the venue. The area will be transformed into a great place for friends to gather and celebrate their community in an historic setting.

We plan to work with the Chamber of Commerce to recognize all of the former Men and Women of the Year. Each former Man and Woman of the Year will also have a Medallion with a different color ribbon and with the Chamber logo embossed. We hope that by having the past Mayors and recipients of the Man and Woman of the Year award identified, both old and new residents can enjoy meeting and hearing from people who helped shape the fabric of Hermosa Beach. Upon council approval of this event, an unveiling of the Man & Women of the Year dolphin statue will be made by the Chamber of Commerce & Visitors Bureau, which will provide champagne for the attendees for a toast to the recipients.

We plan to coordinate a Commemorative Media Booklet by partnering with the Easy Reader to do a booklet about this event. Event volunteers will assemble pictures and stories from the honorary hosts (former mayors) and the former Men and Women of the Year, plus other current and former residents to produce a keepsake for the event and one that will also be placed inside the Easy Reader and delivered to all the homes in the

Beach Cities. We will be soliciting material from past Mayors and others for rich content for this exciting keepsake piece.

For entertainment, we will be having a program in the theatre of some special works, from a renowned artist such by former Hermosan, David Benoit. We will also select three long-time residents to give short talks on their perspective of Hermosa's history. These people will be selected from the solicited stories that will come from people who have lived or worked in Hermosa Beach. This program will last 50 minutes and will begin at 8:30 p.m. and finish with a rousing rendition of "Happy Birthday."

As this program is being put on, the patio area will be cleared of its food stations and a dessert and coffee bar will be set up. After the theatre event is over, guests will return to the patio for dessert and farewells.

The volunteer committee would set up parking with adjacent private lots. Logistics will be taken care of by volunteer committee personnel with oversight from Community Resources.

There are four invitation categories:

- I. Proclamation to each household (keepsake souvenir) including also calendar of centennial events and ticket order form.
- II. Letter of invitation from City Council to past mayors. Include also anecdotal history form and ticket order form.
- III. Letter from city council to past city managers, clerks, treasurers, attorneys, police and fire chiefs including ticket order form.
- IV. Invitations though press releases and Internet as needed.

All tickets will be sold on first come, first serve basis purchased through ticket order form, the centennial web site or in person at the Community Center. (Checks made payable to: "Centennial Dinner, City of HB") All monies will be handled through the Community Resources department or the City Manager's office. All rentals, food and other necessary contracts would be signed by City personnel.

Estimated Event Budget

Initiations and save-the-date mailer:	\$6,000 (mailing invite to entire City)
Valet for the event:	\$1,500
Medallions for Mayors (\$28 each)	\$980
Rentals and event set- up:	\$30,000 (includes contingency)
Food Beverage budget-250 people:	\$18,000 (to be finalized)
Total:	<hr/> \$56,480
Ticket Price:	\$50
Revenue from attendees:	\$12,500 (\$50 x 250)
City/Centennial funds needed:	<hr/> \$43,980

Sample Letter to Past Mayors:

Dear-----,

As most of you are aware, 2007 is Hermosa Beach's Centennial Year. In commemoration of this historic event and with cooperation with members of the community, we are planning to celebrate with another grand event, THE PAST MAYORS COMMUNITY CENTENNIAL DINNER to be held on Saturday, September 29, 2007, with hopes that you will make plans to attend.

The current City Council and all the past mayors will serve as honorary hosts to the residents of Hermosa Beach. The objective is to give residents a taste of our history from the recent past through you. It will give you the opportunity to see old friends and for our newer residents to meet you as a person who has had an integral role in shaping our wonderful beachside community.

We would like you to reflect on your years on the City Council and write a few thoughts about that time...your accomplishments, the state of the city at that time, or possibly an event or incident that stands out in your memory. We would like you to send this to us in the accompanying envelope as soon as possible so that we might include it in a historical booklet of the event.

Enclosed is a calendar of other special events happening the weekend of the 29th that we hope you will plan to also attend.

