

APPROVED MINUTES  
SPECIAL MEETING OF THE  
FIESTA LA BALLONA COMMITTEE  
CULVER CITY, CALIFORNIA

September 22, 2021  
7:00 P.M.

**Call to Order and Roll Call**

Chair Guzzetta called the special meeting of the Fiesta La Ballona Committee to order at 7:01 P.M. via Webex.

Present: Greg Guzzetta, Chair  
Lisa Marie Parker Desai, Vice Chair  
Ronnie Jayne, Member  
Marcus G. Tiggs, Member\*  
Bob Wayne, Member

\*Member Tiggs arrived at 7:30 P.M.

Absent: Judith Martin-Straw, Member  
Lila Swenson, Member

Staff: Armando Abrego, Parks, Recreation and Community  
Services Director  
Darren Uhl, Parks, Recreation and Community  
Services Manager  
Dani Cullens, Recreation and Community Services Supervisor  
Terrica Miller, Administrative Clerk

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Darren Uhl, Parks, Recreation and Community Services Manager, clarified that singing the Star-Spangled Banner was not appropriate meeting protocol.

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**Pledge of Allegiance**

Chair Guzzetta led the Pledge of Allegiance.

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**Public Comment**

Chair Guzzetta invited public comment.

Terrica Miller, Administrative Clerk, indicated that no public comment had been received.

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**Consent Calendar**

Item C-1

**Approval of Minutes for the Regular Meeting of September 1, 2021**

Vice Chair Desai pointed out a reference to the special meeting when in fact, the meeting had been a regular meeting, and she received clarification that there had been no follow up from Patricia Brand on her intent to make a proposal.

Member Wayne pointed out misattributed comments on page 7 and he read a re-written portion to replace what was in the minutes:

"Member Wayne thanked Member Tiggs and Chair Guzzetta for making entertainment possible through the Amazon grant; he also reported that Mike Cohen had agreed to act as MC dressed as Count Dracula and to honor on mic at Fiesta the history of the many previous tenants of the new Amazon facility.

Member Tiggs indicated that he was working on deliverables with Amazon."

MOVED BY MEMBER WAYNE, SECONDED BY CHAIR GUZZETTA AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE APPROVE MINUTES FOR THE REGULAR MEETING OF SEPTEMBER 1, 2021 WITH MODIFICATIONS (ABSENT MEMBERS MARTIN-STRAW, SWENSON AND TIGGS).

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**Order of the Agenda**

No changes were made.

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**Action Items**

Item A-1

**FLBC - Reports from Fiesta La Ballona Ad Hoc Subcommittees**

Chair Guzzetta indicated nothing to report from the Site Layout Subcommittee.

Dani Cullens, Recreation and Community Services Supervisor, indicated nothing new to report other than that the retail member area would be streamlined and the food truck and food vendor booths would be in a row along the walkway adjacent to The Plunge and in front of the Teen Center.

Chair Guzzetta read the email distributed to the Committee from the City Attorney regarding the inclusion of Dia de los Muertos altars at Fiesta La Boo-llona indicating a low risk of running afoul of the First Amendment with the exception of the community altar due to its religious overtones and expressing concern with opening the door to other requests for overtly religious displays with the inclusion of an altar, and it was strongly recommended that any Dia de los Muertos decorations do not include an altar.

Discussion ensued between staff and Committee Members regarding support for including a memorial on a table with tiers as opposed to an altar; bringing the community together for mourning and remembrance; clarification on what constitutes an altar; creating a display; ensuring that there are no statues; religious components; the ability of individuals to make a display; concern with having the City make a display and the inability to control what people bring in; creation of a memorial for people to bring pictures of those to honor; concern with opening the door to other requests; the advisory nature of the Committee; the ability of individuals to rent space to make a display; City Council purview; and the City Attorney recommendation against making a City display at the City event.

Chair Guzzetta noted that Member Martin-Straw was not present so there was no report from the Marketing Subcommittee.

Members of the Entertainment Subcommittee discussed performers; the entertainment schedule; the costume contest; providing a venue for performing arts grant recipients; the deadline for the City to cancel the event; and encouragement for the bands to do Halloween songs.

Discussion ensued between staff and Committee Members regarding the scary-oke DJ and clarification that entertainment had come in under budget.

Member Tiggs joined the meeting.

Member Tiggs provided a report on the Sponsorship Subcommittee; discussed previous sponsors that could not participate this year; pending sponsorships; historical data; the Amazon sponsorship; habitual sponsors; procedures for confirming with sponsors; the agreed upon cut-off date to guarantee a sponsor has their logo anywhere other than the website; and his upcoming teleconference with the Chamber of Commerce.

Discussion ensued between staff and Committee Members regarding the in-kind sponsorship by the Culver City Observer; appreciation to Member Tiggs for making the Fiesta viable for 2021; clarification that a report from the Sustainability Subcommittee could not be made as Member Swenson was not present; and delegation of the Costume Contest by the Special Activities Subcommittee to staff.

