



Culver CITY

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MARCUS G. TIGGS, Chair
CELESTE ANLAUF, Vice-Chair
RANDY ARIZMENDIZ, Member
KAREN GIBBS, Member
RONNIE JAYNE, Member
JEANNE MIN, Member
BOB WAYNE, Member

FIESTA LA BALLONA COMMITTEE REGULAR MEETING AGENDA WEDNESDAY, APRIL 6, 2016

PUBLIC COMMENT

The Fiesta La Ballona Committee will listen to the public on any item on the agenda or item of interest that is not on the agenda. The Fiesta La Ballona Committee cannot legally take action on any item not scheduled on the agenda. Such items may be referred for administrative action or scheduled on a future agenda.

If you wish to speak to the Committee, please complete a Speaker's Card and present it to the Secretary before the agenda item is called. You will be called by name when it is your turn to speak to the Committee.

PUBLIC COMMENT FOR ITEMS ON THE AGENDA

Persons wishing to speak on agenda items will be called at the time the agenda item is brought forward. Comments will generally be limited to five minutes per speaker; however, a three-minute limit may be declared by the Chair from time to time for agenda items for which many Speaker Cards have been submitted.

NOTE: AT OR ABOUT 11:00 P.M., COMMITTEE MEMBERS WILL DETERMINE WHETHER TO CONTINUE WITH DISCUSSION OF REMAINING ITEMS ON THE AGENDA OR TO CARRY SOME/ALL OF THE ITEMS OVER TO A FUTURE MEETING DATE.

PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

A total of twenty minutes shall be devoted to audience participation at the beginning of the agenda. Speakers will be called on in the order cards were received by the Secretary. If additional time is needed, the Chair will allow for some at the end of the agenda.

When the Secretary calls your name, please state your name and city of residence. Speakers must limit their comments to five minutes in length. A three-minute time limit may be declared by the Chair if there are a large number of individuals desiring to address the Committee.

CELL PHONES AND OTHER DISTRACTIONS

Use of cell phones, pagers and other communication devices is prohibited while the Committee meeting is in session. Please turn all devices off or place on a silent alert and leave the room to use. During the meeting, please refrain from applause or other actions that may be disruptive to the speakers and the conduct of City business.

MEETING INFORMATION

Fiesta La Ballona Committee Agenda information is available 72 hours before each meeting.



Agendas are available on the web @ www.culvercity.org

**REGULAR MEETING
AGENDA
Fiesta La Ballona Committee**

April 6, 2016
7:00 p.m.

**Kaizuka Room, Veterans Memorial Building
4117 Overland Avenue
Culver City, CA 90230**

CALL TO ORDER & ROLL CALL:

**Marcus G. Tiggs, Chair
Celeste Anlauf, Vice-Chair
Randy Arizmendiz, Member
Karen Gibbs, Member
Ronnie Jayne, Member
Jeanne Min, Member
Bob Wayne, Member**

PUBLIC COMMENT – Items Not On the Agenda

CONSENT CALENDAR

Note: Consent Calendar items are considered to be routine in nature and may be approved by one motion. All requests to address the Committee under these items must be filed with the Secretary before the Consent Calendar is called by the presiding officer.

C-1. Approval of Minutes for the Regular Meeting of March 2, 2016.

ACTION ITEMS *Public requests to discuss Action Items must be filed with the Secretary before the item is called.*

A-1. Fee waiver for vendor booth for Los Angeles County Registrar-Recorder/County Clerk

The Committee will discuss and provide its recommendation for approving a fee waiver for a vendor booth for the Los Angeles County Registrar-Recorder/County Clerk so it may engage the community and encourage them to register, re-register and/or vote on all local and Presidential elections.

A-2. Create Fiesta 2016 Commemorative T-Shirt Ad Hoc Subcommittee

The Committee will create an ad hoc subcommittee for planning and implementing the creation and sale of custom commemorative t-shirts to the general public at Fiesta La Ballona 2016.

A-3. Reports from the Committee's Subcommittees

The Committee will receive oral reports from the following Subcommittees: *Entertainment Subcommittee; Marketing Subcommittee; Sponsorship Subcommittee; Sustainability Subcommittee; Vendor Subcommittee; and Volunteer Subcommittee.*

PUBLIC COMMENT - Items Not On the Agenda

ITEMS FROM STAFF

ITEMS FROM COMMITTEE MEMBERS

ADJOURN

Note: At this time, the Committee shall consider adjourning the meeting. In the case a date and time is not included as part of the motion of adjournment, then the next meeting of the Committee shall be held at the date and time and in the place specified in the agenda posted for that meeting.