We and the community look forward to seeing you

Sincerely,

(Signatures of each councilperson)

Sample Letter to Department Heads:

Dear -----,

As you might know, Hermosa Beach is celebrating it's Centennial Year. As a valued member of the city and it's history we would like to invite you to attend THE PAST MAYORS COMMUNITY CENTENNIAL DINNER to be held on Saturday, September 29, 2007 from 6:00 to 11:00 PM.

Enclosed is a reservation form and a calendar of other great centennial events happening that weekend. We and the community look forward to seeing you then.

Sincerely,

(Signatures of each councilperson)

Sample Invitation / PROCLAMATION (8.5x11)

1907 CENTENNIAL 2007

PROCLAMATION

On the occasion of the
CENTENNIAL CELEBRATION
of the

CITY OF HERMOSA BEACH

The undersigned Council Members do hereby request
your presence at the

PAST MAYORS COMMUNITY CENTENNIAL DINNER

to be held

Saturday, September 29, 2007
6:30 to 11:00 PM

at

THE HERMOSA BEACH COMMUNITY CENTER

The events of the evening will include:

Cocktail reception and dinner
And a concert in the Theater
Followed by dessert and coffee

**WE LOOK FORWARD TO YOUR SUPPORT AND ATTENDANCE AT THIS HISTORIC
EVENT**

City Logo

-----, Mayor
-----, Councilmember
-----, Councilmember
-----, Councilmember
-----, Councilmember

Centennial Logo



Address: 345 Plate Blvd E St. Paul, MN 55107-1269 Phone: 651-293-7000 Fax: 651-293-7277 • Email: customer-service@brownandbigelow.com

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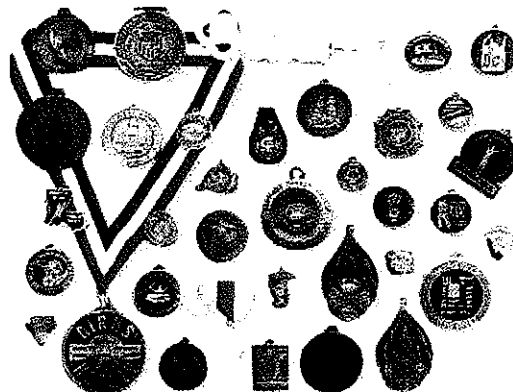
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Promotion Connection



3" - Custom medallion.

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3" - Custom medallion. Let our artisans design a beautiful handcrafted medallion. The time is here - the price is right Go For It! You can only win win win with a custom medal.

Material: Metal
Minimum Production Time: 20 day(s)
Size: 3"
[Click for Additional Info](#)

Quantity	50	100	250	500	1000	2500	5000
Price	\$9.50	\$8.50	\$8.00	\$7.50	\$7.00	\$6.00	\$5.00

[View Larger Image](#)

30 gold tone medallions
 with City of HB Seal
 and Cobalt & White
 presentation ribbons
 for former Mayors.

Please indicate any special instructions (i.e. date needed, customization, etc.)
 Note: The instructions are limited to 500 characters in length.

[Request Information](#)

Cost estimate: \$800

All prices and descriptions are subject to change without notice. If the price listed is different from the actual price, we will notify you before processing your order. All pricing shown is in US dollars.

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6635 Independence Ave.
Canoga Park, CA 91303
818-710-1222
FAX: 818-710-0222

Invoice - 270264

Page: 3

Date: 03/23/2007

DEL. DATE & TIME: 09/29/2007 Sat 8am
EVENT DATE: 09/29/2007 6-11pm
RETURN DATE: 09/29/2007

WORK ORDER #: 12773
ORDER DATE: 03/16/2007
EVENT TYPE: Anniversary
NUMBER OF GUESTS: 258
P.O. NUMBER:

ACCOUNT NUMBER: 05144
SALES PERSON: Syliva Lowry
CUST. PH.: 310-213-2086
DEL. PH.: 310-213-2086
CUST. FAX: 310-545-5203

BILLED TO:

Hermosa Beach Community Center
Attn: Micheal Keegan
710 Pier Ave.
Hermosa Beach, CA 90254

