

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

September 1, 2021
7:00 P.M.

Call to Order and Roll Call

Chair Guzzetta called the special meeting of the Fiesta La Ballona Committee to order at 7:02 P.M. via Webex.

Present: Greg Guzzetta, Chair
Lisa Marie Parker Desai, Vice Chair
Ronnie Jayne, Member
Lila Swenson, Member*
Marcus G. Tiggs, Member
Bob Wayne, Member

*Member Swenson arrived at 7:35 P.M.

Absent: Judith Martin-Straw, Member

Staff: Armando Abrego, Parks, Recreation and Community
Services Director
Darren Uhl, Parks, Recreation and Community
Services Manager
Dani Cullens, Recreation and Community Services Supervisor
Terrica Miller, Administrative Clerk

o0o

Pledge of Allegiance

The Fiesta La Ballona Committee recited the Pledge of Allegiance.

o0o

Consent Calendar

Item C-1
(Out of Sequence)

Approval of Minutes for the Special Meeting of August 11, 2021

In response to an inquiry from Vice Chair Desai, Darren Uhl, Parks, Recreation and Community Services Manager, clarified that the sentence on the bottom of page 3 "...encouragement for the parent group to fill out an application for a vendor booth..." was referring to comments by Member Martin-Straw regarding working with parent groups on a Dia de Los Muertos booth.

Vice Chair Desai asked that clarification be added to the minutes.

MOVED BY VICE CHAIR DESAI, SECONDED BY MEMBER TIGGS AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE APPROVE MINUTES FOR THE REGULAR MEETING OF AUGUST 11, 2021 AS AMENDED (ABSENT MEMBERS MARTIN-STRAW AND SWENSON).

o0o

Public Comment - Items Not On the Agenda

Chair Guzzetta invited public comment.

Terrica Miller, Administrative Clerk, indicated that no public comment had been received.

o0o

Order of the Agenda

Public Comment for Items NOT on the Agenda was heard after Consent Calendar.

o0o

Action Items

Item A-1

FLBC – Receipt and Filing of the Report Regarding the Use of 2021 Fiesta La Ballona Sponsorship Funds

Darren Uhl, Parks, Recreation and Community Services Manager, provided a summary of the material of record; discussed available funds; cost breakdown; tents; lighting; and vendor type.

Discussion ensued between staff and Committee Members regarding air lights; acknowledgement that the budget is the largest so far; the program guide; paid ads; the consolidated banner; the need to budget for marketing; street banners; display ads in newspapers; revenue generated; clarification that revenue is not available in the current fiscal year; the General Fund account; donations; the need for the City Manager to accept any donations under \$30,000; wayfinding signage; money coming from Amazon; funds advanced by the City to get the event moving forward; outlays that are different from 2019; and money generated in 2019 that became absorbed into the General Fund.

MOVED BY MEMBER TIGGS, SECONDED BY CHAIR GUZZETTA AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE RECEIVE AND FILE THE REPORT REGARDING THE USE OF 2021 FIESTA LA BALLONA SPONSORSHIP FUNDS (ABSENT MEMBERS MARTIN-STRAW AND SWENSON).

o0o

Item A-2

FLBC - Reports from Fiesta La Ballona Ad Hoc Subcommittees

Chair Guzzetta invited public comment.

Terrica Miller, Administrative Clerk, read a written comment received from Patricia Brand, a parent involved with the Day of the Dead booth indicating that they would provide a proposal at the next meeting.

Member Tiggs indicated that the Ad Hoc Back Up Plan Subcommittee had nothing to report.

