

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

April 11, 2019

**Call to Order & Roll Call**

Chair Greg Guzzetta called the meeting to order at 7:04 p.m.

Present: Greg Guzzetta, Chair  
Lizet Alvarez, Member  
Lisa Marie Parker Desai, Member  
Ronnie Jayne, Member  
Lila Swenson, Member (arrived at 7:09 P.M.)  
Robert Wayne, Member

Absent: Marcus Tiggs, Vice Chair

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**Public Comment - Items NOT On the Agenda**

There was no public comment.

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Item C-1

**Approval of the Minutes of the Fiesta La Ballona Committee Meeting of  
March 6, 2019**

Lisa Marie Parker Desai made a Motion to approve the revised Fiesta Committee Minutes for March 6, 2019. Lizet Alvarez seconded the Motion, which was unanimously approved.

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**Action Items**

Item A-1

**Discussion and Approval of Timeline and Final Layout for 2019 Fiesta La Ballona**

Layout: Greg Guzzetta passed out two (2) different maps of layouts: one included a children's area and one did not; Committee Members went into Veterans Park where the following observations were offered: parking was a concern; placement of Beer and Wine Garden (and hanging string lights between the trees. Corey Lakin informed the Committee of the ADA pathway requirement and observed that the new layout with the food trucks by the

Beer & Wine Garden would separate them from vendors. Discussion ensued about layout concerns including the exhaust from the food trucks; the sound from the stage; the impact of the proposed food truck locations on business; the location of fencing and dishwashing stations. Lila Swenson proposed placing dining tables underneath the canopy and Greg Guzzetta proposed tree signage. Mayor Small expressed his satisfaction with the way the Committee was going about discussing a new layout. Further discussion ensued about the location of the Main Stage: Greg Guzzetta offered that, according to the new layout, the Main Stage would be centered with the lightpole in front of the entrance to the Municipal Plunge; discussion ensued about performer parking accommodations that would be possible in the basketball courts; and consensus was reached that Main Stage entertainment acts could fit their cars in the basketball courts.

The Meeting Reconvened in the Iksan Room: A concern was raised about whether the amount of tents in the new layout is affordable; Corey Lakin informed the Committee that it wasn't currently affordable. Also, Corey Lakin confirmed that an app for Fiesta would be approved. Discussion ensued about seating arrangements in the Entertainment Tent: the Entertainment Sub-committee requested chairs in front; tables were suggested for another location; Lisa Marie Parker Desai expressed ideas about where blankets and floor seating could go; Greg Guzzetta introduced the idea of an Art Space/Maker Space; Corey Lakin suggested putting AstroTurf on the infield of the baseball field and whether the budget would cover it; the Entertainment Sub-committee confirmed the need to cover the infield so that performers (especially singers) do not breathe in the dirt.

Corey Lakin suggested that the Committee vote on the current proposed layout and that the Layout Subcommittee finalize it with Parks, Recreation and Community Services (PRCS) staff; and Susan Obrow noted that PRCS would be able to use the tables currently in the Veterans Memorial Building for food tables for Fiesta as PRCS will be getting new ones for inside the building. Gregg Guzzetta entertained a Motion to vote on the current proposed layout. Ronnie Jayne made the Motion to vote on the current proposed layout without the children's performance area. Lisa Marie Parker Desai seconded the Motion, which was unanimously approved.

Greg Guzzetta expressed that a readily available timeline for Fiesta La Ballona is important; Corey Lakin recommended that Greg Guzzetta send the information he has to PRCS, that other members do the same and that PRCS staff will compile it; discussion ensued around deadlines for vendor applications and for other Fiesta La Ballona operations; Dawn Melton

noted how all permits for vendors have to be submitted and approved thirty days before the event; Corey Lakin noted that the City Council will approve the budget on June 10, 2019 or June 24, 2019; and Susan Obrow noted that the Entertainment Subcommittee agreed to have all band information submitted by May 30, 2019. Discussion ensued about possible deadlines for in-kind contracts; Lisa Marie Parker Desai noted that she had a conversation with Joymode and that they agreed to donate one hundred (100) sets of headphones for the Friday night Silent Disco; consensus was reached that the Committee Members would send deadlines to PRCS staff by Friday, April 19, 2019 and that PRCS staff would compile them; Corey Lakin suggested that Joymode could calculate a dollar value for their donated services and products. Then that would be the value of their sponsorship.

