

***These Meetings Minutes are not official until approved by the
Fiesta La Ballona Committee***

REGULAR MEETING OF THE
FIESTA LA BALLONA COMMITTEE
CULVER CITY, CALIFORNIA

April 13, 2022
7:00 P.M.

Call to Order and Roll Call

Chair Guzzetta called the regular meeting of the Fiesta La Ballona Committee to order at 7:08 P.M.

Present: Greg Guzzetta, Chair
Lisa Marie Parker Desai, Vice Chair
Colleen Jones, Member
Roshni Mejia, Member
Lila Swenson, Member
Nancy Trujillo, Member
Bob Wayne, Member

Absent: None

Staff: Dani Cullens, Recreation and Community Services
Manager
Patricia Mooney, PRCS Senior Management Analyst
Adam Ferguson, PRCS Associate Analyst

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Pledge of Allegiance

Vice Chair Parker Desai led the Pledge of Allegiance.

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Public Comment for Items NOT On the Agenda

Chair Guzzetta, invited public comment.

Patricia Mooney, PRCS Senior Management Analyst, reported that no requests to speak had been received.

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Receipt of Correspondence

Chair Guzzetta, inquired about correspondence.

Patricia Mooney, PRCS Senior Management Analyst, reported that no e-Comments or other types of correspondence had been received.

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Consent Calendar

Item C-1

Approval of Minutes for the Regular Fiesta La Ballona Committee Meeting of March 9, 2022

The committee reviewed the minutes and determined no changes needed to be made.

MOVED BY MEMBER SWENSON AND SECONDED BY MEMBER WAYNE THAT THE FIESTA LA BALLONA COMMITTEE APPROVE MINUTES FOR THE REGULAR MEETING OF MARCH 9, 2022.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: Wayne, Trujillo, Swenson, Mejia, Jones, Parker
Desai, Guzzetta

NOES: NONE

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Order of the Agenda

No changes were made.

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Action Items

Item A-1

FLBC – (1) Review of three options for the August 2022 Fiesta La Ballona Logo; and, (2) [If Desired] Selection of a logo

The agenda item was presented by Recreation and Community Services Manager Dani Cullens. Discussion ensued between staff and Committee Members regarding selecting a new logo; the option of considering other logo designs; appreciation of the designs as created by Jeannine Houchen, Recreation and Community Services Supervisor; the differences between these designs and the 2019 Fiesta La Ballona logo; the summer themes of the logos; how the various logos may look on different colored backgrounds and different types of marketing materials.

PRCS Senior Management Analyst, Patricia Mooney, suggested a poll by show of hands as to which logo they would select as their preferred logo; Option B: Fiesta Logo Sun received the most votes in the poll.

MOVED BY VICE CHAIR PARKER DESAI AND SECONDED BY MEMBER SWENSON THAT THE COMMITTEE APPROVE THE SELECTION OF FIESTA LOGO OPTION B: FIESTA LOGO SUN FOR THE AUGUST 2022 FIESTA LA BALLONA

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: Trujillo, Swenson, Mejia, Jones, Parker Desai, Guzzetta

NOES: Wayne

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Item A-2

FLBC – Discussion of funding mechanisms for Fiesta La Ballona

The agenda item was presented by Recreation and Community Services Manager Dani Cullens. Ms. Cullens explained the City's fiscal year budget cycle and how it relates to the Fiesta La Ballona budget. Discussion ensued between staff and

Committee Members regarding the timing of when funds would be available for 2022 Fiesta La Ballona; the timeline for when the City Council will adopt the Fiscal Year 2022-2023 budget; the tentative booking of entertainment by the Fiesta La Ballona Entertainment Ad Hoc Subcommittee pending the certainty of funding availability; the uncertainty of sponsorship income; options for funding mechanisms outside of the City's budget process; the possibility of investigating the formation of a 501(c)(3) foundation for Fiesta La Ballona; appreciation to Ms. Cullens for the thoroughness of the report.

PRCS Senior Management Analyst, Patricia Mooney, stated that no motion was necessary for this agenda item.

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Item A-3

FLBC - [Standing Item; Any or All of the Following Actions, if Desired] (1) Receipt and Filing of Updates from the Members of the Fiesta La Ballona (FLBC) Ad Hoc Subcommittees (2) Formation of New and/or Dissolution of Existing Ad Hoc Subcommittee(s); and, (3) Appointment of Two FLBC Members to Newly-Formed Ad Hoc Subcommittee

Discussion ensued between staff and Committee Members regarding the appropriateness of having this as a standing agenda item; the committee proceeded to present the following updates:

Site Layout Ad Hoc Subcommittee - FLBC Chair Guzzatta reported no updates at this time. Recreation and Community Services Manager Dani Cullens informed the Committee that Parks Supervisor Matthew Withers is the 2022 staff liaison.

Marketing Ad Hoc Subcommittee - No Committee Members were assigned to this subcommittee; potential appointees were discussed. Recreation and Community Services Manager Dani Cullens informed the Committee that Recreation and Community Services Supervisor Jeannine Houchen is the 2022 staff liaison.

