

REGULAR MEETING OF THE
MARTIN LUTHER KING JR.
JUNETEENTH CELEBRATION
ADVISORY COMMITTEE
CULVER CITY, CALIFORNIA

September 18, 2024
6:30 P.M.

Call to Order and Roll Call

The regular meeting of the Martin Luther King Jr. Celebration and Juneteenth Celebration Advisory Committee was called to order at 6:30 P.M. in Senior Center Rooms C75 and C77.

Present: David Duval, Chair
LaToya Hearn, Vice Chair
Karen Bibbins-McCreever, Member
Christian Green, Member
Amber Kearney, Member
Curtis Raynor, Member
Andrew Weiss, Member

Member Bibbins-McCreever* arrived at 6:34 P.M.
Member Kearney arrived at 6:32 P.M.

Absent: Lisa Gordon Cain, Member
Carissa Joy Smith, Member

Staff: *Francisca Castillo, Recreation Services Manager
Adam Ferguson, Senior Management Analyst
Dorian Jackson, Associate Analyst

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Pledge of Allegiance

Vice Chair Hearn led the Pledge of Allegiance.

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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.

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Receipt of Correspondence

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

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Consent Calendar

Item C-1

Approval of the Minutes for the Special (Inaugural) Martin Luther King Jr. Celebration and Juneteenth Celebration Advisory Committee Meeting of July 17, 2024

MOVED BY VICE CHAIR HEARNS AND SECONDED BY MEMBER RAYNOR THAT THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE APPROVE MINUTES FOR THE SPECIAL (INAUGURAL) MEETING OF JULY 17, 2024.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: DUVAL, HEARNS, KEARNEY, RAYNOR, WEISS
NOES: NONE
ABSENT: CAIN, SMITH
ABSTAIN: BIBBINS-MCEEVER, GREEN

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Order of the Agenda

No changes were made.

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Action Items

Item A-1

MLKJCC – (1) Receipt and Filing of the Report Regarding the Juneteenth Celebration Planning Timeline; (2) Consideration of forming a Martin Luther King Jr. Celebration and Juneteenth Celebration Advisory Committee Ad Hoc Subcommittee with duties related to the Juneteenth Celebration Planning Timeline; and (3) If Desired, Appoint Committee Members to the Newly Formed Ad Hoc Subcommittee

Edgar Varela, Special Events Manager, provided a summary of the material of record; discussed potential dates; the timeline; essential elements; programming; potential collaborators; venue; vendors; performers; rentals; pricing; marketing; contracts; food options; sound and lighting; decor and finishing touches; outreach; venue walkthrough; the recommendation to allow 6-7 months for planning; ensuring that elements are not falling through the cracks; and providing alternative options for things that do not work out.

Discussion ensued between staff and Committee Members regarding possible dates; communication and coordination of the dates with other entities within a 10 mile radius to not hold events on the same day; getting county supervisors or senators to attend the Culver City event; using alternative dates to allow for easier access to entertainment or county and state representatives; savings realized by holding the Independence Day Celebration on July 5 in 2024; lead time for PR; govdelivery; Save the Date communication; media; social media; clarification that City Hall is open on Juneteenth; and the national holiday, but optional holiday for employers.

Responding to inquiry, Edgar Varela, Special Events Manager, provided background on himself and his experience.

Adam Ferguson, Senior Management Analyst, provided background on himself; noted the inability of Members to reach out on behalf of the Committee without permission from the full Committee; and he proposed forming an ad hoc subcommittee to meet with staff to determine who to contact and then present those entities to the full Committee for consideration.

Additional discussion ensued between staff and Committee Members regarding the staff recommendation; guidelines; the ability of the Committee to use the report as a template or produce their own template; a suggestion to adopt the 7 month period to choose a date and the 6 month period to send out notification to Council Members and state representatives; providing benchmarks to ensure that planning is not falling behind; subcommittee recommendations; formation of a communications subcommittee, an entertainment subcommittee, and an outreach subcommittee; the educational component; duties of each subcommittee; meeting frequency for ad hoc subcommittees; allowable number of Members on each subcommittee; updates from ad hoc subcommittee Members to the full Committee; final decisions made by the full Committee; ensuring that ad hoc subcommittees have a clear function or task with a beginning, middle, and end; and getting work done without a subcommittee.

