

***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

December 7, 2022
7:00 P.M.

Call to Order and Roll Call

The regular meeting of the Fiesta La Ballona Committee was called to order at 7:20 P.M. in the Dan Patacchia Meeting Room at the Culver City City Hall.

Present: Andrew Horwitz, Member
Colleen Jones, Member
John Lopez, Member
Stacey Oziel, Member

Absent: Lila Swenson, Chair
Nancy Trujillo, Vice Chair

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

o0o

Pledge of Allegiance

The Fiesta La Ballona Committee recited the Pledge of Allegiance led by Committee Member Jones.

o0o

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.

o0o

Receipt of Correspondence

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

o0o

Consent Calendar

Item C-1

Approval of the Minutes for the Regular Fiesta La Ballona Committee Meeting of November 2, 2022

THE FIESTA LA BALLONA COMMITTEE UNANIMOUSLY PASSED A MOTION TO APPROVE THE MINUTES FOR THE REGULAR FIESTA LA BALLONA COMMITTEE MEETING OF NOVEMBER 2, 2022 (ABSENT CHAIR SWENSON AND MEMBER TRUJILLO).

o0o

Order of the Agenda

No changes were made.

o0o

Action Items

Item A-1

FLBC - Receipt and Filing of the Report Regarding Staff Recommendations from Fiesta La Ballona 2022

Dani Cullens, Recreation and Community Services Manager, provided a report on Fiesta La Ballona 2022; discussed the times of the event; portable restroom/sink contract; use of the surrounding area; security; working with the Police Department; signage and event flags; letters to residents; registration office hours; plunge events; marketing efforts; area for free speech; new application process for entertainers; scheduling of community groups; interactive components for entertainment such as dance lessons; cooling system for green

room; path of travel for band equipment; entertainment starts when event starts; approval of appropriate dress attire for entertainers; possibility of a headliner; food vendors; meetings with the Fire and Health Departments; changes in procedures to help things work more smoothly; the application process; people making changes to what they have submitted; restrictions to ensure no duplication of menu items; electrical needs; the no bullying policy; allowing the option to buy two spots; location; inclusion of an ice vendor; non-food vendors; the City Council Ad Hoc Subcommittee; City Council policy; staff collaboration with the parking coordinator; staggered loading; table sizes; non-food hours of operation; walking space between vendor blocks; commercial vs. non-profits; the random location drawing; the shuttle; signage; charging stations; loading and unloading; improved communication between transitioning staff; entertainment; cooling stations; the carnival; defining lines more clearly; increased staffing for line clearing; better ticketing for wristband pick up; creation of a tot carnival area; fencing off the carnival area for better control; advance receipt of the layout for staff review; hours of operation; the Beer and Wine Garden; the new application process; identification of charities; providing a radio for communication; and the Hydration Station.

Discussion ensued between staff and Committee Members regarding allowing menu flexibility; reasonable criteria; entertainment; Concert Share; the Chamber of Commerce; promotion; the water stations; concern that water ran out in 2022; the First Aid area; presence of the Fire Department onsite; emergency planning; the Special Event Permit process; ingress and egress; access points; the subcommittees; staff-based work; providing the opportunity for communication and feedback; the original partnership between the City and the Chamber when the Fiesta was established; and encouragement for Members to communicate with staff with any thoughts or concerns.

MOVED BY MEMBER OZIEL, SECONDED BY MEMBER LOPEZ AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE RECEIVE AND FILE THE REPORT FROM STAFF ON FIESTA LA BALLONA 2022 (ABSENT CHAIR SWENSON AND VICE CHAIR TRUJILLO).

oOo

Item A-2

FLBC – (1) Approval of Recommendations from the Members of the Fiesta La Ballona Committee Ad Hoc Subcommittees; (2) Formation of New and/or Dissolution of Existing Ad Hoc Subcommittee(s); and, (3) Appointment of Two Committee Members to Newly-Formed Ad Hoc Subcommittee(s)

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

Discussion ensued between staff, and Committee Members regarding Volunteer T-Shirt Ad Hoc Subcommittee participation and standardization of the t-shirts.