DELIVERED TO:

Micheal Keegan
Hermosa Beach Community Center
710 Pier Ave.
Hermosa Beach, CA 90254

Quantity	Description	Unit Price	Total
	Rental and Sales		
0	AREA #6 CATERER'S WORK AREA	0.00	0.00
0		0.00	0.00
4	Tables, 8' w/velon	16.00	64.00
3	Coffee maker, 100 cup w/electrical	36.00	108.00
1	Transit cabinet - sterno	100.00	100.00
10	Trays for transit cabinet	6.50	65.00
24	Cases sterno SALE ITEM	3.50	84.00
0		0.00	0.00
0		0.00	0.00
0	BEHIND LATTICE	0.00	0.00
0		0.00	0.00
2	Stove, 6 burner	225.00	450.00
2	Propane tanks, 10gal	40.00	80.00
2	Fire Extinguishers	0.00	0.00
8	Trash cans w/velon	16.00	128.00
6	Tables, 8' w/velon	16.00	96.00
24	Riser legs	2.00	48.00
2	Pop up tent 10x10	100.00	200.00
1	White wall 40'	40.00	40.00
2	Lights, white clamp-on	20.00	40.00
0		0.00	0.00
1	AREA#7BUFFET STATION#1 ASIAN & BEACH DEC	0.00	0.00
0		0.00	0.00
1	Table, 8' Serpentine	17.25	17.25
1	Dress table & decorate	125.00	125.00

The client is responsible for all lost or damaged items. Please sign one copy and return.
Thank you for the order. We appreciate your business!

Rev'n. Inv. 270264d'td3/16/07increasing rentals. 50% deposit due now please to reserve rentals.
Bal due Sept.3/07 please. Thank you

Sub-total \$ 14068.00

Continued on next page.

The terms of the agreement on the reverse side hereof are incorporated herein and are part hereof and I acknowledge I have read the same and received a copy thereof.

DEPOSITS NOT REFUNDABLE

INV# 270264

Customer Signature



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Hermosa Beach, CA 90254

DELIVERED TO:

Micheal Keegan
Hermosa Beach Community Center
710 Pier Ave.
Hermosa Beach, CA 90254

Quantity	Description Rental and Sales	Unit Price	Total
0		0.00	0.00
1	Drape Pipe & Base (Right Side) 50' x16 800ft	1200.00	1200.00
1	Drape Pipe & Base (Left Side) 52' x16	1248.00	1248.00
1	Install 50x50 Black Astro Turf	1375.00	1375.00
1	Install 12x55	363.00	363.00
6	Poles wrapped w/fabric - Purple, Green, Puffy style	75.00	450.00
0		0.00	0.00
0	AREA #5 GUEST SEATING	0.00	0.00
0		0.00	0.00
12	Tables, 30" Stand Up	14.25	171.00
12	Padding, 30"	0.00	0.00
60	Bar Stools,	10.00	600.00
12	Tablecloths, 120" Burlap	20.00	240.00
12	Overlays, 72" (Boats & Shells)	15.00	180.00
12	Padding-30"	0.00	0.00
12	Tables, 30"	8.50	102.00
48	Chairs - Bamboo	6.50	312.00
12	Tablecloths, 96" Green + Blue Lame	15.00	180.00
12	Fish Net - Assorted Colors	15.00	180.00
36	Assorted Pillows	10.00	360.00
10	Pole lighting w/velon	75.00	750.00
24	Up - lighting	45.00	1080.00
5	Heaters, solo flo	79.50	397.50
5	Heater covers, black	3.50	17.50
0		0.00	0.00

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Thank you for the order. We appreciate your business!

Rev'n. Inv. 270264d'td3/16/07increasing rentals. 50% deposit due now please to reserve rentals.

Bal.due Sept.3/07 please. Thank you

Sub-total \$ 12422.75

Continued on next page.