Entertainment Ad Hoc Subcommittee - FLBC Member Wayne updated the Committee on the various performers the Ad Hoc Subcommittee had spoken with; shared that this year's line-up would have a mix of returning popular performers and new performers to Fiesta La Ballona. Recreation and Community Services Manager Dani Cullens informed the Committee that Recreation and Community Services Supervisor Jill Thomsen is the 2022 staff liaison.

Sponsorship Ad Hoc Subcommittee - FLBC Member Swenson mentioned the need to begin soliciting sponsorships as soon as possible; the desire to have new sponsors in addition to those who have sponsored previously; Marcus Tiggs' decision to continue helping the Ad Hoc Subcommittee find sponsors. Recreation and Community Services Manager Dani Cullens informed the Committee that Recreation and Community Services Manager Francisca Castillo and Recreation and Community Services Supervisor Arames White-Shearin are the 2022 staff liaisons.

Sustainability Ad Hoc Subcommittee - No Committee Members were assigned to this subcommittee; potential appointees were discussed; FLBC Vice Chair Parker Desai mentioned the idea of partnering with the local Buy Nothing group to create a space for them at the 2022 Fiesta La Ballona.

Special Activities Ad Hoc Subcommittee - No report because the Ad Hoc Subcommittee is still determining what special activities will be presented; the possibility that the local Buy Nothing group participation would be handled by this Ad Hoc Subcommittee.

Vendors Ad Hoc Subcommittee - FLBC Vice Chair Parker Desai mentioned the need to begin investigating possible vendors; the desire to have new vendors in addition to those who have participated previously. Recreation and Community Services Manager Dani Cullens informed the Committee that Recreation and Community Services Supervisor Darren Uhl is the 2022 staff liaison.

Beer & Wine Ad Hoc Subcommittee - Recreation and Community Services Manager Dani Cullens mentioned looking into the request by the Ad Hoc Subcommittee for having a different group operate the 2022 Beer & Wine Garden; mentioned the

challenges for any organization, especially smaller nonprofits, to meet the City's insurance requirement; the requirement that all Beer and Wine Garden profits be donated to a local 501(c)(3). Recreation and Community Services Manager Dani Cullens informed the Committee that she is the 2022 staff liaison.

Volunteer T-Shirt Ad Hoc Subcommittee - FLBC Member Wayne reported that he had reached out to the Culver City High School arts group to begin discussions on the T-Shirt Art contest; contest deadline would need to be by the end of the current school year; the possibility of selling either 2022 Fiesta T-shirts and/or the 2022 Fiesta Volunteer T-shirts; the 2022 Fiesta La Ballona logo's appearance and placement on various T-shirt backgrounds. Recreation and Community Services Manager Dani Cullens informed the Committee that PRCS Associate Analyst Adam Ferguson is the 2022 staff liaison.

Discussion ensued regarding Members Swenson, Trujillo and Vice Chair Parker Desai serving on the Marketing Ad Hoc Subcommittee; Vice Chair Parker Desai and Member Swenson serving on the Sustainability Ad Hoc Subcommittee; Vice Chair Parker Desai serving on the Sponsorship Ad Hoc Subcommittee.

MOVED BY VICE CHAIR PARKER DESAI AND SECONDED BY MEMBER SWENSON THAT THE FIESTA LA BALLONA COMMITTEE RECEIVE AND FILE UPDATES FROM THE MEMBERS OF THE FIESTA LA BALLONA (FLBC) AD HOC SUBCOMMITTEES.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: TRUJILLO, SWENSON, MEJIA, JONES, PARKER DESAI, GUZZETTA

NOES: NONE

MOVED BY CHAIR GUZZETTA AND SECONDED BY MEMBER MEIJA THAT THE FIESTA LA BALLONA COMMITTEE APPOINT (1) MEMBERS SWENSON, TRUJILLO AND VICE CHAIR PARKER DESAI TO SERVE ON THE MARKETING AD HOC SUBCOMMITTEE; (2) VICE CHAIR PARKER DESAI AND MEMBER SWENSON TO SERVE ON THE SUSTAINABILITY AD HOC SUBCOMMITTEE; AND, (3) VICE CHAIR PARKER DESAI TO SERVE ON THE SPONSORSHIP AD HOC SUBCOMMITTEE.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: TRUJILLO, SWENSON, MEJIA, JONES, PARKER DESAI,
GUZZETTA

NOES: NONE

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Public Comment – Items Not On the Agenda (Continued)

Chair Guzzetta invited public comment.

Patricia Mooney, PRCS Senior Management Analyst, reported that no requests to speak had been received.

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Items from Members/Staff

Chair Guzzetta invited items from members and/or PRCS staff.

Patricia Mooney, PRCS Senior Management Analyst, reported that there were no requests from Members and/or PRCS staff.

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Adjournment

There being no further business, at 8:09 P.M., the Fiesta La Ballona Committee adjourned to a regular meeting on April 13, 2022 at 7:00 P.M.

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Adam Ferguson

SECRETARY of the Fiesta La Ballona Committee

APPROVED _____

GREG GUZZETTA

CHAIR of the Culver City Fiesta La Ballona 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 Green
CITY CLERK

Date