

Centennial Celebration Steering Committee

November 17, 2000

Agenda/Goals

Introductions (In Attendance: Bonnie Suderman, Debbie Cantrell, Chris Hitchcock, Mike Stepanovich; Hannah Egland; Kathy Rosellini; Amber Chiang; Greg Cronk)

Purpose of the Steering Committee

Oversee planning of Centennial Celebration

The Steering committee will develop the timeline and major events, then oversee their completion. Work teams will be responsible for specific projects and report to the Steering Committee

Provide information to President Chamberlain- timeline?

The Centennial year for BC is 2013/14. It is proposed to provide a timeline and list of proposed events to President Chamberlain in spring of 2012. This will include:

The dates for the event (Annual year or Academic Year)

Plan to raise the funds to support the events

Approximate costs of non-fundraising events

Goals

Proposed goals for this project are:

Be financially self sufficient

Take no state funding

Possibly be able to give funds to the college at the end of the year

Be transparent – be ready to provide any info to the public on funding, etc.

Include the full community – provide a variety of events

Acknowledge current and past accomplishments and activities

Possible activities: The following were some ideas mentioned:

Plant 100 trees

Centennial Ball (fundraiser)

Centennial Homecoming and Graduation Regalia

Re-branding with a centennial logo that is used on every thing

Golf tournament (fundraiser, mid week activity)

Centennial Book with monthly smaller publications

100 stars (Take nominations from community for 100 BC alumni who are “starts” recognize 5-7 of them at each BC even during the year and give them Centennial medallions)

Fashion show of what people wore during different time periods

Car show

BBQ for community

Oldest living graduate

Video (SGA may be interested)

Opening event for Simonsen Performing Arts Center with current and alumni choir

Centennial clothing in the bookstore
Community work days
Commemorative wine (fundraiser)
Sell brass plaques or chairs in the New performing Arts Center (fund raising)
Approach large dollar vendors at BC for sponsorships (fund raising)
Provide BC History snippets/fact sheet to radio stations for broadcast
Team up with alumni BBQ
Reverse raffle (fundraiser)—Rosalee Pogue will explain at the next meeting
Website/Facebook presence

Suggestions of additional members:

Jan Stuebbe
becki whitson
SGA (Lisa English current president)
2 addl. Community members via Hannah Egland

Centennial Celebration Steering Committee

April 7, 2011

Notes

Attendees: Robert Allison, Debbie Cantrell, Amber Chang, Greg Cronk, Chris Hitchcock, Jerry Ludeke, Kathy Rosellini, Candice Sifuentes, Bonnie Suderman, Sue Vaughn

Absentees: Charlotte Cox, Hannah Eglan, Greg Goodwin, Bill Norris, Rosalee Pogue, Mike Stepanovich, Becki Whitson

1. Introductions:

Introductions were made around the room.

2. Goals:

The following goals were agreed upon by the group:

- Be financially self sufficient
 - Take no state funding
 - Any surplus funds raised will be given to the college at the end of the year
- Be transparent – be ready to provide any information to the public on funding, etc.
- Celebrate current and past accomplishments and activities

3. Open discussion of possible activities

A list of activities is to be presented to the President by this Fall.

Brass plaques for chairs in new performing Arts Center(2012):

- Arts center should be completed prior to centennial festivities
- There are several ways the brass plaques/chairs can be sold
- Need to make sure that the art department is not already doing this
- Facilities Committee/Gary Reed

Reverse Raffle (2012):

- a finite number of tickets are sold
- the baseball team does this and does well

- 50/50 profit

Centennial logo (2012):

- Can be included in RFP for BC rebranding

Centennial Book:

- Research for the first chapter has been completed
- Quotes for a large hardbound book were high; going to go with something similar to what Fresno City has done
- Gia is doing the research for it
- Book will be sold at college events and in local bookstores
- Jostens is not busy during the summer
- The books will be able to be printed on demand
- Will be completed before the year's festivities begin

100 stars:

- Need to start getting names and backgrounds soon
- Will be featured throughout the year of festivities
- Archives has gift items they can donate (will be stored in M&O closet)

Big speaker (February 2014):

- To be sponsored by Foundation and Levan Center
- To be held in the new Simonsen Performing Arts Center
- Jill Biden was mentioned as a possibility

Convocation (August 2013):

- Former presidents and vice presidents
- Neighboring presidents and faculty (CSUB)
- Choir and alumni choir (award winning)
- To be held in new Arts Center
- Present new branding
- Announce year's activities
- Birthday party
- Ask local bakeries to donate cakes
- Buttons
- Recognize Renegade as official BC moniker or nickname

100 Trees:

- Already being planted?
- 50 trees donated
- Last tree to be planted during centennial year during Garden Fest (April 2014)

BBQ for community (September 2013):

- Keep cost down
- Team up with Alumni BBQ?
- Guinness Book of World Records activities

Commemorative Wine (2012):

- What kind of lead time is involved?
- Would like to have available before year of festivities

Golf Tournament (fundraiser March 2014):

- Perhaps on a Monday or Tuesday
- Where? Whichever golf course will work a deal with us.
- Fashion show

Last football game (November 2013):

- Afternoon game
- Festival/Fiesta or BBQ?
- Car show
- Focus on Hispanic heritage

Homecoming (October 2013):

- Oldest living BC graduate/grand marshal
- SGA's event
- Graduation regalia(\$25/\$30)
- Memorable moments from BC's history as float theme?