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CUST. PH.: 310-213-2086
DEL. PH.: 310-213-2086
CUST. FAX: 310-545-5203

BILLED TO:

Hermosa Beach Community Center
Attn: Micheal Keegan
710 Pier Ave.
Hermosa Beach, CA 90254

DELIVERED TO:

Micheal Keegan
Hermosa Beach Community Center
710 Pier Ave.
Hermosa Beach, CA 90254

Quantity	Description Rental and Sales	Unit Price	Total
0	AREA #1 ENTRANCE WAY	0.00	0.00
0		0.00	0.00
1	Line walk-way w/sand along side of carpeting	750.00	750.00
1	60 bags of sand, seashells & pails part of pkg.	0.00	0.00
1	Carpet, Purple 6x50	750.00	750.00
6	Up-lighting - Doorway	45.00	270.00
2	Palm Trees, 8'	100.00	200.00
2	Pots	20.00	40.00
2	Trees, Palm 6'	85.00	170.00
2	Pots.	20.00	40.00
2	Swagging (2 Sides Of Railing With Twinkle Lights)	175.00	350.00
0		0.00	0.00
1	AREA #2 LOBBY OF THEATRE	0.00	0.00
0		0.00	0.00
2	Dress & Decorate Clients 6' Table	125.00	250.00
2	Chairs, Bamboo	6.50	13.00
1	Table, 8'	8.75	8.75
1	Dress, Table	125.00	125.00
0		0.00	0.00
0	AREA #3	0.00	0.00
0		0.00	0.00
1	Cover window w/velon 12'	50.00	50.00
1	Dress 2 Bathrooms For Guest	200.00	200.00
0		0.00	0.00
0	AREA #4 UPPER PATIO COURT YARD	0.00	0.00

The client is responsible for all lost or damaged items. Please sign one copy and return.
Thank you for the order. We appreciate your business!

Rev'n. Inv. 270264 dtd 3/16/07 increasing rentals. 50% deposit due now please to reserve rentals.
Bal. due Sept. 3/07 please. Thank you

Sub-total \$ 3216.75

Continued on next page.

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Customer Signature



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Hermosa Beach, CA 90254

Quantity	Description Rental and Sales	Unit Price	Total
1	Table, 30" stand up cocktail	14.25	14.25
1	Tablecloth, 120" Burlap	20.00	20.00
1	Tablecloth, 120" Green Lame	20.00	20.00
4	Platters, large white	20.00	80.00
5	Tongs, sissor style	5.95	29.75
1	Chaffer, 8 qt roll top rectangular	65.00	65.00
1	Revere bowl 7"	7.50	7.50
2	Ladles, small, silver,	5.25	10.50
2	Serving spoons, silver	5.25	10.50
0		0.00	0.00
1	AREA #7B - BUFFET STATION #2	0.00	0.00
0		0.00	0.00
6	Knives, silver (for cheese)	1.00	6.00
4	Platters, large White	20.00	80.00
2	Tongs, scissor style	5.95	11.90
1	Revere bowl 7inch	7.50	7.50
0		0.00	0.00
1	STADIUM #2 (COCKTAIL TABLE)	0.00	0.00
0		0.00	0.00
1	Table, 8' Serpentine	17.25	17.25
1	Dress & Decorate table	125.00	125.00
1	Table, 30" stand up cocktail	14.25	14.25
1	Tablecloth, 120" Purple Lame	20.00	20.00
0		0.00	0.00
1	FOOD STATION #3 - CHEF CARVING	0.00	0.00

The client is responsible for all lost or damaged items. Please sign one copy and return.
Thank you for the order. We appreciate your business!

Rev'n Inv. 270264 dtd 3/16/07 increasing rentals. 50% deposit due now please to reserve rentals.
Bal due Sept. 3/07 please. Thank you

Sub-total \$ 14607.40

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CUST. FAX: 310-545-5203

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Hermosa Beach Community Center
Attn: Micheal Keegan
710 Pier Ave.
Hermosa Beach, CA 90254

DELIVERED TO:

Micheal Keegan
Hermosa Beach Community Center
710 Pier Ave.
Hermosa Beach, CA 90254

