

***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

November 2, 2022
7:00 P.M.

Call to Order and Roll Call

Member Swenson called the regular meeting of the Fiesta La Ballona Committee to order at 7:05 P.M. in the Dan Patacchia Meeting Room at the Culver City City Hall.

Present: Andrew Horwitz, Member
John Lopez, Member
Lila Swenson, Member
Nancy Trujillo, Member

Absent: Colleen Jones, Member
Stacey Oziel, Member

Staff: Armando Abrego, Parks, Recreation and Community
Services Director
Dani Cullens, Recreation and Community Services
Manager
Adam Ferguson, PRCS Senior Management Analyst

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Pledge of Allegiance

The Fiesta La Ballona Committee recited the Pledge of Allegiance.

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Public Comment for Items NOT On the Agenda

Adam Ferguson, Senior Management Analyst, reported that no public comment had been received for Items NOT On the Agenda.

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Receipt of Correspondence

Adam Ferguson, Senior Management Analyst, reported that no correspondence had been received.

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Consent Calendar

Item C-1

Approval of the Revised Minutes for the Special Fiesta La Ballona Committee Meeting of July 25, 2022

Adam Ferguson, Senior Management Analyst, discussed requested changes and reported that they had been made.

THE FIESTA LA BALLONA COMMITTEE UNANIMOUSLY PASSED A MOTION TO APPROVE THE REVISED MINUTES FOR THE SPECIAL FIESTA LA BALLONA COMMITTEE MEETING OF JULY 25, 2022 (ABSENT MEMBERS JONES AND OZIEL).

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Item C-2

Approval of Minutes for the Regular Fiesta La Ballona Committee Meeting of August 3, 2022

THE FIESTA LA BALLONA COMMITTEE UNANIMOUSLY PASSED A MOTION TO APPROVE MINUTES FOR THE AUGUST 3, 2022 FIESTA LA BALLONA COMMITTEE MEETING AS WRITTEN (ABSENT MEMBERS JONES AND OZIEL).

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Order of the Agenda

No changes were made.

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Action Items

Item A-1

FLBC - Election of the Chair and Vice Chair of the Fiesta La Ballona Committee

Discussion ensued between staff and Committee Members regarding nominations for Members to serve as Chair and Vice Chair of the Committee.

THE FIESTA LA BALLONA COMMITTEE UNANIMOUSLY PASSED A MOTION TO APPOINT LILA SWENSON TO SERVE AS CHAIR AND NANCY TRUJILLO TO SERVE AS VICE CHAIR OF THE FIESTA LA BALLONA COMMITTEE FOR FISCAL YEAR 2022/2023 (ABSENT MEMBERS JONES AND OZIEL).

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Item A-2

FLBC - Receipt and Filing of the Report Regarding the Fiesta La Ballona Committee Bylaws

Adam Ferguson, Senior Management Analyst, provided a summary of the material of record.

Discussion ensued between staff and Committee Members regarding transparency; the Brown Act; the relationship between the Committee and staff; the allocated Committee budget; staff support; the importance of Committee Members remembering to use and check their City email addresses; posting of meeting agendas; communication regarding absences; the need for a quorum in order to meet; subcommittee meetings; public record; encouragement for Members to contact staff via telephone with any questions or concerns; the number of acceptable Member absences; bi-annual attendance reports submitted to the City Council; clarification that Member attendance has to be in-person; and advance notice required for excused absences.

THE FIESTA LA BALLONA COMMITTEE UNANIMOUSLY PASSED A MOTION TO RECEIVE AND FILE THE REPORT REGARDING THE FIESTA LA BALLONA COMMITTEE BYLAWS (ABSENT MEMBERS JONES AND OZIEL).

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Item A-3

FLBC - Receipt and Filing of the Report Regarding the Fiesta La Ballona 2022 Revenue and Expenditure Report

Dani Cullens, Recreation and Community Services Manager, provided a summary of the material of record; discussed the fact that there were more food vendors than expected; increased revenue on Carnival pre-sale wristbands and increased revenue from the Carnival; and labor costs.

Discussion ensued between staff and Committee Members regarding the importance of adding the nighttime hours to increase Carnival revenue; the wristband pre-sale; sponsorships; food vendors; the Beer and Wine Garden; revenue; lighting; security; hydration stations; fencing around the Carnival; the Step and Repeat; providing space for sponsors to display their banners; efforts to increase revenue and reduce expenditures; clarification that revenue goes back into the General Fund; Enterprise Accounts; areas where additional funding is necessary; and appreciation to staff for making sure that things are covered.

THE FIESTA LA BALLONA COMMITTEE UNANIMOUSLY PASSED A MOTION TO RECEIVE AND FILE THE REPORT REGARDING THE FIESTA LA BALLONA 2022 REVENUE AND EXPENDITURE REPORT (ABSENT MEMBERS JONES AND OZIEL).

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Item A-4

FLBC - Receipt and Filing of the Fiesta La Ballona Beer and Wine Garden 2022 Income and Expense Report

Dani Cullens, Recreation and Community Services Manager, provided a summary of the material of record and noted the willingness of the Exchange Club to indicate recipients of the donations.

