

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

July 11, 2018
7:09 p.m.

Call to Order & Roll Call

Chair Jeanne Min called the meeting to order at 7:09 p.m.

Present: Jeanne Min, Chair
Tashon McKeithan, Vice Chair
Bob Wayne
Ronnie Jayne
Greg Guzzetta
Marcus Tiggs

Absent: Lila Swenson

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Public Comment - Items Not On the Agenda

Laura Stuart and Hope Parrish from the Culver City Historical Society spoke about the possibility of the Historical Society offering bus tours of historic Culver City as part of the Fiesta festivities. They ran similar bus tours during the Centennial Picnic and they were well received. There was a discussion about fee waivers and special events permits.

Steve Hadland, editor of the Culver City Observer, asked if there would be posters, and Susan Obrow informed him that there would be posters.

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Item C-1

Meeting Minutes

The Fiesta Committee Meeting Minutes for June 6, 2018 were viewed. Jeanne Min noted that the spelling of Smorgasbord had been corrected. Bob Wayne asked for clarification about what
Fiesta La Ballona Committee

Smorgasbord is, and Jeanne Min explained the nature of the event and that it was mentioned in the context of facilitating child care at Fiesta. Tashon McKeithan made a Motion to approve the Minutes; Ronnie Jayne seconded the Motion. The minutes were approved as corrected.

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Action Items

Item A-1

Reports from the Fiesta Subcommittees on Commemorative Artwork, Entertainment, Marketing, Sponsorship, Sustainability

Commemorative Artwork Subcommittee:

Bob Wayne noted that there was a delay in receiving the files of the commemorative artwork and that the images received do not have the necessary script. Susan Obrow suggested that the art be sent to Beyond Direct Marketing who could add the script. Corey Lakin raised concerns about whether or not the image was of a high enough resolution to be put on shirts, and noted that if a high resolution image with the script could not be acquired in time, it may not be worth it to order shirts this year.

Arrangements were made for Bob Wayne to provide Corey Lakin and Susan Obrow with contact information for Kristine Hatanaka in order to acquire a high resolution image of the artwork. Bob Wayne suggested that if t-shirts were not ordered, the artwork could still be used on various Fiesta materials or used next year.

Entertainment Subcommittee:

Ronnie Jayne provided an update on the Entertainment Tent performances. The subcommittee was searching for a Reggae artist to fill the one remaining spot on Sunday afternoon. Almost all of the community acts are scheduled. Ronnie Jayne encouraged the promotion of the opening act on Friday at 4:30 pm as Happy Hour entertainment, adding that the Opening Ceremony is coming together as well. Susan Obrow shared that all performer contracts have been approved by the City Attorney and that the bands are now working with the City to register as vendors.

Marketing Subcommittee:

Tashon McKeithan shared with the Fiesta Committee that she is pursuing advertising spots on Spanish radio station 93.9 Radio Centro KXOS. The lamp pole and over-the-street banners have been approved. She added that there was a post on Facebook calling for additional teen bands for Fiesta-Palooza. Susan Obrow noted that July 30 is when Culver City Bus advertisements start, the over-the-street banners go up and the Chamber of Commerce e-blast will be sent out. Tashon McKeithan requested that Committee Members take Fiesta postcards from the meeting and distribute them throughout their neighborhoods.

Sponsorship Subcommittee:

Marcus Tiggs announced that Fiesta currently has \$27,600 in sponsorships, which is close to the goal of \$30,000. Susan Obrow said that she would look into the Southern California Gas Company grant. Marcus Tiggs described a potential in-kind sponsorship from KIND snack bars. KIND would like to pass out KIND bars to festival attendees from a 10x10 pop-up booth and would provide KIND bars to Fiesta La Ballona for volunteers and performers. There was discussion about the merits of having KIND as an in-kind sponsor versus a vendor and the estimated dollar amount of the KIND bars offered.

Sustainability Subcommittee:

Jeanne Min introduced Armando Cruz and Cathi Vargas from Commercial Cleaning Systems and announced that CCS will be Fiesta La Ballona's zero-waste sponsor because the City did not grant funding for a MURF. She explained that CCS would be cleaning the Fiesta grounds and emptying waste receptacles. Cathi Vargas shared that there would be signage throughout Fiesta about trash and recycling and Jeanne Min passed around a copy of the signs. In response to a question from Ronnie Jayne, Cathi Vargas noted that Haynes had donated fifty sets of bins and CCS would be providing bags for trash and compost. Greg Guzzetta

suggested having CCS staff stationed around waste receptacles to answer questions about trash versus recycling. Greg Guzzetta also asked about "pickle barrels"; Cathi Vargas answered that pickle barrels will be just for trash and concentrated near the rides and food. There was discussion about CCS wearing CCS shirts or Fiesta shirts, and Susan Obrow requested the CCS logo from Armando Cruz to promote their sponsorship. Ronnie Jayne raised the possibility of a ban on plastic straws at Fiesta. The Committee discussed it and decided to revisit it next year. The Fiesta Committee discussed scooters from Bird Rides, Inc., the possibility of Bird Rides, Inc., as a vendor, signage prohibiting riding scooters through the park, the idea of a scooter corral, Angel City Derby Girls expanding the bike valet to include scooters, the pending City Council decision about Bird Rides, Inc., and the possibility of the Bird Rides, Inc. vendor booth being responsible for picking up and storing the scooters left around Fiesta.

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PUBLIC COMMENT – Items Not On the Agenda (Continued)

Steve Hadland asked about when the press releases will be sent out. Susan Obrow responded that the first one has gone out and more will be published as performers are confirmed.

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Receipt of Correspondence

No correspondence received.

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Items from Members/Staff

Susan Obrow provided a volunteer update on Jill Thomsen's behalf. She shared that the internal shift spreadsheet will be live on July 23; the volunteer training will be on August 18 at the Senior Center; this information is now on the Fiesta website; and Fiesta La Ballona is now listed on Volunteermatch

and LAWorks. Corey Lakin reminded the Fiesta Committee that Dan Jassim will not be here for Fiesta. Tashon McKeithan asked who is handling the wristband sales. Corey Lakin responded that Devon Bargmann will be handling wristband sales and that they will be available for purchase online. He then explained the purchasing process. Corey Lakin and Ronnie Jayne discussed loss of revenue from credit card sales. Greg Guzzetta asked about the role of Committee members during Fiesta La Ballona and Jeanne Min explained what each member of the staff and Committee usually do.

Corey Lakin noted that the City has been targeted by various phishing scams and reminded everyone to complete an online cybersecurity training.

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Adjournment

There being no further business, Marcus Tiggs made a Motion to adjourn the Fiesta La Ballona Committee Meeting. Bob Wayne seconded the Motion, which was passed unanimously. The meeting adjourned at 8:40 P.M.

SECRETARY of the Fiesta La Ballona Committee

APPROVED _____

Jeanne Min
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