

**ALL-AMERICA CITY COMMITTEE
MEETING MINUTES
City Council Chambers
110 E. Cook Street, Santa Maria
MONDAY, January 28, 2008
5:30pm-7:30pm**

1. Meeting called to order at 5:30pm

- a. Introductions/Welcome – Donna Dart and Rick Lara were introduced as the new All-America City Committee members.
- b. Jose Huitron of Volt Services Group was also in attendance as a guest. He's interested in becoming a part of the All-America City Committee.

2. Roll/Minutes:

Committee Members Present: Laura Mohajer, Tahir Masood, Bailey Hudson, Donna Dart, and Rick Lara.
David Coelho present at 5:45pm. Bob Orach was not in attendance.

City Staff Members Present: Rosie Narez

Minutes Review & Approval:

A motion was made to approve the minutes of December 17, 2007.

Motion S/C: Dart/Masood

Ayes: Five (5) **Noes:** Zero (0) **Abstain:** Zero (0)

3. Public Comment:

- a. None.

4. New Business:

- a. **AACC 2008 Membership:** Laura Mohajer announced Steve Burton and Andrew Maldonado's resignations. Tahir Masood and Bob Orach were both re-appointed by the city council. Committee members discussed the current vacancies on the committee, including the absence of a Chamber of Commerce member.
Tahir Masood will try and get a meeting scheduled with the Chamber of Commerce by the end of February. All committee members will try to attend the meeting.

- b. **AACC Form and Function Procedures Final Approval:** A motion was made to approve the revised, shorter form and function

document as long as sections 4 and 6 of the original, longer version are added to the revised version.

Rosie Narez will make the revisions and send the "form and function" document to Laura Mohajer for final approval. The document is hoped to be submitted to the City Council for approval sometime in March.

A motion was made to approve the revised "form and function" document

Motion S/C: Coelho/Hudson

Ayes: Six (6) **Noes:** Zero (0) **Abstain:** Zero (0)

c. Caltrans Application Status Report by Staff: Rosie Narez unable to reach Brian Halvorson from Community Development. He would give the committee an update on the All-America City statues planned for various areas around the city.

Rosie Narez will try and reach Brian Halvorson for the next meeting, scheduled for Monday, February 25, 2008.

5. Old Business:

a. AACC Meeting Approved Schedule 2008 Distribution: Laura Mohajer reminded committee members she will be sending an agenda and meeting reminder a week before the scheduled committee meeting.

b. Project Task Assignments:

Public Workshop Topics & Schedule 2008

1 - Live, Work & Play Marketing Brochures: David Coelho distributed handouts outlining ideas for public workshops, topics, and schedules for 2008. Proposed topics include "Let's Tend Our Garden," "Can You See the Stars?" "Missing the Gold," and "Invest Your Dollars Here."

Donna Dart suggests a beautification contest between businesses. Bailey Hudson suggests a going green campaign.

2 - Mailing Piece & Marketing Brochure: Tahir Masood presented the committee with an insert as well as a brochure to market the All-America City Committee.

Tahir Masood is asking for suggestions as to the graphics and content for bi-fold.

Rosie Narez will provide some graphics that may be used for the mailing piece and marketing brochure.

c. AACC Hometown Celebration:

Community Celebration/Recognition Dinner Logistics
Hometown Celebration/Timeline Review
Scholarship for Youth Award Criteria Review
Citizen of the Year Award Criteria Review
Civic Empowerment Award Criteria Assignment

Still need to finalize date and logistics of celebration, including the type of celebration, food, cost, etc.

Information was given to the committee, including budget options. Committee members expressed interest in making the event both multicultural as well as having it involve businesses.

David Coelho also suggested having the hometown celebration be part of the autumn, arts, grapes, and grains celebration.

Rosie Narez will gather information for committee as having a celebration either with another event or at the Abel Maldonado Community Youth Center.

Committee members will provide further feedback at the next committee meeting scheduled for Monday, February 25, 2008.

6. Staff Report:

a. Update Marketing Plan: Rosie Narez handed out copies of the marketing plan from ten (10) years ago and had committee members look over it and make recommendations for the next committee meeting.

b. AACC Size of Committee: Committee does not want to cut the number of members.

7. Future Business:

a. Report to City Council: Committee members would like to present the "form and function" document to council by the end of March.

b. Election of Officers 2008: Deadline for four (4) new committee members is February, 20, 2008.

The meeting was adjourned at 7:30pm to the next scheduled meeting on **Monday, February, 25, 2008** at the **City Hall Conference Room** located at **110 E. Cook St. from 5:30 to 7:00pm.**