Additional discussion ensued between staff and Committee Members regarding clarification that the majority of work is done on the ad hoc subcommittee level; marketing; thinking two months out to present items to the full Committee; keeping the two events being held separate and keeping items in separate subcommittees; administrative duties as handled by staff; taking a deeper dive into topics to fine tune items for recommendation to the full Committee; having basic components handled by subcommittees; logistics; the budget; fundraising; sponsorships; a suggestion to agendize formation of an ad hoc sponsorship subcommittee; donated items; in-kind sponsorships; making a formal agreement with another entity to act as a fiscal receiver for sponsorship dollars; the amount allocated for Juneteenth vs. allocated for the MLK Celebration; virtual ad hoc subcommittee meetings; staff participation; clarification that determining a date for the celebration needs to be agendized for a future meeting; allowing staff to do research; voting to receive the information vs. to approve it; ensuring that the celebration is visible to the community; being careful of how many subcommittees one serves on; time spent by each subcommittee; cultural relevance of the event; overlapping elements; allowing the subcommittee to do research and present findings to the full Committee; keeping the length of full Committee meetings manageable; communication between subcommittees; reports given at the meetings of the full Committee; unanimous consensus of those present was achieved

to agendaize consideration of a date at the October Committee meeting; consensus was achieved from Vice Chair Hearn and Members Bibben-McCeever, Green, and Raynor to add creation of a fundraising and sponsorship subcommittee to the October agenda; and concern was expressed with using the word sponsorship in the subcommittee title.

MOVED BY VICE CHAIR HEARN AND SECONDED BY MEMBER GREEN THAT THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE FORM AN AD HOC SUBCOMMITTEE FOR PR AND MARKETING FOR THE JUNETEENTH CELEBRATION AND APPOINT MEMBERS BIBBINS-MCCEEVER AND GREEN THERETO.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: BIBBINS-MCCEEVER, DUVAL, GREEN, HEARN, KEARNEY,
RAYNOR, WEISS
NOES: NONE
ABSENT: CAIN, SMITH

MOVED BY VICE CHAIR HEARN AND SECONDED BY MEMBER GREEN THAT THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE FORM AN AD HOC SUBCOMMITTEE FOR HISTORY AND CULTURE FOR THE JUNETEENTH CELEBRATION AND APPOINT VICE CHAIR HEARN AND MEMBERS KEARNEY, RAYNOR, AND WEISS THERETO.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: BIBBINS-MCCEEVER, DUVAL, GREEN, HEARN, KEARNEY,
RAYNOR, WEISS
NOES: NONE
ABSENT: CAIN, SMITH

MOVED BY VICE CHAIR HEARN AND SECONDED BY CHAIR DUVAL THAT THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE FORM AN AD HOC SUBCOMMITTEE FOR ENTERTAINMENT AND TALENT FOR THE JUNETEENTH CELEBRATION AND APPOINT CHAIR DUVAL AND MEMBERS BIBBINS-MCCEEVER AND GREEN THERETO.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

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AYES: BIBBINS-MCEEVER, DUVAL, GREEN, HEARNS, KEARNEY,
RAYNOR, WEISS
NOES: NONE
ABSENT: CAIN, SMITH

MOVED BY MEMBER GREEN AND SECONDED BY MEMBER KEARNEY THAT THE
MLK JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY
COMMITTEE: RECEIVE AND FILE THE REPORT REGARDING THE JUNETEENTH
CELEBRATION PLANNING TIMELINE.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: BIBBINS-MCEEVER, DUVAL, GREEN, HEARNS, KEARNEY,
RAYNOR, WEISS
NOES: NONE
ABSENT: CAIN, SMITH

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Item A-2

MLKJCC - (1) Receipt and Filing of the Report Regarding the
Martin Luther King Jr. Celebration Planning Timeline; (2)
Consideration of forming a Martin Luther King Jr. Celebration
and Juneteenth Celebration Advisory Committee Ad Hoc
Subcommittee with duties related to the Martin Luther King Jr.
Celebration Planning Timeline; and (3) If Desired, Appoint
Committee Members to the Newly Formed Ad Hoc Subcommittee

Francisca Castillo, Recreation and Community Services Manager,
provided a report on the Martin Luther King Jr. Celebration
2025 Timeline; she noted they were a little bit behind schedule
since the Committee did not meet last month; discussed
selection of the date; development of the concept and details;
creation of staff assignments; marketing; ordering supplies;
entertainment; decorations; activities; appointing a contact
person for elected officials; ActiveNet registration and
survey; entertainers; contracts; supplies and equipment;
finalization of communications materials; coordination with the
Communications and Public Information Manager; adding an
event on the City Council's calendars; notification of related
City bodies; and marketing schedule.