Community work days:

- CSEA "will not stand in front of a good thing"
- They'll need to be notified of what we're doing and when

Centennial/Renegade Rose

- Lindsay Ono

Approach large dollar vendors at BC for sponsorships (fund raising):

- Sungard
- Ask to donate specific items
- Come up with monetary figures for events

Football game DVD (fundraiser):

- Athletics has hundreds tapes of football games on 16mm film
- Pick a year of games to sell on DVD
- 16mm tapes will need to be edited and converted to digital media
- Would our Media Services department be able to do this?
- Other vendors mentioned that might be able to do this are Bright House or Costco

Trivia mailer seeking funds (fundraiser):

- The alumni portion of Banner will be available in the near future for possible use?

Radio vignettes:

- Could possibly be pre-recorded in Media Services studio

4. Other items:

- We have a book store account (Bonnie and Candice are signers)
- We don't have many events competing against our centennial celebration events except for Foothill High School's 50th celebration.
- BC is bidding on AMGEN again.
- Wednesday mornings might be better for our meetings.

Centennial Celebration Steering Committee

May 4, 2011

Notes

1) Review of Events/Activities

- a. Centennial Book needs to be added to the list. The book will be sold at Barnes and Noble and Russo's Books.
- b. Renegade Rose takes three years to develop. Lindsey Ono had suggested approaching one of the farms in Wasco to do it. There would probably be a fee involved. Perhaps some of our horticulture students could work with the farm. Perhaps the farm could donate these for the Centennial Celebration? Week's Roses was mentioned as a specific farm. Some of the employees there are BC alumni. Could possibly sell at local nurseries and garden fest for a profit. Bonnie may approach Lindsay Ono for another idea.
- c. Fund Raising Activities – reverse raffle, brass plaques, golf tournament
 - i. The Bakersfield College Foundation Board will be approving their budget at their July meeting. It is the intent of the Foundation that the Foundation Board approve funds to jumpstart the fundraising activities for the Centennial Celebration (book). The Foundation will also be forming a subcommittee of the Board to solicit corporate sponsorships for the Centennial Celebration. The Foundation would like to meet Dr. Chamberlain's goal for the Centennial Year Events to not only be self-sufficient but to also put money back into the college. An update on these efforts will be given at the next Centennial Celebration Steering Committee Meeting.
 - ii. Commemorative Wine – Mike Stepanovich has been speaking with some wineries about this.
 - iii. Brass plaques – The Foundation has information on the vendor who did the brass plaques for the Library. The Foundation would be happy to assist in this fundraiser if the Art Department is not already doing something like this. If they are, perhaps this could be a dual effort and the proceeds be split. This may be linked with the rebranding. Selling paperweights with the new branding was also mentioned. The committee was reminded that we were initially speaking of brass plaques for seats in the new Art Center, not brass plaque inserts for concrete walkways to the new Art Center. Brass plaques on a wall located outside of the new Art Center may also be an option. Mr. Cronk offered to

contact the vendor who is doing the seating in the new Art Center for information on doing plaques on the seating.

- iv. There are benefits of a quiet campaign and a public campaign for fundraising. Larger donations would be sought during a quiet campaign. Both will probably be done.
 - v. A Centennial Mosaic was suggested with perhaps brass plaques placed nearby. Perhaps something like this with the centennial roses planted around it could be done on the drive that leads to the gym. Perhaps the new branding can be incorporated in this.
 - vi. A Centennial Garden/Square/Courtyard was suggested similar to the size of Lindsay Grove with perhaps benches purchased by a donor(s).
 - vii. Reverse raffle
 - 1. Timing – avoid competing with other reverse raffles that take place on campus
 - a. Do before year of events occurs
 - i. Homecoming 2012?
 - 1. Publicize upcoming year of events
 - a. On website
 - 2. Law regarding reverse raffles
 - a. Need to register raffle
 - 3. Sponsors-community
- d. What activities can be done in Delano?
 - i. 100 trees
 - ii. 100 stars
 - iii. Fiesta at the same time as the one on the main campus?
 - iv. Community work days
- e. Rebranding
 - i. T-shirts, visors, key chains, paper weights, pens
 - 1. Check with bookstore
 - a. Marketing merchandise
 - 2. Buy merchandise from company run by alumni
 - a. Perhaps get merchandise at cost so that the college makes money.
 - 3. Have available before events begin
 - ii. New brand on everything printed
- f. Homecoming 2013
 - i. Find alum star athletes
 - 1. Baseball player – Dumatrait

