

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

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

August 7, 2019

Call to Order & Roll Call

Greg Guzzetta called the meeting to order at 7:03 P.M.

Present:

Greg Guzzetta, Chair
Marcus Tiggs, Vice-Chair
Lila Swenson, Member
Ronnie Jayne, Member
Robert C. Wayne, Member
Lisa Marie Parker Desai, Member

Absent:

Lizet Alvarez, 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 July 10, 2019**

Marcus Tiggs made a Motion to approve the Fiesta Committee Meeting Minutes for July 10, 2019.
Lila Swenson seconded the Motion, which passed with unanimous approval.

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Action Items

Item A-1

Reports From the Fiesta La Ballona Sub-Committees

Entertainment Sub-Committee:

The Entertainment Schedule for the 2019 Fiesta was reviewed.
Ronnie Jayne had spoken with Mike Cohen about the exact timing

of performances, and she announced that the Sub-Committee had brought on auxiliary Master of Ceremonies Talya Sindel. Ronnie said that the Sub-Committee would meet on Monday to discuss the final timing.

Susan Obrow reported that the Opening Ceremonies will feature the Culver City High School Marching Band, the Santa Monica Oceanaires, El Marino Rainbow Taiko, and opening remarks from elected officials, including the mayor. Ronnie Jayne added that Chair Greg Guzzetta will be making remarks as well.

Greg Guzzetta inquired about the genres of the Fiesta-Palooza bands, and Patrick Gardner reported on the genres of the three Friday night teen bands.

Lila Swenson asked about who is creating the playlist for the Silent Disco. Greg Guzzetta proposed that next year, there should be a Silent Disco at the Beer & Wine Garden. Corey Lakin suggested that in the coming years, there should be a designated area for the Silent Disco throughout the Fiesta weekend.

Lila Swenson also asked for clarification on the role of the new Master of Ceremonies. Ronnie Jayne explained that Talya Sindel would interview bands after their performances on the Main Stage, before community group performances. Lila asked if live streaming would be a part of the Master of Ceremony's role.

Sponsorship Sub-Committee:

Marcus Tiggs reported that sponsorship recruitment is going great, and that there has been a lot of coordination with Staff and a significant amount of work from Staff. He said that a significant amount of money has been raised, and informed the Committee on potential sponsors. He announced that Tito's Tacos, Vivian Lesny Realtors, Culver City Observer, and Culver City Crossroads have joined the sponsor list since the July meeting. KIND Snacks will be providing snack bars for the green rooms.

Marcus requested descriptions for non-food vendors for the plasma TV display. He will also provide Staff with updated sponsor logos to add to the Fiesta La Ballona website.

Lila Swenson and Cathi Vargas clarified that Image Cleaning Services is the Zero-Waste Partner, but that reDiscover will also be at Fiesta.

Beer & Wine Garden Sub-Committee

Gregg Guzzetta reported that the Beer & Wine Garden is looking good and that the Sub-Committee met with Jeff Cooper before the last meeting.

Robert Wayne asked about the possibility of showing the Dodger game at the Beer & Wine Garden.

Marketing Sub-Committee:

Susan reported that Staff were working on social media posts for the 2019 event, and that Culver City Bus ads for Fiesta and street banners will go up after the Culver City Music Festival. She also noted that the Culver City Chamber of Commerce Expo ad calling for volunteers and sponsors was up, and that Staff was almost done with the program, to which Marcus Tiggs responded that Staples will not be able to print the program this year; Susan said that Staff would need to identify a printer.

Ronnie Jayne asked if the street banners will coexist with another event's banner; Susan Obrow replied that they will not and that Staff will confirm with Public Works in future years.

Discussion ensued about whether the Scavenger Hunt was still happening. Lisa Marie Parker Desai said that it was not, but Lila Swenson asked if the Special Activities Sub-Committee could pull it together in time.

Marcus Tiggs asked about whether vendors will be able to upload their information to the app.

Sustainability Sub-Committee:

Sustainability efforts are moving right along.

Cathi Vargas passed out banners made of evergreen material, and reported that Public Works has taken on the task of making all trash signage out of this new material, and that Fiesta La Ballona will be the pilot event. She also said that there will be fifty (50) pickle barrel receptacles around the park, along with "clear string" receptacles.

Lila Swenson reported that "Trash World" has been rebranded as "Zero-Waste World." Cathi Vargas added that the press release for Zero-Waste World has been finalized and will be sent to Staff. The area will feature a weekend-long exhibit with

recycling bales, fort-building exercises on Saturday afternoon, the Culver City Party Trash Truck on Sunday, and instrument-making activities using recycled materials.

