

REGULAR MEETING OF THE
MARTIN LUTHER KING JR. CELEBRATION AND
JUNETEENTH CELEBRATION ADVISORY COMMITTEE
CULVER CITY, CALIFORNIA

November 20, 2024
6:30 P.M.

Call to Order and Roll Call

Vice Chair Hearn called the regular meeting of the Martin Luther King Jr. Celebration and Juneteenth Celebration Advisory Committee to order at 6:34 P.M. at the Culver City Senior Center.

Present: LaToya Hearn, Vice Chair
Karna Bibbins-McKeever, Member
Lisa Gordon Cain, Member
Amber Kearney, Member
Curtis Raynor, Member
Carissa Joy Smith, Member*
Andrew Weiss, Member

*Member Smith joined the meeting at 7:42 P.M.

Absent: Christian Green, Member

Staff: Ted Stevens, Parks, Recreation and Community
Services (PRCS) Director
Francisca Castillo, Recreation and Community
Services Manager
Adam Ferguson, PRCS Senior Management Analyst
Dorian Jackson, Associate Analyst
Daniella Gutierrez, Recreation and Community
Services Supervisor

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Pledge of Allegiance

Member Kearney led the Pledge of Allegiance.

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Public Comment for Items NOT On the Agenda

Dorian Jackson, Associate Analyst, reported that no requests to speak had been received.

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Receipt of Correspondence

Dorian Jackson, Associate Analyst, reported that no correspondence had been received.

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Consent Calendar

Item C-1

Approval of the Minutes for the Regular Martin Luther King Jr. Celebration and Juneteenth Celebration Advisory Committee of October 16, 2024

Discussion ensued between staff and Committee Members regarding the ability of Members who were absent to vote.

MOVED BY MEMBER BIBBINS-MCKEEVER, SECONDED BY MEMBER WEISS AND UNANIMOUSLY CARRIED (ABSENT MEMBERS GREEN AND SMITH), THAT THE MLK JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE APPROVE THE MINUTES FOR THE REGULAR MEETING OF OCTOBER 16, 2024.

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Order of the Agenda

No changes were made.

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Action Items

Item A-1

MLKJCC – Approval of Entertainers and Performers for the Martin Luther King Jr. Celebration as Recommended by the Members of the Martin Luther King Jr. Celebration Entertainment Ad Hoc Subcommittee

Member Bibbins-McKeever discussed programming options for the MLK event; contract negotiations; the opening speaker; the last performer; the choir; and the pastor making the opening remarks.

Francisca Castillo, Recreation and Community Services Manager, proposed going through the tentative schedule line-by-line; discussed the intent of the subcommittee to include youth participation; the inability of Inner City Youth Orchestra of Los Angeles and Peggy Preacely to attend the celebration; open slots; scheduled performers; participants who align with the event; and she reminded everyone that the entertainers and the schedule were tentative.

Discussion ensued between staff and Committee Members regarding the ability to move performers and performances around; the importance of variety; the focus on African American culture; the limited time available; the need to continue work with the Subcommittee to finalize the entertainment schedule and flexibility if performers become unavailable; the three empty slots available; back-up performers; recommendations; communication with the Crusade Christian Faith Center Choir; the current schedule; length of time allotted for Lift Every Voice; running order; level of engagement with participants; follow up regarding participation; Cold Blooded Soul; use of an ensemble to provide musical interludes; the UCLA African American Choir; availability and diversity of the LA Ensemble; agreement to number changes on the schedule; the pianist; the church band; the feeling that there are enough musical acts and those who are confirmed can do more if need be; the backup for Gerald Rivers who has not yet confirmed; diversity of performers; allowing staff the flexibility of working with the subcommittee to finalize entertainment as time does not permit additional Committee consideration; agreement to supply contact information to staff for a potential dance performance; clarification that only one speaker was planned; performers; target audience; diversity of performances; diversity of age groups; and trust in the subcommittee.

MOVED BY VICE CHAIR HEARNS, SECONDED BY MEMBER BIBBINS-MCKEEVER AND UNANIMOUSLY CARRIED (ABSENT MEMBERS GREEN AND SMITH), THAT THE MLK JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE: APPROVE THE TENTATIVE LIST OF PERFORMERS AND ENTERTAINMENT FOR THE 2025 MARTIN LUTHER KING JR. CELEBRATION AS RECOMMENDED BY THE MEMBERS OF THE MARTIN LUTHER KING JR. CELEBRATION ENTERTAINMENT AD HOC SUBCOMMITTEE.