Quantity	Description Rental and Sales	Unit Price	Total
0		0.00	0.00
2	Tables- 8' serpentine	17.25	34.50
2	Dress & decorate tables	125.00	250.00
1	Tables, 30" stand up cocktail	14.25	14.25
1	Tablecloth, 120" Blue Lame	20.00	20.00
800	Plates, 7 1/2 White Bel Air	0.75	600.00
2	Chafers Roll Top 8 qt	65.00	130.00
2	Cutting boards w/warming light	45.00	90.00
1	Chafer 2 quart	45.00	45.00
1	Ladle - silver	5.25	5.25
3	Tongs, sissor style	5.95	17.85
6	Revere 7 ounce bowls	7.50	45.00
6	Soup spoons, large - silver plate	1.00	6.00
0		0.00	0.00
0	STATION #4 SEA FOOD	0.00	0.00
0		0.00	0.00
2	Tables, 8' serpentine	17.25	34.50
2	Dress & decorate	125.00	250.00
1	Table, 30" - stand up cocktail	14.25	14.25
1	Tablecloth, Copper Lame	20.00	20.00
1	Table top double burner	70.00	70.00
1	Brick liner	15.00	15.00
1	Propane tank	25.00	25.00
1	Chafer eight quart - round silver	61.50	61.50
1	Platter, large white rectangular	20.00	20.00

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Thank you for the order. We appreciate your business!

Rev'n. Inv. 270264d'td3/16/07increasing rentals. 50% deposit due now please to reserve rentals.
Bal due Sept.3/07 please. Thank you

Sub-total \$ 16375.50

Continued on next page.

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P.O. NUMBER:

ACCOUNT NUMBER: 05144
SALES PERSON: Syliva Lowry
CUST. PH.: 310-213-2086
DEL. PH.: 310-213-2086
CUST. FAX: 310-545-5203

BILLED TO:

Hermosa Beach Community Center
Attn: Micheal Keegan
710 Pier Ave.
Hermosa Beach, CA 90254

DELIVERED TO:

Micheal Keegan
Hermosa Beach Community Center
710 Pier Ave.
Hermosa Beach, CA 90254

Quantity	Description Rental and Sales	Unit Price	Total
4	Serving soon's silver	5.95	23.80
1	Fire Extinguisher	25.00	25.00
0		0.00	0.00
0	AREA #5 DESSERT & COFFEE	0.00	0.00
0		0.00	0.00
2	Tables, 8' Serpentine	17.25	34.50
2	Dress & Decorate	125.00	250.00
1	Table, 30" Stand Up	14.25	14.25
1	Tablecloth, 120" Lime Green Lame	20.00	20.00
200	Coffee mugs short	0.75	150.00
200	Teaspoons - Mikasa silver plated	1.00	200.00
3	Cups 100 silver urns	59.95	179.85
3	Silver trays, 18"rd	16.00	48.00
6	Creamers, Silver	6.25	37.50
6	Sugars, Silver	6.25	37.50
12	Market umbrellas, w/base & pole	57.50	690.00
5	Platters white	20.00	100.00
5	Serving Tongs	5.95	29.75
2	Cake cutters/servers	6.95	13.90
0		0.00	0.00
0	AREA #7 BARS	0.00	0.00
0		0.00	0.00
3	Bars, 4'	57.50	172.50
3	Dress, bars	50.00	150.00
3	Table, 6' Back bar	8.50	25.50

The client is responsible for all lost or damaged items. Please sign one copy and return.
Thank you for the order. We appreciate your business!

Rev'n Inv. 270264d'td3/16/07increasing rentals. 50% deposit due now please to reserve rentals.
Bal.due Sept.3/07 please. Thank you

Sub-total \$ 18577.55

Continued on next page.

The terms of the agreement on the reverse side hereof are incorporated herein and are part hereof and I acknowledge I have read the same and received a copy thereof.

