

MINUTES  
Centennial Steering Committee  
November 3, 2025  
City Council Chambers  
401 E. Chapman Avenue

**Call To Order:** Meeting called to order at 5:02 P.M.

**Roll Call:** Committee Members Bonnie Carren, Paulette Chaffee, Carol Downey, Kathy Frazee, Paul Henderson, Lorely Meza, Tricia Montelongo, Michele Severson, Ward Smith, Jodi Stout, Peggie Yamaguchi

**ABSENT:** Yesenia Baltierra, Kenny Binnings, Rosalina Davis, James Kissinger, Aaron Mills

**CITY STAFF:** Communications and Marketing Manager Nicolette Drulias, Digital Media Analyst Jeff Cortez, Planning Manager Andrew Gonzales, Senior Management Analyst Crystal Adams, Community Services Supervisor Michelle Khzouz, Deputy Director of Public Works Gabriel Guerrero-Gabany, Executive Assistant Maria Perez, Community Services Director Lydie Gutfeld, Accounting Technician Cathy Carranza

**Oral Communications:** There were no oral communications at the November 3, 2025 meeting.

**Regular Agenda:**

**1. Approval of Minutes from October 13, 2025 Meeting:**

The minutes for October 13, 2025, with those changes, were **MOTIONED** for approval by Committee Member Severson and were **SECONDED** by Committee Member Yamaguchi. Motion carried.

**2. Subcommittee Updates:**

Communications and Marketing Manager Drulias transitioned into the subcommittee updates, starting with the Community/Business Participation subcommittee.

Subcommittee Reports:

a. Community/Business Participation Subcommittee

Gabe Guerrero-Gabany reported awaiting a response from the water district for potential repainting/signage of the water tower and discussed coordinating with the Meineke building at Chapman Avenue for a mural and with Committee Member Severson to involve high school

contacts in Art Walk mural work. Gabe also reported on discussions about the Art Walk location in Old Town, possibly the main parking lot.

b. Sponsorship Subcommittee

Nicolette Drulias announced a \$15,000 sponsorship from the Kraemer family and detailed John Kraemer's willingness to participate in signing books and attending events. Nicolette expressed plans to honor sponsors across channels such as the website, social media, and council meetings.

Committee Member Downey suggested the Kraemer family could serve as Grand Marshals at the parade. Committee Member Severson and Nicolette Drulias discussed possible book-signing logistics and events with the Kraemers.

c. Panel Signing Event and Notable People

Committee Member Frazee proposed a panel signing event with various notable local figures. Committee Member Carren suggested including Placentia's first woman mayor, Carol Downey.

Committee Member Severson appreciated the idea and recalled past community events and local history.

d. Marketing and Merchandise

Nicolette Drulias provided updates on ongoing merchandise vendor engagement, aiming for product availability before January and the Tamale Festival. Nicolette detailed outreach to unofficial and official sister cities and collaboration with the City Council for year-round recognitions.

e. Special Events Subcommittee

Lydie Gutfeld acknowledged fundraising achievements, recognized Julie Roberts for a \$3,600 effort, and shared plans for event booths, swag sales, and event rebrand ("A Very Tamale Holiday" for tree lighting and tamale festival, Dec. 11).

Centennial Gala (January 24, 2026)

Lydie Gutfeld outlined ticket and table pricing, purchase timelines, and event features: dinner, entertainment, casino chips, challenge coin, swag bag, and raffle. Gala table options: basic, preferred, and sponsor tiers, with respective prices and benefits. Lydie described strategies for upselling and early ticket/table sales.

## Centennial 5K and Holiday Birthday Celebration

Lydie Gutfeld discussed branding, themes, and plans for the 5K, aiming for 1,000+ participants, and described post-race festivities including a taco celebration and live music in Old Town. The Holiday Birthday event (Dec. 5, 2026) at Champions Sports Park will include a carnival, drone show, and potentially a new time capsule burial.

## Art Contest and Book Sales

Lydie Gutfeld discussed the proposed art contest, with elementary, middle, high school, and adult/college categories. Contest timeline: submissions from February 1 to March 15; judging in March; winners announced at the April city council meeting; artwork will be displayed in May and July events.

### f. Historical Subcommittee

Andrew Gonzales reported 500 books printed at \$69.56/unit; and mentioned the previous suggested prices of \$70 pre-sale, \$85 later, and up to \$200 for signed/celebrity copies. He (and Committee Member Frazee) raised the idea of hosting signing events with notable locals and seeking committee input on price points. Committee Member Downey suggested including Chris Buck (Academy Award winner) and discussed adding former mayors to signing events.

There was consensus among the Committee to start with higher book prices and lower them if needed, with possible sales/auctions at upcoming events (tree lighting, gala).

Committee Member Frazee announced upcoming centennial-themed lectures at the library in February, April, July, and October 2026, providing more event exposure and sales opportunities.  
Historical Committee and Community Representation

Andrew Gonzales described efforts to document the city's history, including sister city ties, flag history, and the inclusion of the Latino/Chicano community via potential outreach to Cal State Fullerton's Chicano Studies department. He emphasized including underrepresented groups and collaborating on new historical research.

### g. Angels Game Planning

Julie Roberts (with input from Nicolette Drulias and Lydie Gutfeld) inquired about scheduling a "Placentia Day" at an Angels baseball game, requesting feedback on preferred months, ticket count, etc. Lydie confirmed Dodger/Angel matchups are always popular but may be subject to blackout dates.

**Committee Requests:** None.

**Adjournment:** Committee Member Montelongo **MOTIONED** to adjourn the meeting, and Committee Member Stout **SECONDED**. Communications and Marketing Manager Drulias adjourned the meeting at 5:42 P.M. to the next meeting on Monday, December 8, 2025, at 5:00 P.M.