Discussion ensued between staff and Committee Members regarding
meeting procedures; allowing each Committee Member

a chance to share their thoughts; staff updates to the timeline; clarification that items that are not completed would be pushed forward to the next month; the short timeline; holidays; the budget; discussion and recommendations from the Committee; staff experience with the long-standing event; the advisory nature of the Committee; the feeling that since the timeline is so short, subcommittees are not needed; the need for Committee support for staff to move forward; agendizing adding in celebration of the potential for the first Black woman president to the event; consideration of event format; agendizing the date for the Martin Luther King Jr. event at the next meeting; concern with not having subcommittees; whether to use the same subcommittees and Members for both events; clarification that ad hoc subcommittees cannot make final decisions; allowing staff to move forward and bring information to meetings; creation of an ad hoc entertainment subcommittee; concern that if there is not a quorum during the holidays, arrangements could be held up; and a request that for this year, subcommittees not be established for the Martin Luther King, Jr. event.

Chair Duval moved to create an entertainment ad hoc subcommittee and indicated interest in serving. Vice Chair Hearn seconded the motion and indicated interest in serving.

Additional discussion ensued between staff and Committee Members regarding the staff request to hold off on forming subcommittees; respecting the judgement of staff that has run the event for 20 years; and the ability of the Ad Hoc Entertainment Subcommittee to hit the ground running.

MOVED BY CHAIR DUVAL AND SECONDED BY VICE CHAIR HEARN THAT THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE FORM AN AD HOC ENTERTAINMENT AND TALENT SUBCOMMITTEE FOR THE MARTIN LUTHER KING JR. CELEBRATION AND APPOINT CHAIR DUVAL, VICE CHAIR HEARN AND MEMBER BIBBINS-MCEEVE THERETO.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: BIBBINS-MCEEVE, DUVAL, GREEN, HEARN, KEARNEY,
RAYNOR, WEISS
NOES: NONE
ABSENT: CAIN, SMITH

Further discussion ensued between staff and Committee Members regarding the educational component of the event; the process to agendaize an item; the staff presentation on options for the MLK event in agenda Item A-3; consideration of creating an essay writing/speaking contest based on writing prompts with monetary prizes as part of Item A-3; concern that so much time has been put into the Juneteenth Celebration that there is not enough time to put on the MLK event; gate keeping; history of the MLK event in Culver City; historical knowledge; length of time to execute contracts; allowing sufficient time for due diligence; the timeline for this year vs. next year; earlier planning for next year; being reflective of the Committee; the bylaws; and the review of each event after it occurs.

MOVED BY MEMBER GREEN AND SECONDED BY MEMBER KEARNEY THAT THE MLK JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE: RECEIVE AND FILE THE REPORT REGARDING THE MARTIN LUTHER KING JR. CELEBRATION PLANNING TIMELINE.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: BIBBINS-MCEEVER, DUVAL, GREEN, HEARNS, KEARNEY,
RAYNOR, WEISS
NOES: NONE
ABSENT: CAIN, SMITH

Chair Duval invited public comment.

Dorian Jackson, Associate Analyst, indicated that no public comment had been received.

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Item A-3

MLKJCC - Approval of One Event Format for the Martin Luther King Jr. Celebration 2025

Francisca Castillo, Recreation and Community Services Manager, provided a summary of the material of record and discussed various options outlined in the staff report.

Discussion ensued between staff and Committee Members regarding support for a one day event over a two day event;

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average length of the program; conveying the messages of Dr. King; inclement weather that affected attendance in 2024; finding something to engage young people; the feeling that a service project is not necessary; previous attendance levels; giving back to the community in the name of MLK; allowing the entire community to participate in a service project in conjunction with other activities; holding the event at the Culver Steps; making a more fun and cultural event for people; holding an evening event; holding a ticketed event with a restaurant; using Black chefs; use of Culver City facilities or amenities; exploration of other locations; getting people to donate the space; in-kind donations; reduced rates; acknowledgement that past practices are not set in stone; direction from the Committee; ensuring that education is a part of the event; the importance of involving the schools; increasing attendance; full Committee consensus was achieved to agendize consideration of adding an education element to the event; allowing staff a chance to prepare a report and recommendations; incorporating the essay contest suggestion; competition with other MLK events in the area; advantages of a two day event over a one day event; rain that changed plans in 2024; creating an event that is unique to Culver City; holding the event on an alternate date to facilitate scheduling entertainers; some cities that offer an MLK celebration during Black History Month; facilities available through Parks, Recreation, and Community Services (PRCS); indoor vs. outdoor spaces; capacity of venues; holding a free event; food; an MLK quote used in a Sheila Escovedo song; availability; budget; quality; clarification that charging admission is not on the agenda; the historically free event; costs for previous events; costs for service projects; and the long-standing participation of Gerald Rivers in the event.