DEPOSITS NOT REFUNDABLE

INV# 270264

Customer Signature



6635 Independence Ave.
Canoga Park, CA 91303
818-710-1222
FAX: 818-710-0222

Invoice - 270264

Page: 7

Date: 03/23/2007

DEL. DATE & TIME: 09/29/2007 Sat 8am
EVENT DATE: 09/29/2007 6-11pm
RETURN DATE: 09/29/2007

WORK ORDER #: 12773
ORDER DATE: 03/16/2007
EVENT TYPE: Anniversary
NUMBER OF GUESTS: 258
P.O. NUMBER:

ACCOUNT NUMBER: 05144
SALES PERSON: Syliva Lowry
CUST. PH.: 310-213-2086
DEL. PH.: 310-213-2086
CUST. FAX: 310-545-5203

BILLED TO:

Hermosa Beach Community Center
Attn: Micheal Keegan
710 Pier Ave.
Hermosa Beach, CA 90254

DELIVERED TO:

Micheal Keegan
Hermosa Beach Community Center
710 Pier Ave.
Hermosa Beach, CA 90254

Quantity	Description Rental and Sales	Unit Price	Total
3	Tablecloths, 12'	15.00	45.00
1000	All Purpose Glasses	0.75	750.00
2	Tiki Huts Decorated	125.00	250.00
1	Assorted Nautical props for buffet	350.00	350.00
10	Pole lighting w/velon buffet area	75.00	750.00
1	Velon behind skirt of tiki bar no charge	0.00	0.00
Sub-total			20722.55
Timed Delivery and Pickup			400.00
Sub-total			21122.55
Labor: Setup			2500.00
Sub-total			23622.55
Sales Tax at 8.25%			1948.86

The client is responsible for all lost or damaged items. Please sign one copy and return.
Thank you for the order. We appreciate your business!

Rev'n. Inv. 270264 d'td 3/16/07 increasing rentals. 50% deposit due now please to reserve rentals.
Bal. due Sept. 3/07 please. Thank you

Total charges \$ 25571.41
Terms: Due Now

The terms of the agreement on the reverse side hereof are incorporated herein and are part hereof and I acknowledge I have read the same and received a copy thereof.

DEPOSITS NOT REFUNDABLE

INV# 270264

Customer Signature

This Proposal Specially Prepared For:

100th Year Anniversary Hermosa Beach

Prepared By:
Charlie Scola

CLIENT INFORMATION

Name = City of Hermosa Beach

Email = sburrell@hermosabch.org

Home Phone = 310-318-0216

Location Address = 710 Pier Ave., Hermosa Beach Community Center Hermosa Beach Ca. 90254

Billing Address = Please advise

Date = September 29 2007

Time = 6:00-11:00

Number of Guests = 250

Type of Event = 100 Anniversary of the City of Hermosa Beach

Cocktail Reception = Checked

Food Stations=Checked

Dessert = Checked

Bar & Beverage Service = Checked

Floral Design = Checked

Lighting = Checked

Decorations = Checked

Rentals = Checked

Valet Parking: Checked

Menu Station One

Vegetable Asian Pot Stickers
Served with Sweet & Sour Dipping Sauce

Traditional Style California Roll
&
Spicy Tuna Roll
Served with Wasabi and Soy

Crispy Won Ton Chips
Served with a Sweet & Sour Sauce

Menu Station Two

Fresh Mozzarella & Tomato Crostini
Vine Ripened Tomatoes Topped with Fresh Basil
Served on Sliced Toasted Baguette Bread Brushed with Extra Virgin Olive Oil

Colorful & Healthy Endive Spears
Stuffed with Red Pepper Mousse, Fire Roasted Pepper
and Topped with Sprouts

Cheese Display
Imported & Domestic Cheeses
Brie, Gouda, Port-Salut, Mild Cheddar, Monterey Jack
Assorted Fine Crackers and Sliced Baguettes
Garnished with Red, White Seedless Grapes and Plump Juicy Strawberries

Menu Station Three

Chef Carving Station

Angus Beef Tenderloin

*Presented with a Porcini Wild Mushroom Gravy
And Our Sour Cream & Horseradish Sauce*