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Item A-2

MLKJCC – Approval of the Educational Components and Theme Name for the Martin Luther King Jr. Celebration as Recommended by the Members of the Martin Luther King Jr. Celebration History & Culture Ad Hoc Subcommittee

Francisca Castillo, Recreation and Community Services Manager, provided a summary of the material of record.

Discussion ensued between staff and Committee Members regarding consideration by the History and Culture Ad Hoc Subcommittee; encouragement to the community to submit videos of one minute or less on the themes and legacies of Dr. King; prompts to inspire the video creators; criteria for selection; potential prizes; inclusion of a seven minute video entitled "Can Kids Change the World"; themes; feedback needed on the theme, the prompts, the proposed video, and the feasibility of the timeline to execute a contest; support for avoidance of gender-specific terms; the process for the video contest; finding a gender-neutral way to convey brotherhood; use of the word inclusivity; use of prompts as a guide; interpretation of the prompts; prompts for all age ranges; and the ability to respond to prompts in multiple mediums.

Additional discussion ensued between staff and Committee Members regarding distribution of prompts; reminders; the January 11, 2025 deadline; due diligence with flyer distribution; processing of the print order for flyers; concern with being able to put the work out sufficiently; advertising what the winners would receive; Day of Service certificates; fine-tuning a timeline to allow for six weeks of marketing; holidays; looking toward doing the contest for Juneteenth

instead; potential prizes; the need for additional information on who is involved in order to procure the prizes; email communication in advance of flyer distribution; social media; the need to finalize all the details at the current meeting; returning to the Committee in December for additional answers; agreement on the theme; consistency with goals of ensuring enough time is provided for people to know what is happening; the need to close the contest December 16; support for the concept; previous discussion of the item; a suggestion to get the message across with one of the speakers; ways to assist staff; and Committee Member help in facilitating the process.

Member Smith joined the meeting.

Further discussion ensued between staff and Committee Members regarding ensuring that staff is able to do due diligence; the insufficient timeline; starting the process earlier; working to incorporate Committee ideas and concepts; Committee push back; the feeling that the contest was a highlight of the event; the staff draft of the flyer; the six week marketing plan; allowing time for the subcommittee and staff to vet submissions; the first-time contest; limiting the number of submissions; starting communication immediately and adding detail later; subcommittee narrowing down to top submissions; the need for a special meeting in January to agree upon winners; feedback from the School District that insufficient time was allowed for the Fiesta La Ballona Committee contest; self-selection for the competition; promotion at the Tree Lighting Ceremony; flyer distribution at local businesses; social media outreach; and clarification that a save the date email constitutes marketing.

Additional discussion ensued between staff and Committee Members regarding challenges with a shorter timeline; consultation with IT on the process for video submissions; verified security; consistency with procedures for other events; use of Open Cities; using links rather than uploads; use of an Excel sheet with all links; narrowing down videos to bring findings back to the Committee; clarification that IT does not need to get involved as no data storage would be needed; use of a video for history and culture; having Kid President appear in person; educational and historical information as part of an art gallery at the event; and adding the video to the website.

Discussion ensued between staff and Committee Members regarding concern with pushing forward given concerns expressed by staff; concern as to why the Committee is involved if staff has already made up their minds; the feeling that watching a video is a poor substitute; finding a way to engage the community; a suggestion to have two speakers if the video contest is dropped; impacts to flow and audience participation; providing a balance; background on potential speakers; and incorporating youth voices into the program.

Dorian Jackson, Associate Analyst, indicated that Member Smith had joined the meeting at 7:42 P.M.

Additional discussion ensued between staff and Committee Members regarding the previous motion to approve performers; open slots; a reminder to send information to staff for distribution to Committee Members; age of performers involved; alternating spoken word with music; having groups perform twice; using the words of Dr. King; archaic gender terms; and impacts of not having the contest on the overall schedule.

Member Kearney moved to approve Fellowship and Beyond: The Message of Martin Luther King Jr. and Member Bibbins McKeever seconded the motion.

Member Weiss asked that wording be changed.

MOVED BY MEMBER KEARNEY AND SECONDED BY MEMBER BIBBINS-MCKEEVER THAT THE MLK JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE: APPROVE FELLOWSHIP AND BEYOND: THE MESSAGE OF MARTIN LUTHER KING JR. AS THE THEME FOR THE 2025 MARTIN LUTHER KING JR. CELEBRATION.