THE FIESTA LA BALLONA COMMITTEE UNANIMOUSLY PASSED A MOTION TO RECEIVE AND FILE THE REPORT REGARDING THE FIESTA LA BALLONA BEER AND WINE GARDEN 2022 INCOME AND EXPENSE REPORT (ABSENT MEMBERS JONES AND OZIEL).

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Item A-5

FLBC – (1) Receipt and Filing of the Report Regarding Non-Food Vendor Booth Participants' Attendance at Fiesta La Ballona 2022; and, (2) If Desired, Recommendation to City Staff Concerning the Vendors that Did Not Follow the Attendance Guidelines

Dani Cullens, Recreation and Community Services Manager, provided a summary of the material of record.

Discussion ensued between staff and Committee Members regarding creation of policy; the importance of consistency; governmental agencies; providing a warning to those who were non-compliant; penalties for non-compliance; documented attendance; booths that are not properly staffed; creation of a subcommittee to formulate guidelines for approval by the City Council; and a reminder that the Mayor and City Council create policy for the City, the Committee is an advisory body.

THE FIESTA LA BALLONA COMMITTEE UNANIMOUSLY PASSED A MOTION TO RECEIVE AND FILE THE REPORT REGARDING NON-FOOD VENDOR BOOTH PARTICIPANTS' ATTENDANCE AT FIESTA LA BALLONA 2022 (ABSENT MEMBERS JONES AND OZIEL).

Additional discussion ensued between staff and Committee Members regarding appreciation to staff for taking attendance at Fiesta La Ballona; support for the staff recommendation for a warning to vendors with a request for information on the absences; hardship in staffing the booths after dark; learning what challenges are faced by the vendors; and those selling things vs. community organizations.

THE FIESTA LA BALLONA COMMITTEE UNANIMOUSLY PASSED A MOTION TO DIRECT STAFF TO SEND CORRESPONDENCE REQUESTING FEEDBACK AND REITERATING ATTENDANCE REQUIREMENTS FOR NEXT YEAR TO VENDORS THAT DID NOT FOLLOW ATTENDANCE GUIDELINES (ABSENT MEMBERS JONES AND OZIEL).

FLBC – Receipt and Filing of the Report Regarding the Fiesta La Ballona Ad Hoc Subcommittees

Adam Ferguson, Senior Management Analyst, provided a summary of the material of record and proposed that the Committee take time to do a review of the subcommittees.

Discussion ensued between staff, and Committee Members regarding adding transparency to the process; the Brown Act; consideration of items by the subcommittee before they come before the full Committee; guidelines; number of attendees; efforts to increase attendance; focus areas; combining subcommittees that have areas of overlap; delays; adding special meetings; the process; tactical aspects; attendance; what existing procedures can support; responding to emergencies; changes to marketing; historical vs. future processes; appealing to different demographics; insurance; reliance on former Committee Members; the importance of subcommittee work; the ability of the Committee to add items to future agendas with consensus; subcommittees that Members are interested in serving on; combining and broadening the scope of some subcommittees and removing others; the activities area; the Lemonade Garden; creation of a children's area; the Sponsorship Subcommittee; naming rights; larger ticket items; concern with conflicting with other departments; best use of resources; effects of sponsorships on booth makeup; having the City be the sole sponsor for the event; marketing done by the City; and Member willingness to serve on subcommittees.

THE FIESTA LA BALLONA COMMITTEE UNANIMOUSLY PASSED A MOTION TO RECEIVE AND FILE THE REPORT REGARDING FIESTA LA BALLONA AD HOC SUBCOMMITTEES (ABSENT MEMBERS JONES AND OZIEL).

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Item A-7

FLBC – [Standing Item] Receipt and Filing of the Fiesta La Ballona Committee Fiscal Year 2022/2023 Meeting Calendar and the Upcoming Agenda Items List, With Adjustments, If Any

Adam Ferguson, Senior Management Analyst, provided a summary of the material of record.

Discussion ensued between staff and Committee Members regarding items for the January agenda; the timeline for consideration of the budget; the budget letter; the process; the base budget; timing for subcommittee recommendations; the City Council Subcommittee; and creation of best practices.

THE FIESTA LA BALLONA COMMITTEE UNANIMOUSLY PASSED A MOTION TO RECEIVE AND FILE THE REPORT REGARDING FIESTA LA BALLONA COMMITTEE FISCAL YEAR 2022/2023 MEETING CALENDAR AND THE UPCOMING AGENDA ITEMS LIST (ABSENT MEMBERS JONES AND OZIEL).

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Public Comment – Items Not On the Agenda (Continued)

Chair Swenson invited public comment.

Adam Ferguson, Senior Management Analyst, indicated that no requests to speak had been received.

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Items from Members/Staff

Staff members introduced themselves and discussed their roles and responsibilities.

Discussion ensued between staff and Commissioners regarding the hybrid meeting format; subcommittee liaisons; encouragement for clear communication between staff and Committee Members; limitations; and staffing changes.

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Adjournment

There being no further business, at 9:22 P.M., the Fiesta La Ballona Committee adjourned to a regular meeting to be held on December 7, 2022 at 7:00 P.M.

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Adam Ferguson

SECRETARY of the Fiesta La Ballona Committee

APPROVED _____

LILA SWENSON

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 Bocchino
CITY CLERK

Date