

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

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

October 17, 2018
7:00pm

Call to Order & Roll Call

Chair Jeanne Min called the meeting to order at 7:01 p.m.

Present: Jeanne Min, Chair
Bob Wayne
Ronnie Jayne
Greg Guzzetta

Absent: Lila Swenson
Marcus Tiggs

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Public Comment - Items Not On the Agenda

No Public Comment.

Comments From Staff

Susan Obrow announced that Tashon McKeithan was joining the School Board for the Culver City School District and has resigned from the Fiesta La Ballona Committee. Ms. Obrow commended Ms. McKeithan on her work as the Fiesta Marketing Subcommittee Chair.

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Item C-1

Meeting Minutes

Ronnie Jayne made a Motion to approve the Minutes of August 1, 2018; Greg Guzzetta seconded the Motion. The Minutes were approved.

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Action Items

Item A-1

Oath of Office

Susan Obrow administered the Oath of Office to new member Lizet Alvarez.

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Item A-2

Discussion Regarding the 2018 Fiesta La Ballona

The Committee reviewed the results of the survey offered at the event. There were 402 responses to the survey initiated by Greg Guzzetta. The survey was prepared by staff; implemented by volunteers; younger attendees were reluctant to stop to take the survey and there were many younger attendees this year.

Discussion ensued about the results. The Beer Garden was popular with younger attendees; most people arrived by car; there was a suggestion to add more questions about mode of transportation; discussion on radio presence; about the amount of attendees who stated that word of mouth was how they knew about the event; about social media and website; about clarifying which website was primary; value of having a Fiesta Instagram or Snapchat; displaying Fiesta hashtag during the event; having photographer shoot and post during the event; opportunity to take photos at Fiesta and then post; and the use of Facebook.

There was a discussion of goals; branding and how generic the marketing was; and the history of Fiesta and committee. Some survey comments and suggestions were determined to be valid and some not fair; Members suggested looking at the survey later in the year and improve it for next year; there was discussion about wristbands and arrangements with carnival operator; and an observation that this was the single largest Saturday in the operator's history.

Committee Members discussed more ideas such as how to explore more use of credit cards throughout Fiesta; a production company to set up vendors such as Culver City Arts District's event; a request to see an expenses and revenue report; Beer Garden tallies; any alcohol exclusivity; proximity of the Beer Garden to the entertainment tent; concerns about the entertainment tent sound; City Council approval of Beer Garden; a suggestion to close a block of Overland; and a question on the feasibility of doing so since Fiesta is a 3-day event.

Corey Lakin, Director of the Parks, Recreation, and Community Services Department, suggested that Committee Members write and submit ideas for the 2019 event; have a major brainstorming session; and perhaps use large pads of paper around the room as a tool for gathering ideas on various topics. He suggested that questions to consider might include how to define the event, how to grow the event (considering the capacity of the space), or how to evolve event. Also, there was a suggestion for a September meeting to discuss Fiesta within two weeks of the event.

There were comments on the layout, including the need for better control of lines at the carnival area; placement of rides; equipment on the ground such as cables and weights; difficulty determining number of attendees since it is an open park; need for more shade and chairs for dining; difficulty of finding bathrooms; question about restroom privacy screens; and need for better signage.

Discussion on Commercial Cleaning Systems job performance ensued and included appreciation of sponsorship; room for growth; acknowledgement that it was the first year; and loss of the company's staff person who organized Fiesta effort; the Committee Members also commented that MERF wasn't currently sustainable because of costs.

The Committee was informed that there were approximately 35,000 attendees. There was discussion of the tilt of the stage; a recommendation that it could be tilted more to the south so more attendees could hear it; a new survey question about what music people want to hear; request for more funding for a headliner; the budget challenge related to fiscal year; and how sponsors could improve event by funding specific aspects of Fiesta.

There was the suggestion that subcommittees could reach out and bring non-committee members to each of the subcommittees.

Other observations included that it seemed as if there were two Fiestas - carnival rides attracting families on one side and then the beer garden on the other; the need to integrate more;

field lights in the park; music ending too early; how lights could provide a warm glow in the carnival area; that the music tent feels too enclosed; and temporary shade structures.

Members discussed concluding the pony rides and petting zoo attraction; and using that shaded area for some other activity including another animal encounter activity. There were observations about the vendors on Friday night; how placement of vendors in the middle of the space is a problem at night when booths are empty; the need for a proper CAD layout for next year; how impressive the teen night performers were; developing something special in the park that could be an extra ticket such as Sunday morning jazz; and adding a survey question about dancing.

There were suggestions that there could be more representatives from local Culver City restaurants to attract more people and more room for another Beer Garden with food. Comments on the existing Beer Garden feeling as if it is a private event; attracting a much younger demographic this year; and a need for improved signage.

The Members requested a review of the issues using the baseball field. The Committee discussed the Aquacade and felt it was under-utilized, mostly recreational swimming and inflatables; and that the majority of people don't know what it is. There were recommendations that it should be rebranded as a pool party and that there should be more signage.

The Committee members reviewed the Commemorative T-Shirts for this year. They commented on how the Commemorative T-Shirts did not sell well; the idea that next year the art could be placed on the volunteer shirts; colors; how they could find a better price; and how at the next meeting, they could set parameters for T-shirt art that included a theme for the students to consider. They considered adding another souvenir item as well.

There were comments on the entertainment, including the vision for a giant dance party; whether the music hours could be extended; added Family Fun Time this year; targeted promotion

for performers; how to notify staff if musicians make changes to number of musicians; the effective new curtain; how heritage dances in between worked well; reaching new generations; and that the tent was full during the weekend.

The Committee provided final comments on the 2018 event including recognizing that the interest of Millennial attendees may shape future Fiesta events; influence music programming, marketing techniques, mobile displays and apps.

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Public Comment - Items Not On the Agenda (Continued)

There was public comment from Lisa Marie Parker Desai, who will join the Fiesta La Ballona Committee in November 2018. There were also comments by Annette Tossounian, who expressed that Fiesta La Ballona was an event promoting Culver City's business, restaurants, and organizations. She asked the Committee to consider refraining from placing booths with opposing messages near each other.

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Receipt of Correspondence

No correspondence received

Items from Members/Staff

Jeanne Min was congratulated on having done a great job. Thanks were expressed that she was able to serve the Fiesta La Ballona Committee and that she will serve the City in a new capacity.

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Adjournment

There being no further business, Ronnie Jayne made a Motion to adjourn the Fiesta La Ballona Committee Meeting. Greg Guzzetta

seconded the Motion, which was passed unanimously. The meeting adjourned at 9:15 P.M.

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SECRETARY of the Fiesta La Ballona Committee

APPROVED _____

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