2. Seek Bob Covey's assistance with track and field athletes
 3. Check with current athletic coaches
 4. Kevin Harvic
- g. Monthly events highlighting different ethnicities?
 - h. Involve departments in identifying outstanding alumni from their areas.
 - i. Approach the Bakersfield Californian for donated space in their newspaper (now and during centennial year) to place unidentified photographs from BC's past in order to ask the public for assistance in identifying the photographs. The space could also be used for announcing events. Perhaps Amber could pursue this?
 - j. Communicate with the campus
 - i. College Council?
 - ii. Monthly BC All
 1. Announcements
 2. Asking for assistance
 3. Trivia
 4. Photo identification
 - k. Run/bike race
 - i. BC to Delano (bike race)
 1. Kern Wheelmen?

2) Review of Timeline of Events

- a. Fiesta for the end of the year for the community needs to be added (spring). It is believed to have been in November with the last football game.
 - i. It was suggested that we keep the cost to the community to participate in this event at a minimum.
 - ii. Guinness Book of Records – longest chain of rubber bands. Measure by putting all the chains together and then stringing it around the track in the stadium. Get Jim Ryan (record for the mile) to come back for this event. Show race on the board.
 1. Is there a record for most alumini in one place at one time?
 - iii. Mears – Grand Marshal for car show
- b. Convocation
 - i. Joint chorale – spoke with Ron Kean. Would prefer that this occurred later in the year since he would have new students at the beginning of the year. Jerry will provide contact information for past chorale director. Perhaps the performance could be done at Homecoming. Would the new choir be ready at that time? Homecoming game - perhaps a song or two at half time or before the game.

- ii. All employees dressed in regalia
- iii. Birthday party
 - 1. Cake, hats
- iv. Drum line

Action: Bonnie will update the event list to present to Greg Chamberlain.

Action: Each member should look at list of activities and pick one that they would like to look into. Notify Bonnie and Candice which activity is picked.

Centennial Celebration Steering Committee

August 11, 2011

Notes

Attendees: Helen Calip, Debbie Cantrell, Amber Chiang, Greg Cronk, Hannah Eglund, Jerry Ludeke, Candice Sifuentes, Bonnie Suderman, and Sue Vaughn.

1) Updates on previous work

- a. Meeting with President Greg Chamberlain – Bonnie presented list of Centennial list of activities and the list of fundraising events at the end of the spring semester. He was pleased with the lists. He would like to see a big kick-off event that is “high ticketed” that people such as the State Chancellor and other high profile people would be invited to. It was suggested that this take place spring 2013.
- b. Mosaics – Bonnie spoke with David Koeth (Art Department Chair) about the possibility of a mosaic. David does have a faculty member who has done mosaics. She may be interested in doing this and we may be able to get students involved. Paula Bray took Bonnie around the campus and pointed out many spots where a mosaic may be done. President Chamberlain preferred three of the many locations: the “roundabout” in front of Admissions and Records, located somewhere near the new bus terminals, and grassy area in front of the outdoor theatre. This would probably be a “free standing” mosaic with perhaps some centennial roses planted around it. Paula Bray has offered to make sure that if roses are planted they are kept irrigated.
- c. Selling tiles for Simonsen – Bonnie spoke with John Gerhold about this. John liked the idea and would like to work with us on this as a joint venture. President Chamberlain said that there is a wall in the center where would could place tiles or plaques such as this. We will need to work with the Foundation Office to move this project forward.
- d. Athletic Activities – Bonnie had the opportunity to speak with some of the athletic team coaches and they would be interested in having some alumni athletic events such as an alumni basketball game and an alumni baseball/softball game. An alumni football game would probably place too much of an insurance liability for the college. They’re interested in pairing with us on advertising and fundraising. Bonnie has asked the new athletic director to join

the Centennial Celebration Steering Committee when he is able to. Get retired coaches involved.

- e. Posters – Bonnie solicited departments (at an FCDC meeting) to send archive photos and such to the Archives group to aid in putting together “department” posters. We have not had much response to this solicitation. Bonnie is now suggesting that the send not only photos but also snippets of information and perhaps department accomplishments to create a poster that would be located in the building where the department is primarily located. This would be all departments including student services. These posters would be posted the 2013-2014 academic year.

2) Events – One person from each major area below should meet periodically to make sure everything is covered.

