

These Meeting Minutes are not official until approved by the Fiesta La Ballona Committee.

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

February 6, 2019

### **Call to Order & Roll Call**

Chair Greg Guzzetta called the meeting to order at 7:00 P.M.

Present: Greg Guzzetta, Chair  
Marcus Tiggs, Vice Chair  
Lizet Alvarez, Member  
Ronnie Jayne, Member  
Lila Swenson, Member  
Robert Wayne, Member

Absent: Lisa Marie Parker Desai, Member

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### **Public Comment - Items NOT On the Agenda**

There was no public comment.

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Item C-1

### **Approval of the Minutes of the Fiesta La Ballona Committee Meeting of January 2, 2019**

Ronnie Jayne made a Motion to approve the Fiesta Committee Meeting Minutes for January 2, 2019. Lila Swenson seconded the Motion, which was unanimously approved.

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### **Action Items**

Item A-1

### **Review and Approve 2019 Fiesta La Ballona Event Dates and Times**

The Committee noted that the Culver City Unified School District begins August 22, 2019. They discussed dates for the 2019 Fiesta La Ballona and selected August 23, 24 and 25, 2019.

Discussion ensued regarding the times for each Fiesta La Ballona date. Corey Lakin recommended that all entertainment, vendors, food and rides open and close together:

|                 |                      |
|-----------------|----------------------|
| August 23, 2019 | 4:30pm - 10:00 p.m.  |
| August 24, 2019 | 10:00am - 10:00 p.m. |
| August 25, 2019 | 10:00am - 7:00.p.m.  |

It was also noted that the vendor booths will need more lighting for evening use; that more money is needed for entertainment or a DJ; that the times for the Beer & Wine Garden be adjusted, with Last Call 30 minutes before the end time; discussion needs to occur with Carnival operators; and that more money will also be needed for the A/V production company since there will be expanded hours for entertainment. There was also a question about staffing the information booth during evening hours. The Committee discussed changing the hours for this year, then monitoring and reviewing them for future Fiestas. Finally, there was a discussion of a Silent Disco on Fiesta Friday after Fiesta-Palooza concludes at 9:00pm, acknowledging that there might be curfew issues so a 10:00pm end time would be neighborly. Ronnie Jayne made a Motion to approve; Bob Wayne seconded the Motion, which was unanimously approved.

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Item A-2

### **Review and Approved Proposed Site Layout for the 2019 Fiesta La Ballona**

Chair Greg Guzzetta provided a layout to review. Discussion ensued regarding a new children's' area, additional fencing, an area near the entrance for service organizations and shade areas. There was some concern expressed that if we moved the current positions of food vendors that it would require more power sources and more funding. A suggestion was made to review this issue with Public Works. Also, there was a question about how to secure more generators and equipment; whether to purchase them or just rent; and possibly covering the cost by increasing vendor booth costs or eliminating the early bird rate.

It was also noted that it will be necessary to provide performer parking and load-in locations close to the stage so that the entertainment programs stay on time. There was discussion regarding the stage area: questions regarding the mixing board; snake cables and power consideration; more discussion of what financial adjustments might be necessary; and the possible addition of another stage area.

Additional discussion ensued about the pricing of art; a shaded dining tent; questions about the Culver City Police Department Explorers assisting at Fiesta; suggestions to involve Public Works parking and street staff; possible new placement of the Beer and Wine Garden and reviewing this with the Exchange Club and Carnival Operator; and the use of the nearby Culver City Unified School District parking spaces. Also, there was concern about adding too many new elements that would require more funding.

Further discussion ensued about the proposal to create a larger, shaded area for the Entertainment program but with no chairs to encourage more turnover in the audience section; rental of picnic tables; adding some chairs, possibly in the same location; encouraging guests to bring lawn chairs; a question about height restriction required; utilizing the same dollar figures used in the past; and other ideas for the stage location.

Lila Swenson made a Motion to obtain bids for the tenting with two different options: the old layout and new layout; then review the costs at an upcoming meeting. Lizet Alvarez seconded the Motion, which was unanimously approved.

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Item A-3

**Review and Approve Opening Ceremony Ideas for the 2019 Fiesta La Ballona**

Ronnie Jayne made a Motion to continue this item to another meeting. Lila Swenson seconded the Motion, which was unanimously approved.