Additional discussion ensued between staff and Committee Members regarding creating an Option #4 using Option #2 in the staff report and adding the educational component; holding a one day event with a service project; having a lively celebration that engages the community; spoken word; involving schools as part of the program; feedback that the experience was more of a school experience than an MLK experience; a display created by teens last year; varied feedback on prior events; the previous practice of providing a breakfast for those engaging in a service project; partnership with other organizations; clarification that amendments can be made to an approved option; providing the framework for staff to work on the event; the short timeframe; trying different options over

the upcoming years; getting public buy-in; hosting an event at West L.A. College; focusing on a social event to bring people in; and the agenda item added to next meeting to consider the date and the significance of the election.

Member Green moved to adopt Option 3#.

Further discussion ensued between staff and Committee Members regarding amending Option #3 to hold the event in the evening rather than in the morning; giving back to the community with an event; the possibility of holding a service project that is separate from the event; previous events offered in the morning/afternoon with the service project offered just prior to the programming; concern with having an event later than 3:00 P.M.; MLK as a family celebration; families that would not bring their children out at night; options to facilitate an evening timeframe; people who do not have children; and the potential celebration for the election.

MOVED BY MEMBER GREEN AND SECONDED BY MEMBER BIBBENS-MCEEVER THAT THE MLK JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE: APPROVE EVENT FORMAT OPTION #3 FOR THE MARTIN LUTHER KING JR. CELEBRATION 2025 WITH THE EVENT HELD IN THE EVENING.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: BIBBINS-MCEEVER, DUVAL, GREEN, WEISS
NOES: HEARNS, KEARNEY, RAYNOR
ABSENT: CAIN, SMITH

Discussion ensued between staff and Committee Members regarding a consensus from all Members present to request that staff provide a more detailed plan for Option #3 including place holders for talent and entertainment along with location options and venue size at the next meeting, and clarification that consideration of location has been agendaized for the next meeting.

MLKJCC – (1) Consideration of Forming a Martin Luther King Jr. Celebration & Juneteenth Celebration Advisory Committee “2028 Summer Olympics Preparation Ad Hoc Subcommittee;” and (2) If Desired, Appoint Two Committee Members to the Newly Formed Ad Hoc Subcommittee

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

Discussion ensued between staff and Committee Members regarding the ability to appoint a representative and an alternate; meeting time; in person meetings; clarification that Members are traditionally appointed to ad hoc subcommittees each July; and Member willingness to wait until next year to serve.

MOVED BY VICE CHAIR HEARNS AND SECONDED BY MEMBER GREEN THAT THE MLK JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE: FORM A MARTIN LUTHER KING JR. CELEBRATION & JUNETEENTH CELEBRATION ADVISORY COMMITTEE “2028 SUMMER OLYMPICS PREPARATION AD HOC SUBCOMMITTEE;” AND APPOINT MEMBERS KEARNEY AND WEISS THERETO.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: BIBBINS-MCEEVER, DUVAL, GREEN, HEARNS, KEARNEY,
RAYNOR, WEISS
NOES: NONE
ABSENT: CAIN, SMITH

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Item A-5

MLKJCC – Receipt and Filing of the Martin Luther King Jr. Celebration and Juneteenth Celebration Advisory Committee 2024 Meeting Calendar and the Upcoming Agenda Items List, With Adjustments, If Any

Discussion ensued between staff and Committee Members regarding upcoming meetings and agenda items; clarification that staff would have a general run of show order for the next meeting, but not the complete details; Committee consensus of

those present to move consideration of the Juneteenth date and formation of a sponsorship ad hoc committee to November; fundraising and sponsorship; consideration of how long individual items would take to consider; the requirement to consider the full agenda; Brown Act Rules; discretion of the Chair to end the meeting after 11:00 P.M.; order of the agenda; prioritizing the MLK event; general ad hoc subcommittee updates at each meeting; release of the agenda 72 hours in advance to allow Members and the public to review staff reports; and a reminder for Committee Members to communicate via their City email addresses.

