

MEETING DATE: February 4, 2008

AGENDA ITEM : Receive and File a Report for the 2007 Fiesta La Ballona Event, and Authorize the Reimbursement of the Appropriated Reserves Account..

ATTACHMENTS

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2007 Fiesta La Ballona Expenditure and Revenue Report

REVENUES

Rept #	Reference #	Accounting / Cal Date	Cashier ID	Amount Paid
6450	FIESTA-SPONSORS	10132810.386100		
005-07007592	FIESTA - SPONSORS/TOWER INSURANCE	08/08/2007	152	\$750.00
005-07007593	FIESTA - SPONSORS/WESTFIELD	08/08/2007	152	\$1,500.00
005-07007594	FIESTA - SPONSORS/PANISH SHEA BOYLE	08/08/2007	152	\$5,000.00
005-07007595	FIESTA - SPONSORS/MILLER HONDA	08/08/2007	152	\$1,500.00
				<u><u>\$8,750.00</u></u>
6451	FIESTA-RIDES	10132810.386100		
001-07004220	FIESTA - RIDES/TICKET SALES	09/04/2007	001	\$16,025.00
001-07004221	FIESTA - RIDES/TICKET SALES	09/04/2007	001	\$4,024.50
001-07004222	FIESTA - RIDES/TICKET SALES	09/04/2007	001	\$17,285.00
001-07004223	FIESTA - RIDES/TICKET SALES	09/04/2007	001	\$18,500.00
001-07004224	FIESTA - RIDES/TICKET SALES	09/04/2007	001	\$614.00
001-07004225	FIESTA - RIDES/TICKET SALES	09/04/2007	001	\$15,090.00
001-07004226	FIESTA - RIDES/TICKET SALES	09/04/2007	001	\$6,260.00
001-07004227	FIESTA - RIDES/FIESTA DEPOSIT CORRECTION	09/04/2007	001	\$12.00
				<u><u>\$77,810.50</u></u>
6452	FIESTA-VENDORS	10132810.386100		
005-07007550	FIESTA - VENDORS/VISIONARY YOUTH	08/08/2007	152	\$15.00
005-07007551	FIESTA - VENDORS/RECYCLICIOUS	08/08/2007	152	\$200.00
005-07007552	FIESTA - VENDORS/HENRY ALVAREZ	08/08/2007	152	\$200.00
005-07007553	FIESTA - VENDORS/HIMALAYAN TRADITIONS (NIMA BHUTIA)	08/08/2007	152	\$340.00
005-07007554	FIESTA - VENDORS/(3D)DIGITALPHOTO	08/08/2007	152	\$200.00
005-07007555	FIESTA - VENDORS/(3D)DIGITALPHOTO	08/08/2007	152	\$15.00
005-07007556	FIESTA - VENDORS/SIMONE NIEMANN	08/08/2007	152	\$310.00
005-07007557	FIESTA - VENDORS/CHRISTINE BOMAN	08/08/2007	152	\$315.00
005-07007558	FIESTA - VENDORS/LUZ RICHARDSON	08/08/2007	152	\$200.00