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Item A-4

**Appointments to the 2019 Ad Hoc Subcommittee for the Beer and Wine Garden**

Corey Lakin suggested that an Ad Hoc Subcommittee on the Beer & Wine Garden be created to interface with representatives of the Exchange Club. Subcommittee members could meet to discuss the 2019 Fiesta logistics. Marcus Tiggs, Ronnie Jayne and Greg Guzzetta volunteered for the subcommittee. Lila Swenson made a Motion to approve the creation of the Ad Hoc Subcommittee with membership as suggested. Bob Wayne seconded the Motion, which was unanimously approved.

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Item A-5

**Discussion Regarding the Fiesta La Ballona Committee's Initial Recommendations to the City Council for the Fiscal Year 2019/2020 Budget**

The Committee will determine the recommendations sent to City Council once a draft has been prepared by designated members and reviewed by Parks, Recreation and Community Services Department Director Corey Lakin. City staff shall submit the letter to the City Manager. Committee members may decide on whether or not they use specifics with dollar amounts or not. The letter will be reviewed at the Fiesta La Ballona Committee Meeting in March for approval.

It was suggested that the 2019 Fiesta budget be enhanced by using revenues from the 2018 Fiesta for fundamental needs and for enhancements that would better serve residents. Some of these enhancements would fulfil the requests received through the 2018 survey. These could include budget increases for new multi-year contracts which may be impacted by increased labor and equipment costs, new shade areas, sustainability efforts, a Fiesta La Ballona app, and an enhanced layout.

Lizet Alvarez made a Motion that Greg Guzzetta, Lizet Alvarez and Lila Swenson draft the letter to the City Council requesting

the enhancements. Marcus Tiggs seconded the Motion, which was unanimously approved.

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Item A-6

### **Reports From the Fiesta La Ballona Subcommittees**

Entertainment Subcommittee: Ronnie Jayne and Bob Wayne attended Concert Share and found possible bands for Fiesta 2019. The subcommittee is also aware of a Culver City music ensemble which may be able to participate this year. Lila Swenson is working on the programming for the new Kids Stage.

Marketing Subcommittee: A proposal was presented to print in-house if possible; use more e-blasts; reduce print ads; reduce bus ads by half and negotiate better placement; use street banners; reduce the number of programs to 1,000; add daily sheets with the Entertainment Schedule and Sponsor logos; mount posters with schedules and use new app; encourage people to take photos at a new video screen. There was also a proposal to use a less expensive vendor for Volunteer t-shirts with commemorative art and not to offer the commemorative t-shirts for sale. Additional discussion items focused on keeping the same dollars for public relations services, an app that could push notification and supply data, using targeted social media; possibly using a graphic artist for in-kind services; and retaining last year's artwork.

Sponsorship Subcommittee: Marcus Tiggs reported that he is in contact with Southern California Edison, Cavanaugh Realtors, and the LA Kings Star Squad. Marcus Tiggs will be focusing on historical sponsors with Lisa Marie Desai Parker focusing on new and large sponsors.

Sustainability Subcommittee: Lila Swenson is working with Cathi Vargas on determining trash cans; displaying photos of directions; trash display or trash party truck; food waste; learning activities; exploring partnerships; having a recycling center located in a local mall; water; use of a bike valet; encouraging vendors to implement more sustainability processes through an informational page and non-diesel generators.

Vendor Subcommittee: The members are searching for higher quality vendors; encouraging local restaurants and retail wine and beer shops to participate; and generating other participation ideas and activities. Staff reminded Fiesta Committee Members that there are Health Department requirements to consider.

Discussion ensued regarding how a Sunday Brunch would work at Fiesta with the responsibilities of coordinating staffing, timing, revenue, other food vendors, the Beer and Wine Garden and Kiwanis events.

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**Public Comment – Items Not On the Agenda (Continued)**

There were no further comments.

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**Receipt of Correspondence**

No correspondence was received.

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**Items From Members**

Lila Swenson discussed the idea of separating the Committee from the City and transforming it into its own non-profit organization. There was consensus that this could be placed as an item on a future agenda.

Also, Bob Wayne stated a desire to have the City Clerk's office issue City Business cards to the Fiesta Committee Members.

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**Items From Staff**

There were no items from Staff.

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**Adjournment**

There being no further business, Ronnie Jayne made a Motion to adjourn the Fiesta La Ballona Committee Meeting. Bob Wayne seconded the Motion, which was passed unanimously. The meeting adjourned at 9:00 p.m.

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SECRETARY of the Fiesta La Ballona Committee

APPROVED \_\_\_\_\_

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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.

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Jeremy Green  
City Clerk

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Date