

FINAL DRAFT

## **Equity and Human Relations Advisory Committee**

### **Latino Heritage Celebration Ad Hoc Subcommittee Report (Part 1)**

#### **August 22, 2023 Meeting**

Members of the Latino Heritage Ad Hoc Subcommittee: Chair Carlos Valverde and members Jezenia Aguirre, Ayla Moses and Rebecca Rona.

#### **For the second time**

For the second time in its long history, the City of Culver City will host a Latino Heritage Month Celebration.

#### **City Council Approval.**

The ad hoc subcommittee requests that the event take place on a Saturday at a location suitable to increase exposure and participation for members of the community. We believe that a Saturday event will also allow greater flexibility for the proposed speakers and vendors. The proposed dates are Saturday, September 23, 2023 or Saturday, October 7, 2023. We prefer the latter date. It would be difficult to create the event by September 23<sup>rd</sup>.

#### **Latinos in Culver City**

Latinos have lived in this area since before the city was incorporated. They have a proud history and beautiful cultures. They have given in so many ways to this city, the region, the state and the nation.

#### **Purpose**

The purpose of this event is to celebrate and shine a spotlight on our Latino residents' past, present and future, their achievements, cultures and challenges.

#### **Location**

The ad hoc subcommittee proposes the following locations in order of preference: 1) in downtown Culver City near the Culver Steps; 2) Media Park near the Ivy Sub Station; 3) Senior Citizens Center; 4) Rotunda Room and lobby at Veterans Memorial Building; . In order to ensure maximum success, we request that the location be conducive to the proposed activities and exposure to the public.

## **Celebration 12 pm - 3 pm**

### ***Taco meals***

Free taco dinners from a taco wagon will be provided to the first 100 audience members.

- Similar to last year, we request to have a licensed food vendor set-up and cook for the first 100 attendees. If necessary, this will be managed by providing a ticket to attendees as they arrive to redeem at the taco wagon.

### **The program will include:**

***A "Market Place"*** where approximately 10-15 vendors displaying and selling items, goods, foods, clothing, and/or services that may closely align with the celebration of Latino culture.

***Food Trucks*** - we would like to explore the possibility of inviting a limited number of food trucks.

***Folklorico dancers*** - from the Mar Vista Family Center and Venice High School (\$300 donation).

***A Reading*** - the ad hoc subcommittee would like to urge Culver City High School to sponsor a Latino Heritage Month essay/poetry contest. The winners will have an opportunity to read their essays and poems aloud during the program.

***Art Display*** - local Latino artists will be invited to display (and/or sell) their art.

***Culver City Historical Society Table*** - we would like to invite the Culver City Historical Society to set up an informational table or display.

***Regional Dance Demonstration*** - we would like to explore a short program that explains and displays dances from the various regions of Latin America (i.e., cumbia, salsa, bachata, norteña, reggaeton, etc.).

***Speakers*** - we would like to invite dignitaries to speak and welcome the public. This may include the mayor, vice-mayor, Council members, and community leaders who would like to address the audience in honor of Latino Heritage Month.

***Performers*** - we wish to invite other local performers at minimal or no cost to the City. This may include community-sponsored performances by mariachis, trios, Aztec dancers, singers, musicians, etc.

**Banner** - we would like to seek the purchase of an official City banner commemorating Latino Heritage month which can be displayed at this and future events.

### **Supplies**

The subcommittee will need: access to electricity, stage, off-stage performance area, sound system (microphones & stands), audio & visual equipment, tables, tablecloths, chairs, decorations, and podium.

### **Volunteers**

The subcommittee would like to invite local volunteers from the high school and the City to assist in the set-up and clean-up of the event. We understand there is a waiver form for students to participate. The volunteers will be coordinated by the ad hoc subcommittee members.

### **Funding**

Last year, the City Council recommended that the subcommittee members seek donations for the Latino Heritage Month Celebration. We intend to seek sponsorship of the above performances and/or services from members of the community. Some funding from the EHRAC budget will likely be required for additional costs.

The Latino Heritage ad hoc subcommittee understands the many challenges that Part 1 proposes with respect to staffing, coordination and implementation as a Saturday event. Our subcommittee is composed of skilled organizers, with last years' experience, who will help facilitate the above-mentioned. We believe that this event will achieve greater value to the community if conducted on a Saturday.

## **Latino Heritage Celebration Ad Hoc Subcommittee Report (Part 2)**

If the City is unable to facilitate a Saturday event, the subcommittee proposes the following program for a Tuesday night event.

### **Purpose**

The purpose of this event is to celebrate and shine a spotlight on our Latino residents' past, present and future, their achievements, cultures and challenges.

### **Location**

The ad hoc subcommittee proposes the following locations in order of preference: 1) Senior Citizens Center; 2) Rotunda Room and lobby at Veterans Memorial Building.

### **Celebration 7-9 pm**

#### ***Taco meals***

Free taco dinners from a taco wagon will be provided to the first 100 audience members.

- Similar to last year, we request to have a licensed food vendor set-up and cook for the first 100 attendees. If necessary, this will be managed by providing a ticket to attendees as they arrive to redeem at the taco wagon.

#### **The program will include:**

***A "Market Place"*** where approximately 5-10 vendors will display and sell items, goods, foods, clothing, and/or services that may closely align with the celebration of Latino culture.

***Art Display*** - local Latino artists will be invited to display (and/or sell) their art.

***Culver City Historical Society Table*** - we would like to invite the Historical Society to set up an informational table or display.

***Speakers*** - we would like to invite dignitaries to speak and welcome the public. This may include the mayor, vice-mayor, Council members, and community leaders who would like to address the audience in honor of Latino Heritage Month. This will also include a welcome and short description of the purpose of the event.

**Folklorico dancers** - from the Mar Vista Family Center and Venice High School (\$300 donation).

**A Reading** - the ad hoc subcommittee would like to urge Culver City High School to sponsor a Latino Heritage Month essay/poetry contest. The winners will have an opportunity to read their essays /poems aloud with the community.

**Regional Dance Demonstration** - we would like to explore a short program that explains and displays dances from the various regions of Latin America (i.e., cumbia, salsa, bachata, norteña, reggaeton, etc.).

**Storytelling Panel by Latino residents** - Storytellers, telling their stories in either English or Spanish, with interpreters translating (TBD). This will also include a facilitator. Discussion and Q&A. The storytellers will be encouraged to discuss their experiences with each other, and audience members invited to ask questions

**Performers** - we wish to invite other local performers at minimal or no cost to the City. This may include community-sponsored performances by mariachis, trios, Aztec dancers, singers, musicians, etc. We understand this may be limited due to availability of performers on a weeknight.

**Banner** - we would like to seek the purchase of an official City banner commemorating Latino Heritage month which can be displayed at this and future events.

## **Supplies**

The subcommittee will need: access to electricity, stage, off-stage performance area, sound system (microphones & stands), audio & visual, tables, tablecloths, chairs, decorations, and podium.

## **Volunteers**

The subcommittee would like to invite local volunteers from the high school and the City to assist in the set-up and clean-up of the event. We understand there is a waiver form for students to participate. The volunteers will be coordinated by the ad hoc subcommittee members.

## **Funding**

Last year, the City Council recommended that the subcommittee members seek donations for the Latino Heritage Month Celebration. We intend to seek sponsorship of

the above performances and/or services from members of the community. Some funding from the EHRAC budget would likely be required for additional costs.