Turkey Breast, Tender and Moist

Served with a Cranbury Mayo & Chipotle Mustard

Old World Style Hearth Bread Display

*Sliced Baguettes, Kalamata Olive Bread, Garlic Thyme Bread,
Organic Wheat Sourdough,
Multigrain Wheat Bread,
Crusty Black Pepper Parmesan Cheese Bread
A Fine Assortment of Dinner Rolls
All Served with Creamy Sweet Butter*

Menu station Four

Jumbo Shrimp

Sautéed in View of Guest with a Choice of Two sauces

Scampi Garlic Cream Sauce

&

Spicy Vine Ripened Roma Tomatoes & Olive sauce

Served on a Bed Herbed Rice

Boccaccini Mozzarella

With Basil and Split Sweet Cherry Tomatoes

Diced Cucumbers

Marinated with a light White balsamic Vinaigrette

Desserts Station

*Assorted Cookies and Brownies,
Cakes, 7 Layer Bars*

Fresh Ground Starbucks Coffee

Regular and Decaffeinated

Flavored and Herbal Tea's

Decaffeinated Tea's

*Coffee Creamer, French Vanilla, & Hazel Nut,
Sugars, Sweet & Low, Equal, Honey Fresh lemons*

Ice Cold Beverage's

Coke, Diet Coke, 7up, Diet 7up

Bottled Fizzy Waters,

And Plenty of Ice

Additional Menu Selections Available on

www.charliescola.com

Social Catering by Charlie Scola
Charlie's direct Line 310-214-9158
Charlie@forstarscatering.com

Date of Event: September 29 2007

Invoice #: Quote

Name Steve Burrell/ Lisa Lynn

Address 710 Pier Avenue Hermosa Beach Community Center

City Hermosa Beach

State Ca.

ZIP 90254

Phone Home = 310-318-02169

DESCRIPTION OF SERVICE OR PRODUCT PROVIDED	Quantity	UNIT PRICE	TOTAL
Menu Price	250	\$38.00	\$9500.00
Dessert & Coffee	250	\$3.00	\$ 750.00
Beverage	250	\$2.00	\$ 500.00
Party Manager	1	\$500.00	\$500.00
Kitchen Staff	5	\$250.00	\$ 1250.00
Chef	1	\$350.00	\$350.00
Server	10	\$250.00	\$ 2500.00
Bartender	3	\$250.00	\$750.00
Bar Runner	1	\$150.00	\$150.00
Scullery	2	\$150.00	\$300.00
Rentals, Flowers, Liquor Not Included In Package			
JL			
PAYMENT DETAILS APPROVED BY: _____ CHECK #: _____ DATE CHECK CUT: _____ DATE CHECK SENT: _____		Subtotal	\$16550.00
		Service Charge 18%	WAIVED
		Tax 8.25%	\$1365.37
		Total	\$17,915.37

Thank you for your business

Elaine Doerfling

From: Maureen Ferguson [bchrunrmaureen@yahoo.com]
Sent: Wednesday, May 02, 2007 2:09 PM
To: Elaine Doerfling; Laura Raymond; Lisa Lynn
Subject: letter to city council regarding proposed
Attachments: 4086362374-past Mayor's Party Letter.doc

Hi Elaine-

I am attaching a letter to the City Council regarding the proposed Ex-Mayors Dinner. I am not sure when it will be on the city council agenda. I am also not certain if I can email this to you or I need to mail it via POST before it can be added to council's packets. I will not be able to be at the next 2 meetings (getting married and going on my honeymoon) so I wanted to make sure that this letter is included when council brings up this item.

Please advise.

Thank you,

Maureen Ferguson

Co-Chair Hermosa Beach Centennial Committee

www.hermosa100.com

5/2/2007

425 25th Streer
Hermosa Beach, CA 90254

May 2, 2007

Dear Mayor Edgerton and members of City Council, Mr. Burrell and fellow Hermosans,

This letter is in response to the request of up to \$50K budget to fund a Past Mayor's Dinner. As both I and my Co-Chair & Maid of Honor, Laura Raymond will be busy enjoying my wedding in Hawaii; we will be unable to attend the next city council meeting to speak to this event.

