

***These Meetings Minutes are not official until approved by the
Martin Luther King, Jr. Celebration/Juneteenth Celebration
Advisory Committee***

REGULAR MEETING OF THE
MARTIN LUTHER KING JR. CELEBRATION AND
JUNETEENTH CELEBRATION ADVISORY COMMITTEE
CULVER CITY, CALIFORNIA

March 19, 2025
6:30 P.M.

Call to Order and Roll Call

Chair Hearn called the regular meeting of the Martin Luther King Jr. Celebration and Juneteenth Celebration Advisory Committee to order at 6:30 P.M. at the Culver City Senior Center.

Present: LaToya Hearn, Chair
Amber Kearney, Vice Chair
Christian Green, Member
Curtis Raynor, Member
Carissa Joy Smith, Member*
Andrew Weiss, Member

*Member Smith joined the meeting at 7:01 P.M.

Absent: Karena Bibbins-McKeever, Member
Lisa Gordon Cain, Member

Staff: Adam Ferguson, Senior Management Analyst
Daniella Gutierrez, Recreation and Community
Services Supervisor
Edgar Varela, Special Events Manager

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Pledge of Allegiance

Member Raynor led 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

MOVED BY MEMBER RAYNOR, SECONDED BY MEMBER GREEN AND UNANIMOUSLY CARRIED (ABSENT MEMBERS BIBBINS MCKEEVER, GORDON CAIN, AND SMITH), THAT THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE APPROVE ITEMS C-1 AND C-2.

Item C-1

Approval of the Minutes for the Martin Luther King Jr. Celebration and Juneteenth Celebration Advisory Committee Meeting of January 15, 2025

THAT THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE APPROVE MINUTES FOR THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE MEETING OF JANUARY 15, 2025.

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Item C-2

Approval of the Minutes for the Martin Luther King Jr. Celebration and Juneteenth Celebration Advisory Committee Meeting of January 30, 2025

THAT THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE APPROVE MINUTES FOR THE MARTIN

LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION
ADVISORY COMMITTEE MEETING OF JANUARY 30, 2025.

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Order of the Agenda

No changes were made.

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Action Items

Item A-1

MLKJCC - Receipt and Filing of the Report Regarding Feedback from the Community on the Martin Luther King Jr. Celebration on February 15, 2025

Daniella Gutierrez, Recreation and Community Services Supervisor, presented a report regarding community feedback on the February 15, 2025 Martin Luther King Jr. Celebration; discussed entertainment; speaker content; the gallery; the MC; vendors; positive feedback on the overall event experience and staff; suggestions for future events; alternate time slots; dance and performances for a broader age range; maintaining diverse and engaging entertainment; feedback indicating the event was the best yet; enthusiasm for the art gallery, the well organized event flow, and providing something for all generations; suggestions for improved logistics, additional raffle prizes, programs, and starting the vendor fair before the main event to allow for more relaxed browsing; providing fewer activities for children to ensure their focus on the main event; and disappointment that the Day of Service recipients did not attend.

Discussion ensued between staff and Committee Members regarding number of respondents; outreach to Day of Service recipients who indicated that they would attend but did not; number of attendees; the event at the Teen Center that caused some confusion for those looking for the MLK event; and keeping feedback on file to assist with planning for next year.

MOVED BY MEMBER GREEN, SECONDED BY VICE CHAIR KEARNEY AND UNANIMOUSLY CARRIED (ABSENT MEMBERS BIBBINS-MCKEEVER, GORDON CAIN, AND SMITH), THAT THE MLK JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE RECEIVE AND FILE THE REPORT REGARDING FEEDBACK FROM THE COMMUNITY ON THE MARTIN LUTHER KING JR. CELEBRATION ON FEBRUARY 15, 2025.

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Item A-2

MLKJCC - Receipt and Filing of an Update from the Juneteenth's Ad Hoc Subcommittees of History and Culture for Juneteenth and Entertainment and Talent for Juneteenth

Vice Chair Kearney provided a report from the History and Culture for Juneteenth Ad Hoc Subcommittee; discussed the budget for the History and Culture portion; logistics; proposed location at the Ivy Station; data and time; use of Event Brite for registration; artwork; the plan to begin marketing and advertising in early May; food; education; evolution of Juneteenth; the proposal for the timeline wall; creation of a children's station; a potential student mural; and collaboration with Culver City High School (CCHS).