The Culver City Arts Foundation is providing funding for artist Todd Banks to be present throughout the weekend

Greg Guzzetta asked about the visibility of this area and the need for signage. Corey Lakin said he will add Zero-Waste World to the signage.

Greg also asked about whether there were concerns about the cardboard box forts being behind the barbecue.

Cathi Vargas informed the Committee that the Bike Valet will be open on Saturday and Sunday from 10:00 AM to 6:00 PM.

Lila Swenson and Greg Guzzetta asked whether the Teen Center parking lot and driveway lights will be on. Staff replied that they will consult with Public Works.

Volunteer Sub-Committee:

Jill Thomsen has sent an email to the Committee regarding spreading the word about volunteer opportunities.

Robert Wayne said it would be good to have a proof of the volunteer T-shirt and enlargements of the artwork at the Monday night City Council meeting for the Fiesta La Ballona 2019 proclamation.

Jill reminded the Committee that volunteer training will be August 17, 2019 in the Veterans Memorial Building Garden Room from 9:30 AM to 11:30 AM.

Ronnie Jayne asked when Culver City High School was holding their orientation. Jill responded that she has been in contact with the Culver City High School career counselor who said she will post it on their Instagram.

Layout Sub-Committee:

The newest version of the layout was distributed to the Committee.

Greg Guzzetta reported that the Ferris Wheel will not fit in the original location. He then asked if the Committee can see if

the ride will fit in after the tents go in on Saturday. Discussion ensued about the location of the Ferris Wheel. Lisa Marie Parker Desai said that she would prefer it behind the stage. Ronnie Jayne expressed concern about the ingress and egress of performers conflicting with the line for the Ferris Wheel. Corey Lakin clarified the dimensions of the Ferris Wheel and noted that its original location would only allow for five to ten feet of room on the sides, limiting space for food vendor lines. He then explained the rationale for the new location behind the Entertainment Tent. Corey said that he needs input on where the Committee wants the Ferris Wheel to be. Committee members reached a consensus to move the Ferris Wheel from behind the stage to its location from past years. Corey reported that the dirt on the baseball diamond will be covered in mulch and that the green rooms will be carpeted.

Marcus Tiggs asked if there was a possibility of putting food trucks on the baseball diamond; Dawn Melton and Corey replied that the locations have already been submitted to the County.

The public will be surveyed through the Fiesta La Ballona app and on paper surveys.

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Public Comment – Items Not On the Agenda (Continued)

Steve Hadland from the Culver City Observer asked about the flyer for wristbands; Susan Obrow replied that Staff will provide him with that information.

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Receipt of Correspondence

There was no correspondence.

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Items From Members and Staff

Susan Obrow reported that Staff must complete KnowBe4 training on cyber security, and asked Members to check their email daily. She also noted that the Fiesta proclamation will be between 6:30 PM and 7:00 PM on Monday, August 12, 2019 at the City Council meeting at City Hall.

Susan introduced Cortier Hall, who is working as an intern for Culver City through the Los Angeles County Department of Arts

and Culture internship program. She noted that he will be helping with community dance groups at Fiesta.

Susan Obrow provided that Spectrum is interested in doing a story on Fiesta, and that their reporter will come on Thursday, August 22 to see Fiesta being built and talk to Fiesta Committee members. She will return on Friday morning to cover the Entertainment Tent. Susan will coordinate the schedule of filming, but she noted that it will be during the day.

Patrick Gardner will follow up with EventMobi about the timeline for the app.

Dawn Melton reported that food vendors are all set.

Greg Guzzetta asked about the space needs of food vendors, and Corey replied that those matters had already been solidified. Changing it up will be considered for next year's sponsors. Greg brought up the idea of just having Culver City restaurants as food vendors.

Ronnie Jayne asked if there had been any questions from non-food vendors about hours. Corey Lakin noted that there had been some questions this year and that they had considered complaints from last year. A couple sponsors have said that they cannot staff their booths on Friday.

Lila Swenson asked about the cat adoption truck returning; Corey Lakin reported that they were contacted and will not be returning this year.

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Adjournment

There being no further business, Lisa Marie Parker Desai made a Motion to adjourn the Fiesta La Ballona Committee Meeting. Marcus Tiggs seconded the Motion, which was passed unanimously. The meeting adjourned at 8:25 P.M.

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