Discussion ensued between staff and Committee Members regarding the Ad Hoc Beer and Wine Subcommittee; data indicating extra use of the porta-potties by Beer and Wine Garden patrons; revenue; charge per vendor booth; charges to the Exchange Club; costs assigned to the Beer and Wine Garden space to free up money in the budget; staff efforts to set up a meeting with the Exchange Club; responsibility for electronics and lighting costs; assisting with costs associated with the space; setting parameters vs. making a request; operational costs; cost-sharing; the process for establishment of fees and charges; documented expenditures that can be passed on; rental costs; actual space being taken up by the Beer and Wine Garden as equivalent to four booths in 2019; the favor granted to charge a lower fee during the transition to the new space; City Council approval necessary to increase fees; the fee charged for food vendors; range of costs; late fees; bonus ideas; the meeting with the Health Department; fees associated with each vendor; the fee paid by the Exchange Club since 2017; and ideas for seasonal drinks.

Member Swenson joined the meeting.

Member Swenson indicated that the Ad Hoc Special Activities Subcommittee would make plans to meet with staff soon.

Additional discussion ensued between staff and Committee Members regarding the Ad Hoc Vendor Subcommittee; the small number of vendor and retail participants so far; the meeting with the Health Department; COVID protocol; additional marketing being done; face painting; guaranteed return; use of an In and Out Burger truck; the difficulty of getting Culver City restaurants to come in; pop-up spaces; the ratio of booths to sinks; shared usage; advance notice to the Health Department of participants; the need for a separate application for each business, even if they share a booth; certificates from brick and mortar locations; the process to add a food truck vs. the process to add a booth; initial outreach; and past vendors.

Further discussion ensued between staff and Committee Members regarding the Ad Hoc Sustainability Subcommittee; staff efforts; and coordination between Member Swenson and staff.

Member Tiggs reported on the work of the Ad Hoc Sponsorship Subcommittee; discussed the Amazon donation; email blasts to past sponsors; projected sponsorship; efforts to meet with the Chamber of Commerce; creation of a tiered system; he expressed confidence that more money would come in; and he agreed to check for inquiries received through the form on the website.

Member Jayne thanked the Ad Hoc Sponsorship Subcommittee for pulling things together; discussed use of bands that have played the Fiesta in the past; creation of a schedule; providing a venue for City grantees and community groups; availability; the potential for a disco on Saturday night; encouragement to get people to dress up; balancing newer and older acts; the potential for Scary-oke on Friday night; and working within the budget.

Discussion ensued between staff and Committee Members regarding hiring someone to run the Scary-oke; the bid to have the event recorded on the main stage; promoting future Fiestas and documenting the different kind of event; stage costs; the additional stage; the initial quote and allocation plan; the need for a monitor mixer; the quick changeovers; the curtain; the number of paid acts; the schedule; the timeline to finalize acts; the flash mob; the costume contest; the suggestion from a community member to name the event Fiesta La Boo-lona; and Fiesta La Boo-lona vs. Fiesta La Boo-llona.

Chair Guzzetta moved to correct the spelling of the event to Fiesta La Boo-llona.

Additional discussion ensued between staff and Committee Members regarding the inability of the Committee to make a motion as the item is not on the agenda; the ability to provide staff direction to change the spelling based on the understanding that the intent was to spell the event with two Ls; the artwork with one L; concern that the artwork was voted on at the last meeting but now there is new artwork; direction that was given to the artist; whether to include the date in

the logo; readability; a suggestion to use a Halloween font; efforts to get marketing out as soon as possible; concern with causing delays by implementing numerous changes; and the importance of consistency and respecting the history of the event with using the double L in the spelling of the event name.

Further discussion ensued between staff and Committee Members regarding use of badges and lanyards instead of t-shirts for volunteers; the budget; number of t-shirts made last year; coming up with a solution for t-shirts; donations; sponsorships; and clarification that site layout had been discussed.

o0o

Public Comment - Items Not On the Agenda (Continued)

Terrica Miller, Administrative Clerk, indicated no additional requests to speak had been received.

o0o

Receipt of Correspondence

Terrica Miller, Administrative Clerk, reported that no correspondence had been received.

o0o

Items from Members/Staff

Chair Guzzetta received clarification that the Exchange Club had not been in contact with the Committee or with staff, and that guidance from outside counsel regarding Dia de los Muertos had been to stay away from altars.