Discussion ensued between staff and Committee Members regarding proposed motions; approval of the budget and time for the event; timing; the Eventbrite setup; clarification that no actions can be taken unless they are agendaized; providing transparency to the public; ensuring the ability to do proper promotion; the fact that the agenda contains reports, but no actionable items; communication with staff; the ability to put something on the agenda before it is released; the timeline for agenda release; communication with staff regarding agenda items; the regular agenda item providing the ability to discuss and add items to the agenda for the next meeting; meeting materials sent out by staff on March 13; efforts to provide flexibility within the structure of government meetings; the importance of thinking two months ahead; agendaizing items at the end of the meeting; understanding the structure of public sector meetings; and procedures for regular vs. special meetings.

Member Smith joined the meeting.

Additional discussion ensued between staff and Committee Members regarding frustration with not being able to vote; a suggestion to have staff reach out to Committee Members one week prior to meetings; holding a special meeting in two weeks to allow voting on items; timing; the work of the subcommittees; subcommittee communication with staff to ensure that action is taken; items that need to be approved by the full Committee vs. items that do not require a vote of the full Committee; the ability to create a flyer, build an Eventbrite, and change the time and date after approval; ensuring the event is advertised properly; including Black-owned businesses in Culver City; the vote on the date and location at the previous meeting; outreach to West Los Angeles College for potential collaboration; and agreement that a special meeting is not necessary.

Member Raynor reported on the work of the Ad Hoc Entertainment and Talent for Juneteenth Subcommittee; he shared an email sent by Member Bibbins-McKeever; and he discussed overlap between the Ad Hoc Entertainment and Talent Subcommittee and the Ad Hoc History and Culture Subcommittees.

Further discussion ensued between staff and Committee Members regarding procedures for sharing information; Brown Act Rules; potential acts; availability; potential activities; food; history; tickets for food sampling and tasting; displaying an in memoriam of noted Black Americans who have died in the last year or two; event time; confirmed interest from restaurants and a brewery; sponsorships; social media; engagement with JuneteenthLA; concern with overlap with other subcommittees; responsibility for vendors; galleries; the work to develop ideas and activities; bringing ideas forward for the History and Culture Subcommittee to execute; support for discussion of items for full Committee consideration; and development of ideas with vendors.

Discussion ensued between staff and Committee Members regarding ownership of ideas; support for the passport and QR code ideas; ideas that fall under the Entertainment Subcommittee and ideas for execution by other subcommittees; TV screens; sponsorship; contacts; creation of an outline; creating history crawl; putting topics on the calendar for full discussion; appreciation for Members who serve on multiple

subcommittees; the Brown Act; and the importance of staying on topic when having subcommittee meetings.

MOVED BY MEMBER WEISS, SECONDED BY MEMBER GREEN AND UNANIMOUSLY CARRIED (ABSENT MEMBERS BIBBINS-MCKEEVER AND CAIN), THAT THE MLK JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE RECEIVE AND FILE UPDATES FROM THE MEMBERS OF THE JUNETEENTH HISTORY AND CULTURE AD HOC SUBCOMMITTEE AND THE JUNETEENTH ENTERTAINMENT AND TALENT AD HOC SUBCOMMITTEE.

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Item A-3

MLKJCC - Receipt and Filing of the Martin Luther King Jr. Celebration and Juneteenth Celebration Advisory Committee 2025 Meeting Calendar and the Upcoming Agenda Items List, With Adjustments, If Any

Discussion ensued between staff and Committee Members regarding upcoming agenda items; clarification that the location has been chosen; a request to add an agenda item to consider the time, the flyer, and food and beverage vendors at the April meeting; adding an item for Dustin Kleeman to provide the flexibility to speak on all marketing items; potential creation of a subcommittee for non-food vendors; the ability of another subcommittee to handle non-food vendor functions; approval of History and Culture activities; report out of ideas from all subcommittees; discussion of activities and sponsorships; ensuring that the items are action items; consideration of items for approval; number of meetings left before the event; being clear on what is being discussed; ideas and ownership of ideas; clearly defining ad hoc subcommittees so that there is no overlap with other subcommittees; and putting the onus on subcommittees to keep the focus specific.