Public Meeting Tentative Schedule –

Date	Day	Time	Location
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City Council

April 11, 2016	Monday	7:00 PM	Council Chambers
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Cultural Affairs Commission

April 12, 2016	Tuesday	7:00 PM	Council Chambers
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Parks, Recreation & Community Services Commission

April 5, 2016	Tuesday	7:00 PM	Council Chambers
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Civil Service Commission

April 6, 2016	Wednesday	7:00 PM	Council Chambers
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- Times and dates may be changed.
- Meetings may be added or changed

Compliance with Government Code Section 54957.5: Any writing determined to be a public record under subdivision 54957.5(a), which relates to an agenda item for an open session of a regular meeting of the legislative body of a local agency that was distributed less than 72 hours prior to that meeting, shall be made available for public inspection at the time the writing is distributed to all, or a majority of all, of the members of the legislative body. Such documents are available at the Office of the City Clerk, City of Culver City, City Hall, 9770 Culver Boulevard, Culver City, CA 90232 and may be inspected by members of the Public during normal business hours. Such documents may also be made available on the City's Website: www.culvercity.org

March 2, 2016

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

Call to Order & Roll Call

Present: Karen Gibbs, Member
Ronnie Jayne, Member
Jeanne Min, Member
Bob Wayne, Member

Absent: (all scheduled absences)
Marcus Tiggs, Chair
Celeste Anlauf, Vice-Chair
Randy Arizmendiz, Member

The meeting was called to order at 7:09 p.m.

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Public Comment - Items Not On the Agenda

There were no items.

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Receipt of Correspondence

No correspondence had been received.

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Item C-1

Meeting Minutes

Bob Wayne submitted a motion to approve the Minutes of the Regular Meeting of February 3, 2016. The motion was seconded by Karen Gibbs. The motion was approved by unanimous vote.

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Action Items

Item A-1

Reports from the Committee's Subcommittees

Entertainment Subcommittee Report

The LACAC Grant Application has been submitted for the Free Concerts in Public Sites Program.

Marketing Subcommittee Report

There were no updates.

Sponsorship Subcommittee Report

There were no updates.

Sustainability Subcommittee Report

There were no updates.

Vendor Subcommittee Report

Dan Jassim and Jeanne Min reported on a new version of the vendor booth diagram. The City received approval for 20 food vendors with only 20' required between the 1st booth and the pony rides. Only 7 vendor vacancies left and only 3 food truck vacancies left.

Jeanne also reported on discussions regarding the Farmers Market. She discussed the Market with Steve Whipple of the Farmers Market in Downtown Culver City and another Farmers Market representative. One challenge is the finite number of possible farmers. Another challenge is having only a one-off event.

Volunteer Subcommittee

Jill Thomsen was not able to attend but she provided a printed recap regarding volunteer recruitment. There was discussion regarding an effort to recruit volunteers at a Volunteer Fair at Culver City High School.

Item A-2

Creating and Selling Custom Commemorative Fiesta 2016 T-Shirts

Bob Wayne brought samples for review. Discussion ensued regarding possibly contacting the Culver City High School Academy of Visual and Performing Arts (AVPA) regarding a design contest; practicality of having one T-shirt for Volunteers and one T-shirt for Sale; demand for and interest in having the volunteer shirt in a bright, easily recognizable work shirt; sales promoted at the information booth and purchased at the registration office on Saturday and Sunday; the possibility of pre-sales; having artists' signature(s) on T-shirts; the review process for selection of design; staff time for project; research best practices for T-shirt contests; possibly going ahead if AVPA is unable to participate; adding this item to the Agenda each month; information from Beyond Direct Marketing on possible quantities; consensus to create an ad-hoc subcommittee meeting for this item in April; possible acknowledgement of teen designer during Fiesta Palooza.

Bob Wayne moved to approve the concept and take the necessary steps to move forward. Jeanne Min seconded the motion; the vote was unanimous.

Public Comment - Items Not On the Agenda

There were no items.

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Items From Staff

There were no items.

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Items From Committee Members

There were no items.

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Adjournment

There being no further business, at 8:26 p.m. Jeanne Min made a motion to adjourn this Fiesta La Ballona Committee meeting. The motion was seconded by Bob Wayne and passed unanimously.

SECRETARY of the Fiesta La Ballona Committee

APPROVED _____

Marcus Tiggs
CHAIR of the 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.

Martin R. Cole
CHAIR of the Culver City Fiesta La Ballona Committee
Culver City, California

Date

2015 Fiesta la Ballona Volunteer Recap

Photos by volunteer photographer David Guevara



In 2015 we had exactly 99 total volunteers. The majority of our volunteers were high school students, but we also had adults, a group from USC and a few family teams and couples!

Recruitment was done through the high school volunteer fair, City Council updates & press releases, on-campus fliers at the high school, several online recruitment tools, in-person presentations by Randy & Jill at AVPA & Boy Scouts, and phone calls and emails to previous volunteers. As of the Friday of Fiesta, all shifts requested by staff had been filled by volunteers that signed up online. Thank you to Randy, the Fiesta Committee, my office volunteers & interns, Anissa in IT and of course all of my PRCS coworkers for their help.