AYES: BIBBINS-MCKEEVER, HEARNS, KEARNEY, RAYNOR
NOES: GORDON CAIN, WEISS
ABSENT: GREEN

Discussion ensued between staff and Committee Members regarding the need for promotion; feasibility of holding the competition; staff outline of the rationale for not moving forward with the competition; and extensive consideration by the Committee.

MOVED BY MEMBER RAYNOR AND SECONDED BY MEMBER WEISS AND THAT
THE MLK JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY
COMMITTEE: APPROVE REMOVAL OF THE VIDEO CONTEST FOR THE 2025
MARTIN LUTHER KING JR. CELEBRATION.

THE MOTION FAILED BY THE FOLLOWING VOTE:

AYES: BIBBINS-MCKEEVER, RAYNOR, WEISS
NOES: GORDON CAIN, HEARNS, KEARNEY, SMITH
ABSENT: GREEN

Additional discussion ensued between staff and Committee Members regarding changing the competition from a video to a one paragraph submission open to middle school, high school, and college participants; providing one prompt with a limited number of submissions; increasing the opportunity for youth; efforts to reduce staff workload; concern with the timeline and ensuring ample time for due diligence for any opportunity being offered; the feeling that the number of applications is not the issue; vetting by the subcommittee; collaboration with the City's Public Information Officer; the timeline; holding a special meeting in January; concern with the holiday season and students being out of school; sending a save the date email this week; design approvals for the flyer in December; clarification that the contest would not be affiliated with the school; concern with receiving ample response; making students aware of the opportunity; prizes; other events taking place in the City in December; competing priorities; weeks lost during winter break; scaling back submissions; allowing additional time to submit; the subcommittee presentation to the full Committee at the special January meeting; approval of the finalists; information submitted to staff regarding prizes; staff feedback regarding feasibility of the process; video submissions vs. writing; lowering barriers to entry; difficulty of promoting contests and getting people to participate; changing the date of the event; the announcement made in the Culver City Living Guide; the level of Member disappointment at not being able to accomplish things due to the timeline; using technology to advance things along more quickly; providing a draft email for staff to send out; subcommittee discussion; and outreach already done for the event.

Further discussion ensued between staff and Committee Members regarding support for moving forward with a contest with a

limited number of submissions; receipt of flyers from the print shop; moving forward with outreach the week of December 2; distribution of flyers; print marketing vs. digital marketing; posting of the digital flyer on social media as soon as possible; current outreach for the overall event; outreach for the competition; sending out a save the date notice for digital marketing for the contest; editing of the draft submitted; availability of the Ad Hoc Culture and History Subcommittee to meet prior to the end of November; concern with rushing through the process; reservations expressed by staff; whether there is a need to limit submissions; the feeling that students are eager to express themselves; and providing flexibility for the Ad Hoc Subcommittee to work with staff to ensure feasibility with regard to their timeline and available technology at the discretion of the subcommittee.

MOVED BY MEMBER BIBBINS-MCKEEVER AND SECONDED BY MEMBER SMITH THAT THE MLK JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE: INCLUDE THE COMPETITION IN ITS REVISED FORM WITH LIMITED SUBMISSIONS INCLUDING VIDEOS AND ONLY ONE PROMPT AT THE DISCRETION OF THE AD HOC SUBCOMMITTEE AS PART OF PROGRAMMING FOR THE 2025 MARTIN LUTHER KING JR. CELEBRATION.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: BIBBINS-MCKEEVER, GORDON CAIN, HEARNS, KEARNEY,
SMITH
NOES: RAYNOR, WEISS
ABSENT: GREEN

Vice Chair Hearn expressed appreciation for the engaging discussion.

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Item A-3

MLKJCC – Approval of Marketing Strategies and Timeline for the Martin Luther King Jr. Celebration

Francisca Castillo, Recreation and Community Services Manager, provided a summary of the material of record; discussed tasks accomplished to date; things still to be done; branding and development; and community outreach.

Discussion ensued between staff and Committee Members regarding Breakfast with Santa; suggestions for community partnerships and outreach; proposed locations for flyer distribution; social media; encouragement to Committee Members to send out invites; distribution of the flyer to Committee Members; deadlines; additions to the marketing plan; staff agreement to provide an update on marketing at the next Committee meeting; the raffle; the commitment to develop and distribute a separate flyer; and staff collaboration with the subcommittee to finalize details on items that the full Committee has decided to move forward with.