Adam Ferguson, Senior Management Analyst, summarized agreed upon items including approve time for the event; approve food and beverage vendors; discuss non-food vendors and the possibility an ad hoc subcommittee; approve History and Cultural activities; approve sponsorship ideas; approve entertainers; discuss the role of the ad hoc subcommittees; discuss the draft run of show; and receive a report from Dustin Kleeman.

Additional discussion ensued between staff and Committee Members regarding ensuring that marketing is included; the Ad Hoc Marketing Subcommittee; marketing work done for the previous event; voting on the recommendations made by ad hoc subcommittees; ensuring that subcommittees meet and are prepared; connecting subcommittee Members with the Communications Director; vetting of the flyer by the Communications Director; earmarking the budget; understanding what is available to be spent; discussion of budget with Edgar Varela; providing full transparency within the full Committee; creation of a sample budget to work with; and costs.

Further discussion ensued between staff and Committee Members regarding items for the May agenda; roles and responsibilities for Committee Members during the event; receipt of an update on event registrations; outreach to Culver City schools to encourage involvement in the next Martin Luther King Jr. event before the end of the school year; agreement to approve communication with Culver City Unified School District (CCUSD) regarding student involvement in the next MLK event; subcommittee updates; standing items; the open Committee position; those who choose not to continue on the Committee; clarification that Members do not have to finish their terms; the ability for anyone to apply at any time; applicant interviews in June; organizational items in July; year-end items; the agreed upon date for the Juneteenth event; and agreement to add the date for the proclamations to the calendar.

Adam Ferguson, Senior Management Analyst, summarized agreed upon items for April including: the draft run of show, the marketing discussion with Dustin Kleeman, the approved time of event, discussion and approval of food and beverage vendors, consideration of forming a subcommittee for non-food vendors, approve History and Culture activities, approve sponsorship ideas, approve entertainers, and discuss the role of subcommittees; he summarized items for the May meeting including: discussion of roles and responsibilities for Juneteenth, receive a report on registration numbers, and approval of communication with CCUSD for the next MLK event; he noted agreement that the June meeting would be kept open to focus on the event; discussed the Brown Act refresher and organizational discussion planned for the July meeting; and he

noted that City Council items would be added to Committee Member calendars.

Additional discussion ensued between staff and Committee Members regarding clarification that there were no changes to ad hoc subcommittees.

MOVED BY MEMBER GREEN, SECONDED BY MEMBER SMITH AND UNANIMOUSLY CARRIED (ABSENT MEMBERS BIBBINS-MCKEEVER AND CAIN), THAT THE MLK JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE RECEIVE AND FILE THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE 2025 MEETING CALENDAR AND THE UPCOMING AGENDA ITEMS LIST, WITH ADJUSTMENTS.

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Public Comment – Items NOT On the Agenda (Continued)

Chair Hearn invited public comment.

Adam Ferguson, Senior Management Analyst, indicated that no requests to speak had been received for Public Comment – Items NOT On the Agenda.

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Items from Members/Staff

Edgar Varela, Special Events Manager, invited everyone to Vibes After Five at Town Plaza on March 20.

Adam Ferguson, Senior Management Analyst, reported that many staff members were attending a large state conference this week and he expressed appreciation to the Committee for their patience.

Member Green encouraged Members to be intentional about time at the next meeting due to the long meeting anticipated.

Chair Hearn indicated that she would not be present at the next meeting; she thanked everyone for volunteering their time to ensure that the important events would be successful; and

she expressed appreciation to everyone for their efforts to make the previous event successful.

Adam Ferguson, Senior Management Analyst, thanked Committee Members for their patience at the meeting; he acknowledged that the Brown Act can be frustrating at times; and he noted that the more they could talk about things and work them out, the more successful the next meeting would be.

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Adjournment

There being no further business, at 8:22 P.M., the Martin Luther King Jr. Celebration and Juneteenth Celebration Advisory Committee adjourned to a meeting to be held on April 16, 2025.

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Dorian Jackson
SECRETARY of the Martin Luther King Jr. Celebration and
Juneteenth Celebration Advisory Committee

APPROVED _____

LATOYA HEARNS
CHAIR of the Culver City Martin Luther King Jr. Celebration
and Juneteenth Celebration Advisory 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