MOVED BY MEMBER HORWITZ, SECONDED BY MEMBER OZIEL AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE APPROVE THE STAFF RECOMMENDATION TO DISSOLVE THE FIESTA LA BALLONA VOLUNTEER T-SHIRT AD HOC SUBCOMMITTEE (ABSENT CHAIR SWENSON AND VICE CHAIR TRUJILLO).

Additional discussion ensued between staff and Committee Members regarding appointing Members to ad hoc subcommittees; interest in serving on subcommittees; the Special Activities Ad Hoc Subcommittee; a suggestion to dissolve the Sustainability Ad Hoc Subcommittee; the Beer and Wine Ad Hoc Subcommittee; the standing agenda item to consider ad hoc subcommittees each month; the ability of Members to join or leave ad hoc subcommittees; staff liaisons to ad hoc subcommittees; a reminder to Members to check their City email; staff agreement to distribute the updated list of ad hoc subcommittee Members; and Members Horwitz and Oziel indicated wanting to serve on the Entertainment Ad Hoc Subcommittee, and Member Jones indicated wanting to serve on the Beer and Wine Ad Hoc Subcommittee.

MOVED BY MEMBER OZIEL, SECONDED BY MEMBER HORWITZ AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE RECEIVE AND FILE THE UPDATED LIST OF AD HOC SUBCOMMITTEE APPOINTEES WITH MODIFICATIONS (ABSENT CHAIR SWENSON AND VICE CHAIR TRUJILLO).

o0o

Item A-3

FLBC – [Standing Item] (1) Review and Approval of the Fiesta La Ballona Committee 2023 Meeting Calendar; and (2) Receipt

and Filing of 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 the schedule of meetings; conflicts; alternate dates; concern with cancelling a meeting; selection of alternative dates rather than cancelling a meeting; the ability to hold special meetings; staff commitments; holidays; and agreement to move the date of the April meeting to March 29, 2023.

MOVED BY MEMBER OZIEL, SECONDED BY MEMBER HORWITZ AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE APPROVE THE UPDATED 2023 MEETING CALENDAR DATES FOR THE FIESTA LA BALLONA COMMITTEE AS MODIFIED (ABSENT CHAIR SWENSON AND VICE CHAIR TRUJILLO).

Further discussion ensued between staff and Committee Members regarding upcoming agenda items; consideration of the mission and vision of the Fiesta; marketing; brand of the Fiesta; past visioning exercises and mission statements; key goals; staff research into the matter; creation of an ad hoc subcommittee if necessary; history of the event; changing demographics in the City; adding transparency to the process; community feedback; surveying attendees; the budget; the importance of information; segmenting the marketplace; previous surveys conducted by the City; improved engagement; setting expectations; QR Codes; social media; the Tree Lighting event; staff workload; procedures to add items to an agenda; and agreement to add a staff presentation on the objectives, history, mission, and demographics of Fiesta La Ballona.

MOVED BY MEMBER OZIEL, SECONDED BY MEMBER HORWITZ AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE RECEIVE AND FILE THE UPDATED UPCOMING AGENDA ITEMS LIST (ABSENT CHAIR SWENSON AND VICE CHAIR TRUJILLO).

o0o

Public Comment – Items Not On the Agenda (Continued)

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

o0o

Items from Members/Staff

Adam Ferguson, Senior Management Analyst, encouraged Members to check their agendas for the January meeting to confirm the meeting location.

Armando Abrego, Parks, Recreation and Community Services Director, wished everyone Happy Holidays.

o0o

Adjournment

There being no further business, at 8:42 P.M., the Fiesta La Ballona Committee adjourned to a regular meeting to be held on January 4, 2023 at 7:00 P.M.

oOo

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