- a. Fundraising (Hannah Eglund/Mike Stepanovich)
 - i. Reverse Raffle
 - ii. Ball/large formal activity
 - iii. Selling brass plaques – Amber to see how many we have (for walkway). Bonnie and John Gerhold will meet with Hannah to discuss plaques for wall or seats (be sure to find out who the manufacturer of the seat is).
 - iv. Bricks for mosaic wall or bench
 - v. Commemorative wine/coffee – Hannah Eglund and Mike Stepanovich/Eberle Winery – Eberle Winery is donating a barrel of wine (300 bottles). Bottling will probably occur spring/summer 2012.
 - vi. Golf tournament – Monday-Friday are cheaper fees.
 - vii. Alumni games – fun run
 - viii. Mailers to alumni/Communication (January 2013?) – to include list of activities to come; archives to include statement in one of their mailings “if you don’t want to receive information about centennial celebration please...” (Sue Vaughn, Jerry Ludeke, Greg Cronk and Chris Hitchcock)
 - ix. Mini-fundraiser – folder of Grace Bird poetry and writings and/or perhaps small poetry book
- b. Marketing (Amber Chiang)
 - i. “Did you know” in newspapers/radio (one a week)
 - ii. Re-branding/Centennial logo – RFP will go out in January/February 2012
 - iii. Renegade 100 stars – Greg Cronk started looking into people of “stature” for this. He has a list of fire chiefs and the dates that they served. He’s also looking into Mayors and Police Chiefs. The Board of Supervisors was also suggested as a possibility. Sue will be able to check to see if the lists

are alums. It was decided that alums are anyone who has taken a class here. It was suggested that we contact John Drow for a list of Delano alums to be included. Melby-Ordiz Architecture was suggested. It was suggested that the lists be routed to Bonnie's Office.

- iv. Bookstore merchandise - Brian
- v. Press releases
- vi. Press conference?
- vii. Building posters
- viii. 100th Anniversary Facebook and Twitter Accounts
- c. Activities (Bonnie Suderman/Candice Sifuentes)
 - i. Kick off Activity
 - ii. 100 trees – Lindsay Ono/Paula Bray
 - iii. Community work days – Paula Bray, Jennifer Marden
 - 1. Amber has a list of people who originally worked on this with the Foundations of Excellence and will provide additional names.
 - iv. Centennial Rose
 - v. Joint choral concert at new Simonsen – John Gerhold?
 - vi. Centennial Book - Jack Hernandez?/Jerry Ludeke
 - vii. Dinner/Ball (March 2013) – Hannah Eglund, Greg Cronk, Debbie Cantrell, Cindy Hubble – formal event, silent/live auction (high ticket items).
 - 1. Locations – Petroleum Club, Marriott, Business Conference tent, Convention Center, Cafeteria
 - 2. Attendance is anticipated to be 800-1000.
 - 3. Pricing structure/presale gift instead of lower price - \$100/ea.?
 - 4. Establish mailing list by next summer 2012
 - a. Banner alumni module
 - b. Graduation applications?
 - c. Post office mailer to all of Bakersfield and ask people to register if they're a BC alumni
 - viii. Convocation/Commencement (May 2013) – Sue Vaughn & Commencement Committee - alumni, presidents of other KCCD colleges, presidents of neighboring colleges and universities, Big name (Harvey Hall?), graduation regalia (May 2014)
 - ix. Birthday Party (August 2013) – SDCC, Sally Hill, Becky Whitson, Kristin Rabe
 - x. BBQ w/Alumni Association (September) – Becky Whitson
 - xi. Delano Festival (October) – Helen Calip

- xii. Homecoming (3rd week of October) – SGA homecoming video and centennial celebration will be the theme of homecoming.
- xiii. Car show/last football game (November) – Talk to Becky Whitson?, Lindsay Ono and Sally Sterns and the car show they do during Garden Fest? Greg Cronk is going to investigate a show that was done downtown. Have car show on track in stadium?
- xiv. Dedicate mosaic (December) – Art professor
- xv. Big speaker w/Levan Center and Foundation (February) – Hannah Eglund and Jack Hernandez
- xvi. Golf Tournament, dinner, and 100 years of fashion (March) – Debbie Cantrell, Amber Chiang, Greg Cronk, Chinese Women’s Association for fashion show?
- xvii. Plant 100th tree at Garden Fest (April)
- xviii. Fiesta/**Festival** (April) – Sue, Ryan, Bonnie
 - 1. Food at cost from 100 years before, mariachi, drum line, Guinness Book world record activities, community event
- xix. Commencement (May)
 - 1. Graduation regalia

3) Budget

- a. Once events and marketing have been narrowed down, develop a loose budget
 - i. Plans need to be presented to Foundation Board

Action Item: Begin calendaring events.

Action Item: Develop Centennial Celebration Steering Committee contact list.