Dani Cullens, Recreation and Community Services Supervisor, discussed planning for multiple costume contests and sponsorships for pumpkins and hay.

Discussion ensued between staff and Committee Members regarding in-kind sponsorships; connections for pumpkins; quotes received; making use of unspent monies in the Entertainment Budget; finalizing vendor contracts; a suggestion to hire a comedian to MC the Costume Contest; displays; clarification that Mike Cohen would be acting as MC for the event all weekend and conducting interviews on the history of the Amazon lot; a suggestion to reach out to the

High School; staff workload; Member agreement to identify an appropriate comedian; coordination with Jeff Lee to ensure that music is appropriate; the Vendor Subcommittee; food vendors; food trucks; retail; the Carnival; and the Crepe Guy.

Responding to inquiry, Terrica Miller, Administrative Clerk, discussed moving the date of the regular Fiesta La Ballona Committee meeting to October 13, 2021.

Discussion ensued between staff and Committee Members regarding the Beer and Wine Subcommittee; staff communication with The Exchange Club; seasonal beer; the agreed upon amount that The Exchange Club will pay the City; the World Series; a suggestion that The Beer and Wine Garden provide a TV feed; Wi-Fi in the park; and clarification that there is no need for a report from the Back-up Plan Subcommittee as no back-up plan will be needed.

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Item A-2

**FLBC - Discussion and Motion to Reschedule the Regular Fiesta La Ballona Committee Meeting from October 6th to October 13th**

Chair Guzzetta felt that October 13<sup>th</sup> would be too late to try to make changes and that holding the meeting on October 6<sup>th</sup> would allow staff more time to move forward.

Armando Abrego, Parks, Recreation and Community Services Director, discussed logistics and staffing.

Discussion ensued between staff and Committee Members regarding Member availability; the ability to make changes on October 13<sup>th</sup>; a request for a review of everything at the next meeting to provide an overview of the event; clarification that Jill Thomsen would be handling the duties of a key staff person who no longer works on the event; the Stage Manager; volunteers; and the Committee agreed to make no changes to the meeting date.

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

Terrica Miller, Administrative Clerk, indicated that Count Dracula was available to speak.

Mike Cohen provided a sample of his Count Dracula introduction for Fiesta La Ballona.

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**Receipt of Correspondence**

Terrica Miller, Administrative Clerk, reported that no correspondence had been received.

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**Items from Members/Staff**

Terrica Miller, Administrative Clerk, provided a sample of the draft graphic for the poster and Committee Members expressed appreciation for changes made.

Discussion ensued between staff and Committee Members regarding the Stage Manager; Subcommittee discussion; the fact that there is no budget for a Stage Manager; technicians from Technology Artists; staff management of the schedule and the stage; possible candidates; the availability of Jill Thomsen; volunteers used to monitor the Green Rooms; uncertainty regarding the number of volunteers available; available staff; the online volunteer application; and the merchandise table.

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**Adjournment**

There being no further business, at 8:10 P.M., the Fiesta La Ballona Committee adjourned to a regular meeting on October 6, 2021 at 7:00 P.M.

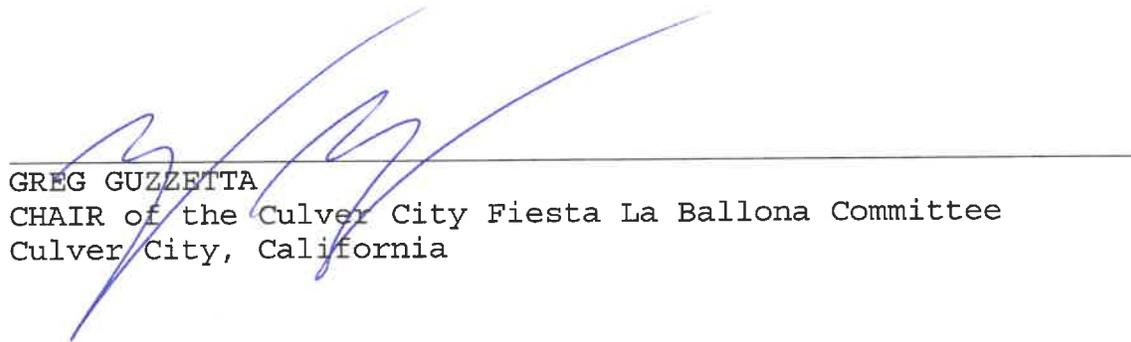
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Terrica Miller  
SECRETARY of the Fiesta La Ballona Committee

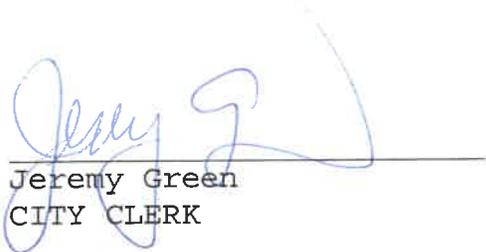
APPROVED Sep. 22, 2021



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GREG GUZZETTA  
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.



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Jeremy Green  
CITY CLERK

28 FEB 2022  
Date