MOVED BY MEMBER SMITH, SECONDED BY MEMBER BIBBINS-MCKEEVER AND UNANIMOUSLY CARRIED (ABSENT MEMBER GREEN), THAT THE MLK JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE: APPROVE THE MARKETING STRATEGIES AND TIMELINE FOR THE MARTIN LUTHER KING JR. CELEBRATION.

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Item A-4

MLKJCC -- 1) Receive and File an Update from the Members of the Martin Luther King Jr. Celebration & Juneteenth Celebration Advisory Committee Sponsorship/Donations Ad Hoc Subcommittee

Adam Ferguson, Senior Management Analyst, reported that the subcommittee had not been able to meet and he indicated that an update would be provided at the next meeting.

Discussion ensued between staff and Committee Members regarding the ability to meet virtually; moving forward with prizes for the contest; sponsorship for the overall event; and use of relationships for the Juneteenth event.

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Item A-5

**MLKJCC - Receipt and Filing of Updates from the Members of the
Martin Luther King Jr. Celebration & Juneteenth Celebration
Advisory Committee Ad Hoc Subcommittees**

Discussion ensued between staff and Committee Members regarding clarification that the Juneteenth ad hoc subcommittees had not met; the Ad Hoc Olympics Subcommittee; clarification that the City Council had not scheduled a meeting yet; and reassignment of City Council ad hoc subcommittees in January.

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Item A-6

**MLKJCC - Receipt and Filing of the Martin Luther King Jr.
Celebration and Juneteenth Celebration Advisory Committee
2024/2025 Meeting Calendar and the Upcoming Agenda Items List,
With Adjustments, If Any**

Discussion ensued between staff and Committee Members regarding Committee agreement to hold a special meeting to vote on contestant award recipients on January 8, 2025; allowing enough time for notification of the winners; the special meeting on December 4 to approve the run of show; Member agreement to send marketing information to staff and to pick up flyers as soon as possible; the ability to have people help with flyer distribution; prior agreement on the Juneteenth date in January; the debriefing of the MLK event in February before discussing the date and location for the Juneteenth event; concern with allowing enough time to plan the Juneteenth event; insights from community feedback; Eventbrite; the registration process; hand-counting attendees; capturing who plans to attend; tracking registration; creating a distribution list with email addresses collected; promotion of future events; gaining an accurate number of attendees; flyers made without the QR Code; Committee consensus to agendize consideration of capturing email from attendees coming in to the building at the December meeting; clarification on who serves on which ad hoc subcommittees and staff liaisons; consistency between the MLK and Juneteenth Ad Hoc Subcommittees; and the staff representative for the Juneteenth Culture and History Ad Hoc Subcommittee.

MOVED BY MEMBER SMITH, SECONDED BY MEMBER WEISS AND UNANIMOUSLY CARRIED (ABSENT MEMBER GREEN), THAT THE MLK JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE: RECEIVE AND FILE THE MLK JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE 2024/2025 MEETING CALENDAR AND THE UPCOMING AGENDA ITEMS LIST WITH ADJUSTMENTS.

Vice Chair Hearn received clarification regarding appointment of a new Vice Chair, and Committee consensus was achieved to agendaize appointment of a Vice Chair at the December meeting.

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Public Comment - Items Not On the Agenda (Continued)

Dorian Jackson, Associate Analyst, indicated that no requests to speak had been received.

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Items from Members/Staff


Dorian Jackson, Associate Analyst, indicated that she had set up a calendar to keep Members updated for meetings and she reminded Members to check their City email for alerts.

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Adjournment

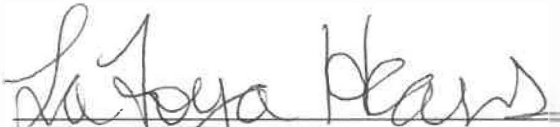
There being no further business, at 9:56 P.M., the Martin Luther King Jr. Celebration and Juneteenth Celebration Advisory Committee adjourned to a special meeting to be held on December 4, 2024.

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Dorian Jackson
SECRETARY of the Martin Luther King Jr. Celebration and
Juneteenth Celebration Advisory Committee

APPROVED 1/15/2025



LATOYA HEARN
VICE CHAIR of the Culver City Martin Luther King Jr.
Celebration and Juneteenth Celebration Advisory Committee
Culver City, California

I declare under penalty of perjury under the laws of the State of California that, on the date below written, these minutes were filed in the Office of the City Clerk, Culver City, California and constitute the Official Minutes of said meeting.



Jeremy Bocchino
CITY CLERK

25 JUN 2025
Date