



CITY COUNCIL STAFF REPORT

MEETING DATE: April 22, 2024

ITEM TITLE: Consideration of Adopting a Resolution Approving the Recommendations of the City Centennial Advisory Committee.

RECOMMENDATION:

Staff recommends that the City Council adopt a Resolution approving the recommendations of the City Centennial Advisory Committee.

FISCAL IMPLICATIONS:

There is no fiscal impact and no additional appropriation is needed. The City Council appropriated \$250,000 in Fiscal Year (“FY”) 2023-24 and \$750,000 in FY 2024-25 for the Capital Improvement Program Budget for Project #C2309 City of San Carlos Centennial Celebration.

BACKGROUND:

On September 11, 2023, the City Council received a presentation to consider and provide input on the formation of a City Centennial Advisory Committee (“Committee”). The Council directed staff to proceed with a recruitment to bring together a community group of residents and members to share ideas on ways the City can celebrate its one hundredth anniversary of incorporation.

To assist with putting together the program of events to celebrate the centennial, the City Council appointed twenty-two primary and seventeen alternate Committee members consisting of representatives from the City Council, City commissions and committees, community organizations, business owners, and the San Carlos School District. The Committee’s role has been to provide ideas and input throughout the initial planning process.

ANALYSIS:

The Committee held its first meeting on January 17, 2024, where staff introduced the purpose, expectations, and goals of the Committee and each member was sworn into office by the City Clerk. At this meeting, the Committee brainstormed how the community could celebrate the centennial. A range of ideas related to event timeframe, location, event components, historical commemorations, community organization involvement, business involvement ideas, and individual ways to celebrate were discussed.

A second meeting was held on February 21, 2024. Staff facilitated a more thorough brainstorming session with both primary and alternate Committee members to cultivate a list of activities and celebrations for the centennial. Ideas were categorized into five categories: big event celebration; history of San Carlos; branding and merchandising; centennial in the arts; and, the 100s. The Committee reviewed each category and added additional ideas during this meeting (see

Attachment 1). After the discussion ended, Committee members placed stickers next to ideas they favored. The second half of the meeting involved discussions about a centennial logo. The City Communications Manager presented information about developing a centennial logo and how to align this significant milestone with the City's existing seal and logo. He also discussed a variety of design elements to consider in the centennial logo.

At the March 20, 2024 meeting, the Committee members viewed a San Carlos History Museum video and then voted on three items: whether to host a large celebratory event in conjunction with Hometown Days or a separate event in late August to early September; which San Carlos historical projects should be implemented; and whether to make a recommendation to the City Council to name the planned Downtown development area "Centennial Plaza". All primary Committee members were asked to vote. Two alternate members voted for two absent primary members who were unable to attend the scheduled meeting. In one instance, both the primary and alternate members were missing. Below is a summary of the 21 votes that were cast.

Date of Centennial Community Event

The Committee voted 14-7 in favor of hosting the centennial community event in conjunction with the annual Hometown Days weekend (third weekend in May).

San Carlos Historical Projects

The top three projects voted for include:

- Partnership with StoryCorps to produce an audio/visual keepsake for long term display that will commemorate the history of San Carlos with personal stories from community members. StoryCorps will facilitate, record, edit, and design these videos for the City to share during the centennial.
- A map of San Carlos historical markers to be shared with the community.
- An oral update to the book, *San Carlos Stories: An Oral History for the City of Good Living*, by Linda Garvey.

Naming Downtown

The Committee voted 19-2 to recommend that the City Council consider naming the 700 block of Laurel Street "Centennial Plaza".

Centennial Logo

The Committee was presented with several design options for the City Seal, Good Living Logo and a new Centennial Logo to use in 2025. The majority voted for the following:

- *San Carlos Seal*: the seal with "100 Years" at the bottom
- *Good Living Logo*: the logo with "100 Years" and "1925-2025" at the bottom
- *New Centennial Logo*: the U-shaped logo highlighting the train depot

Their recommended logos are included as Attachment 2 to this report.

ALTERNATIVES:

The alternatives available to the City Council include:

1. Adopt a Resolution approving the City Centennial Advisory Committee recommendations;
or
2. Do not adopt the Resolution; or

3. Provide staff with alternative direction.

Respectfully submitted by:

Amy Newby, Parks & Recreation Director

Approved for submission by:

A handwritten signature in black ink, appearing to read "J. Maltbie", written over a horizontal line.

Jeff Maltbie, City Manager

ATTACHMENT(S):

1. Resolution
2. Recommended logos