MOVED BY MEMBER RAYNOR AND SECONDED BY MEMBER GREEN THAT THE MLK JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE: RECEIVE AND FILE THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE 2024 MEETING CALENDAR AND THE UPCOMING AGENDA ITEMS LIST AS AMENDED.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: BIBBINS-MCEEVER, DUVAL, GREEN, HEARNS, KEARNEY,
RAYNOR, WEISS
NOES: NONE
ABSENT: CAIN, SMITH

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Public Comment – Items Not On the Agenda (Continued)

Adam Ferguson, Senior Management Analyst, explained the process to receive public comment; discussed length of public speaking time; the inability to discuss items; clarifying questions; agendaizing items for future discussion; and allowing people a chance to be heard.

The following member of the public addressed the Committee:

Denise Neal provided background on herself; discussed previous public comment she has provided to other bodies; ensuring that the local Foundational Black American (FBA) community is not overlooked; communication with Edgar Varela; incorporating previously overlooked FBA businesses; approval of reparations; concern that Kwanzaa has been overlooked; openness of the Mayor to reimagining law enforcement and how the homeless are cared for; ensuring that Karen Bass and Holly Mitchell are involved; establishing an economic forum or roundtable; creating a

fiscally responsibly structured system; allowing local talent to participate and be compensated; allowing small creatives to have a stake in what is happening; involving Culver City Arts and the Black Image Center; and the importance of documenting participation by Mayor McMorris.

Discussion ensued between Ms. Neal and Committee Members regarding additional resources available; participation of KGLH and NPR; consensus was achieved by the all Members present to direct staff to create a list of local FBA businesses; and staff agreed to work with Denise Neal to compile a list.

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Items from Members/Staff

Member Weiss discussed the importance of food in events and distributed Juneteenth recipes to give people ideas for next year.

Member Raynor distributed sample prompts for the proposed essay contest and received clarification from staff that communication between ad hoc subcommittee members should go through City email with staff copied.

Discussion ensued between staff and Committee Members regarding meeting time for ad hoc subcommittees; caution to Members not to text each other as all communication is subject to Public Records Requests; and encouragement to use City email for all communication.

Member Green was excited about the meeting and future collaboration and partnerships.

Vice Chair Hearn discussed the list of Black businesses in the community and establishing the date for the first meeting of the Ad Hoc Entertainment Subcommittee.

Dorian Jackson, Associate Analyst, reminded everyone to set up their City email and asked anyone who missed the first meeting to view the Brown Act training online, or contact staff to receive a copy of it.

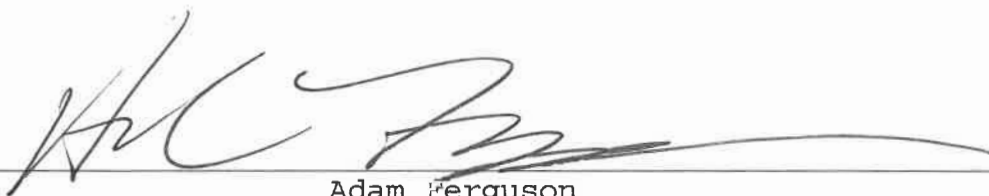
Discussion ensued between staff and Committee Members regarding procedures for changing email passwords and Public Records Requests.

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Adjournment

There being no further business, at 9:39 P.M., the Martin Luther King Jr. Celebration and Juneteenth Celebration Advisory Committee adjourned to a meeting to be held on October 16, 2024.

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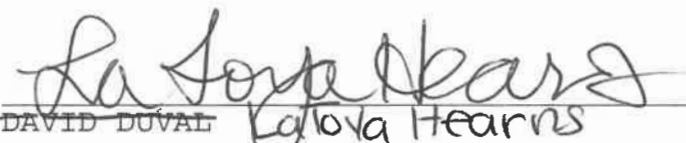


Adam Ferguson

SECRETARY of the Martin Luther King Jr. Celebration and
Juneteenth Celebration Advisory Committee

APPROVED

10/16/2024

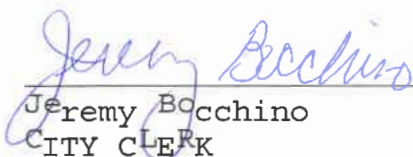


DAVID DUVAL

LaToya Hearn

Vice CHAIR of the Culver City Martin Luther King Jr. Celebration
and Juneteenth Celebration Advisory 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

11 April 2025

Date