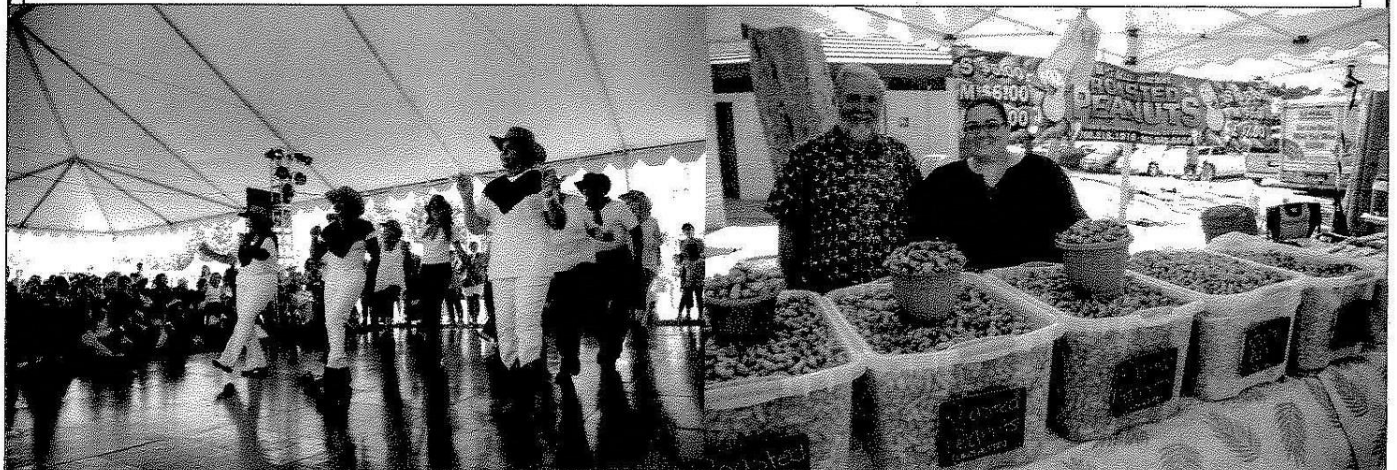
The volunteer timeline for 2015 Fiesta was as follows:

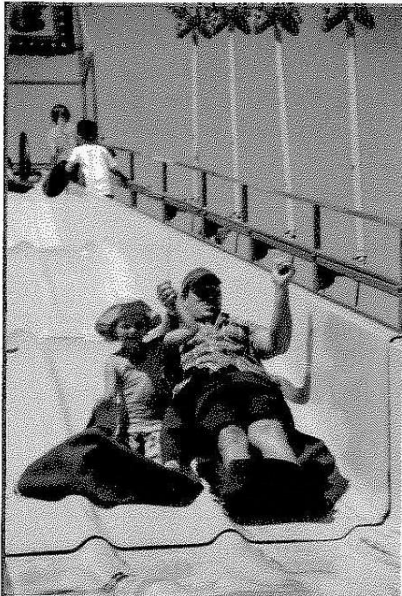
February/March: Change website "Volunteers" tab, add general interest form via survey monkey or other online mechanism, Volunteer Fair at CCHS

April: Get from staff their needs for the year, job descriptions, numbers, shifts

May: CCHS—Create flyers for high school; get approval from head office; the flyer is put on the website – no physical distribution as of early 2015, Contact Tony Spano and do presentation at AVPA, post to CCHS yahoo parents group

June: List on –volunteermatch, craigslist, LAWorks, Contact local houses of faith re: groups – Mormon Temple and Temple Akiba are most receptive and sent volunteers in 2013 & 2014 – in 2015 did NOT have any volunteers from HOF. {June continued on reverse}





June (continued): Contact Boy & Girl Scouts – Randy made presentation at Boy Scouts, Bi-Weekly Council Updates {though Fiesta in August}, Change website to specific shift sign-up, Called & emailed all volunteers from previous years and those that expressed interest this year letting them know they can sign up

July: Reserve training room / send training agenda to all staff, Design & order volunteer t-shirts 2015 order: 160 total, 25 XL, 40L, 70M, 25S—only thing I would change is order 10 less mediums, so 150 total

August: First week : {Monday/Tuesday} Emails to all volunteers re: sign-ups for specific shifts (send this email to Committee members to send along to their friends, {Thursday/Friday} Call ALL those potential volunteers who have not signed up. Week of Training : {Thursday/Friday before training} call ALL volunteers re: training, snacks, water, nametags etc. bought/prepared for training, T-shirts in-hand by training. Thursday before Fiesta – short & sweet email to all volunteers {top 10 things to know}, spread-sheets, site maps, nametags, etc. for check-in created, student service credit form created / copies of CCHS form made for weekend

September: Thank Yous to all volunteers {sent personalized emails in 2015}, Change website "Volunteers" tab to thank you