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Item A-2

### **Reports from the Fiesta La Ballona Subcommittees**

Entertainment Subcommittee: Ronnie Jayne noted that they will likely have a "Yacht Rock" band on Friday night; they are still looking for a Saturday night band; the Sunday lineup is complete; Lila Swenson will coordinate community groups with staff; there is an extended entertainment schedule; they are still waiting to hear about the Los Angeles County Arts Commission grant; a request for quotes for production services was sent; and they are still looking for a roving Master of Ceremonies or multiple people over the course of the weekend.

Marketing Subcommittee: Lizet Alarez reiterated that the App was approved. It will be able to send push notifications, sponsor information, and pre-and-post-event surveys. Corey Lakin recommended that Members go to Pan American Fiesta to review possible non-food vendors. He informed the Committee that there's room for seventy booths including sponsor booths.

Sponsorship Subcommittee: Staff announced that Marcus Tiggs had set Kane, Ballmer & Berkman and Volvo as returning sponsors and that sponsorship is ahead of where it was last year.

Sustainability Subcommittee: Staff reported for Cathi Vargas. The sponsorship scope is being reviewed with Image Property Services; Culver City Bicycle Coalition will assist with bike valet or take the lead as the sponsor for it; and Angel City Derby Girls was also contacted for bike valet. Discussion ensued about the location of trash processing on Fiesta grounds; and Lila Swenson proposed new sustainability attractions at that area.

Volunteer Subcommittee: Jill Thomsen informed the Committee that she went to the Culver City High School Career Fair where 162 students signed the volunteer interest sheet; and that Patrick Gardner and Jill Thomsen are going to the Academy of Visual and Performing Arts' Convocation on May 29, 2019 to talk about volunteering, performing and stage managing. Jill Thomsen reported that there are usually close to one hundred twenty positions, but usually close to sixty volunteers covering different shifts on different parts of each day.

Beer & Wine Garden Subcommittee: Discussion ensued about budgeting for additions to the Beer & Wine Garden like string lights and if a sponsorship, like the one from Joymode, could cover these additions; a consensus was reached that a meeting should be scheduled between staff and Joymode.

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**Public Comment - Items Not On the Agenda (Continued)**

There were no comments.

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**Receipt of Correspondence**

Ronnie Jayne received correspondence from the Culver City Historical Society; staff will contact the organization to update their mailing list for this Committee.

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**Items From Members**

Ronnie Jayne asked how elimination of the Early Bird rate will affect vendor income/business. Corey Lakin responded that the effects would be difficult to gauge. Greg Guzzetta brought up that the Culver City Historical Society once proposed offering historical tours during Fiesta La Ballona; Lila Swenson noted that the next Sustainability Subcommittee agenda should include a Scavenger Hunt; and Ronnie Jayne stated that she would not be at the next meeting.

**Items From Staff**

Corey Lakin noted how the Aquacade has been re-branded to "Plunge Into Fiesta." The hours would be Saturday, August 24 and Sunday, August 25, from 11:00 A.M. to 3:00 P.M. There was a possibility of an evening movie presentation at the pool; calling it "Glow Night"; costs for the rights to screen a movie; presenting it on Saturday night, August 24, from 6:00 P.M. to 11:00 P.M.; new Plunge activities; and return of the Rotary Club Duck Races.

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**Adjournment**

There being no further business, Robert Wayne made a Motion to adjourn the Fiesta La Ballona Committee Meeting. Lizet Alvarez seconded the Motion, which was passed unanimously. The meeting adjourned at 9:53 p.m. The next Fiesta La Ballona Committee Meeting will be held May 1, 2019.

Lusan Obrow

SECRETARY of the Fiesta La Ballona Committee

APPROVED

5/1/19

Greg Guzzetta  
CHAIR of the Culver City Fiesta La Ballona Committee  
Culver City, California

5/1/19

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

7/16/19