I think it's a fantastic idea to honor our history and past leaders. I think the city did a great job tracking down the past mayors and sending them a special invitation for the Historical Society Dedication and all the evening festivities on January 14th. There were well over a dozen past mayors in attendance. I know that the same invitation will be extended for our closing Centennial Events planned September 30th on the Pier.

There are several issues that cause me great concern regarding this event. Although in the end, it is the Council that makes the final decision as where to direct the Centennial funds, I hope you carefully review the request for funding and find that the funds should be allocated to those Centennial events that best serve the majority of our residents.

- 1) The scope of the event and details of the budget have not been shared with the Centennial Co-Chairs and the city liaison – Lisa Lynn. We are uncertain how the requested \$50K will be used. Since the Birthday event in January that touched over 10,000 South Bay residents was accomplished on a \$62,963 budget (roughly \$6.30 per person spend). The \$50 K for an "intimate" event seems excessive. There has not been any active fundraising by the sub-committee (looking for sponsors, fundraising event, etc) that has been pursued to help raise monies for the program. From one of the members of the committee, we have learned that the event capacity would be about 250 people. At a \$50K budget, that is asking the city to spend \$200 per person on an event that is not open to everyone. At \$35K, it is \$140 per person. The argument has to be why the city or centennial funds should be directed towards an event that is cost per person prohibitive and not open to everyone.
- 2) The funding for the future events approved last year by city council (highlighted on the website www.hermosa100.com) are still being worked out. There are still some items on the calendar that may not happen because there is not enough money to support everything. Sponsors donating to the event gave based on the approved calendar. This event was not presented in the sponsorship package (also approved by Council last year).
- 3) The consensus is that this Past Mayor's event feels very exclusive. The sub-committee has stated that they want this to be "an intimate and upscale dinner to honor the past".... this betrays the mission statement that the committee has adhered to for the past 3 ½ years- ***"To incorporate and involve as many people and organizations in the city as possible for every event. Make every resident feel that this is their centennial"***

- 4) The Centennial Committee has also pledged that money from the city's operating budget would not be used for any parties, etc. As a committee, we all agreed that we should be sensitive to the current state of our city coffers. Utilizing city money could delay much needed services that are vital to the wellbeing and safety of our residents. We are proud that as of now, we have upheld that commitment.
- 5) Currently, the city is planning their resources to support the approved Taste of Hermosa and the Jazz Dedication on the Pier. Speaking with the city, they have communicated that they simply cannot manage another event on the same weekend – especially one budgeted at \$50K.

I have spoken to several of you individually regarding my concerns. We certainly all agree that the idea of this event is wonderful. It is also commendable that a small sub-committee has taken their idea and spent a lot of passion & energy to make their vision happen. However, as with many ideas on our centennial wish list, the plan needs to be more flexible and adjustments made that would best serve the majority of the community and make this a less exclusive affair.

My co-chair & I have suggested that the Taste of Hermosa and the Past Mayor's dinner take place at the same time down on the Pier. We have always encouraged local organizations to incorporate the spirit of the Centennial in all their events. The Sister City celebration is coming up in the summer at the Community Center. Perhaps this could be a great venue in which to incorporate the Past-Mayor's dinner. There will be entertainment, food and celebration and the event is open to everyone. Another option is to have the dinner at Sangria. Honestly, the same core group will participate in the Past Mayor's event, and the size can easily be accommodated for a lovely dinner. There is opportunity for music and a stage for presentations at this venue. With a no-host bar, the event can easily be had for about \$10K (and most of the cost could be covered with ticket sales to those other than the past Mayors) The \$10K would include special Centennial pins for the Mayors, the cost of invites and programs as well as insure a great cohesiveness with all the events happening on September 30th to culminate Hermosa's birthday celebration.

As I have stated before, as co-chair of the Centennial Committee, I cannot support this event without knowing the scope of the project, the intention of the event and how it will affect the already planned and approved budgeted Centennial Calendar. I don't want this event to mar all the good the Centennial Committee has accomplished and the fantastic events and memories yet to be experienced.

Respectfully,
Maureen Ferguson
Co-Chair~Hermosa Beach Centennial Committee
www.hermosa100.com