Discussion ensued between staff and Committee Members regarding the ability of outside groups to do altars in a vendor booth; modification of fees; equity; creation of an area to allow groups to create altars without paying; City Attorney consideration; the inability to control the displays; and the potential for cultural appropriation or offense to be taken.

Member Jayne expressed excitement to be moving forward with an excellent event; discussed collaboration; celebrating together as a Committee at the Fiesta; and she asked about the next meeting date.

Additional discussion ensued between staff and Committee Members regarding agreement that the Committee hold a special meeting in September; efficiency; and ensuring that subcommittees are prepared with an update at the next meeting.

MOVED BY VICE CHAIR DESAI, SECONDED BY MEMBER JAYNE AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE HOLD A SPECIAL MEETING ON SEPTEMBER 22, 2021 at 7:00 P.M. (ABSENT MEMBER MARTIN-STRAW).

Further discussion ensued between staff and Committee Members regarding the discussion at the last meeting regarding meeting in person; the inability of the Committee to meet in person; clarification that the City would decide whether to cancel the event or not by September 24, 2021; data from Los Angeles Department of Public Health; opinions of epidemiologists and public health experts in California; the feeling that curtailing outdoor events is highly unlikely; mask requirements except when actively eating or drinking; branded masks; rules when on rides; and consistency of mask wearing requirements throughout the event.

Member Swenson appreciated the hard work of everyone and was looking forward to being all together at the event.

Member Wayne thanked Member Tiggs and Chair Guzzetta for making entertainment possible through the Amazon grant; he also reported that Mike Cohen had agreed to act as MC dressed as Count Dracula and to honor on mic at Fiesta the history of the many previous tenants of the new Amazon facility.

Member Tiggs indicated that he was working on deliverables with Amazon.

o0o

Public Comment for Items NOT on the Agenda (Continued)

Chair Guzzetta invited public comment.

Terrica Miller, Administrative Clerk, reported that Mike Cohen was listening in on the meeting, but preferred to not to make public comment.

o0o

Items from Members/Staff (Continued)

Terrica Miller, Administrative Clerk, read a motion from the previous Committee meeting minutes indicating that the Committee would continue to hold virtual meetings and if the City Clerk approves, an item could be added to each agenda to allow Committee consideration as to whether to meet in person each time, but she noted that as long as mask orders were in place, the Committee would not be permitted to meet in person.

Chair Guzzetta expressed appreciation to staff for their efforts and for keeping the Committee efficient and effective.

o0o

Adjournment

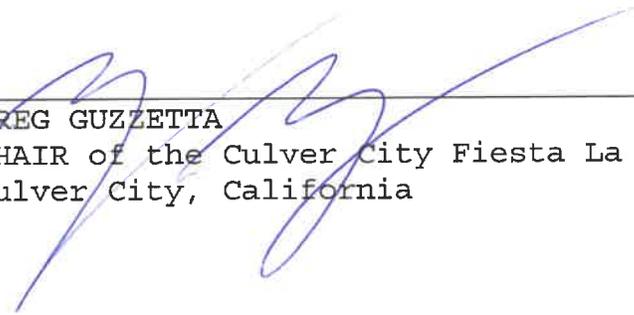
There being no further business, at 8:47 P.M., the Fiesta La Ballona Committee adjourned to a special meeting on September 22, 2021 at 7:00 P.M.

o0o



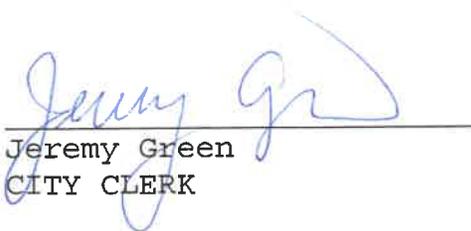
Terrica Miller
SECRETARY of the Fiesta La Ballona Committee

APPROVED Sep 1, 2021



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

28 FEB 2022

Date