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005-07007559	FIESTA - VENDORS/ALANA SHAPIRO	08/08/2007	08/08/2007	152	\$210.00
005-07007560	FIESTA - VENDORS/JAMES BOWIE	08/08/2007	08/08/2007	152	\$165.00
005-07007561	FIESTA - VENDORS/DIANA AGUILAR	08/08/2007	08/08/2007	152	\$315.00
005-07007562	FIESTA - VENDORS/ROBERT VINSON	08/08/2007	08/08/2007	152	\$165.00
005-07007563	FIESTA - VENDORS/STEVE CASSIDY	08/08/2007	08/08/2007	152	\$325.00
005-07007564	FIESTA - VENDORS/IDA AVANESSIAN	08/08/2007	08/08/2007	152	\$310.00
005-07007565	FIESTA - VENDORS/STEPHANIE ENGEL	08/08/2007	08/08/2007	152	\$235.00
005-07007566	FIESTA - VENDORS/QT 17 FASHION	08/08/2007	08/08/2007	152	\$240.00
005-07007567	FIESTA - VENDORS/WOMANHOOD COLLECTION	08/08/2007	08/08/2007	152	\$200.00
005-07007568	FIESTA - VENDORS/CONSTANCE HALL	08/08/2007	08/08/2007	152	\$225.00
005-07007569	FIESTA - VENDORS/STEVEN THOMPSON	08/08/2007	08/08/2007	152	\$150.00
005-07007570	FIESTA - VENDORS/SUCH A DEAL (JEROME FEINGOLD)	08/08/2007	08/08/2007	152	\$250.00
005-07007571	FIESTA - VENDORS/PAINTINGS OF PRAISE (JANINE TAYLOR)	08/08/2007	08/08/2007	152	\$160.00
005-07007572	FIESTA - VENDORS/ANN MADE CANDLES (ANN CRUZ)	08/08/2007	08/08/2007	152	\$215.00
005-07007573	FIESTA - VENDORS/SARAH QUINNEY	08/08/2007	08/08/2007	152	\$150.00
005-07007574	FIESTA - VENDORS/DAWN TAYLOR	08/08/2007	08/08/2007	152	\$260.00
005-07007575	FIESTA - VENDORS/ANDREA HECHT	08/08/2007	08/08/2007	152	\$195.00
005-07007576	FIESTA - VENDORS/CC LIONS CLUB	08/08/2007	08/08/2007	152	\$25.00
005-07007577	FIESTA - VENDORS/CC LIONS CLUB	08/08/2007	08/08/2007	152	\$135.00
005-07007578	FIESTA - VENDORS/CORN MAIDEN FOODS	08/08/2007	08/08/2007	152	\$340.00
005-07007579	FIESTA - VENDORS/SOKA GAKKI INTERNATIONAL USA	08/08/2007	08/08/2007	152	\$210.00
005-07007580	FIESTA - VENDORS/I & E CABINETS INC	08/08/2007	08/08/2007	152	\$300.00
005-07007581	FIESTA - VENDORS/EXPO CONSTRUCTION AUTHORITY	08/08/2007	08/08/2007	152	\$310.00
005-07007582	FIESTA - VENDORS/ATLAS CHIROPRACTIC	08/08/2007	08/08/2007	152	\$325.00
005-07007583	FIESTA - VENDORS/PIZZA HUT	08/08/2007	08/08/2007	152	\$250.00
005-07007584	FIESTA - VENDORS/ECO STATION	08/08/2007	08/08/2007	152	\$150.00
005-07007585	FIESTA - VENDORS/CA DELUX WINDOWS	08/08/2007	08/08/2007	152	\$300.00
005-07007586	FIESTA - VENDORS/THE ROGERS GROUP	08/08/2007	08/08/2007	152	\$210.00
005-07007587	FIESTA - VENDORS/UNITED DENTAL	08/08/2007	08/08/2007	152	\$250.00
005-07007588	FIESTA - VENDORS/THE ACTORS GANG	08/08/2007	08/08/2007	152	\$310.00
005-07007589	FIESTA - VENDORS/LA COUNTY OFFICE OF EDUCATION	08/08/2007	08/08/2007	152	\$175.00
005-07007590	FIESTA - VENDORS/CC GREAT PARKS	08/08/2007	08/08/2007	152	\$160.00
005-07007591	FIESTA - VENDORS/EB ART AND HATS	08/08/2007	08/08/2007	152	\$225.00
002-07130029	NSF CHECK/ANDREA HECHT	08/21/2007	08/21/2007	002	(\$195.00)
005-07007778	FIESTA - VENDORS/ANDREA HECHT PAMPERED CHEF BOOTH	09/25/2007	09/25/2007	152	\$195.00
005-07007780	FIESTA - VENDORS/ALT LIVING 4 AGING TABLE & CHAIRS	09/25/2007	09/25/2007	152	\$10.00
005-07007781	FIESTA - VENDORS/(1800)DENTISTS TABLE AND CHAIRS	09/25/2007	09/25/2007	152	\$10.00
005-07007782	FIESTA - VENDORS/GIRL SCOUTS TABLE & CHAIRS	09/25/2007	09/25/2007	152	\$10.00
005-07007783	FIESTA - VENDORS/LILLIAN MONTOYA BOOTH FEE	09/25/2007	09/25/2007	152	\$50.00

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2007 Fiesta La Ballona Expenditure and Revenue Report

005-07007784	FIESTA - VENDORS/PNY RIDES & PETTING ZOO	09/25/2007	09/25/2007	152	\$590.00
005-07007785	FIESTA - VENDORS/BALLOON GUY	09/25/2007	09/25/2007	152	\$60.00
005-07007788	FIESTA - VENDORS/MONICA GRANADOS	09/25/2007	09/25/2007	152	\$300.00
005-07007789	FIESTA - VENDORS/AUGUST SUN DESIGNS	09/25/2007	09/25/2007	152	\$10.00
005-07007790	FIESTA - VENDORS/ALICIA MILLIKAN	09/25/2007	09/25/2007	152	\$210.00
005-07007791	FIESTA - VENDORS/YMCA LA	09/25/2007	09/25/2007	152	\$210.00
005-07007792	FIESTA - VENDORS/THE CHECK CONNECTION	09/25/2007	09/25/2007	152	\$95.10
002-07132270	FIESTA - VENDORS/MONICA GRANADOS	10/18/2007	10/19/2007	006	(\$300.00)
005-07007925	FIESTA - VENDORS/MONICA GRANADOS	10/31/2007	11/01/2007	152	\$300.00
005-07007927	FIESTA - VENDORS/LA SCHOOL OF GYMNASTICS	10/31/2007	11/01/2007	152	\$250.00
005-07007928	FIESTA - VENDORS/EXCHANGE CLUB CULVER CITY	10/31/2007	11/01/2007	152	\$300.00

\$11,345.10

6453 FIESTA-MISC 10132810.386100

001-07004226	FIESTA - MISC/TICKET SALES	08/30/2007	09/04/2007	001	\$3,800.00
005-07007786	FIESTA - MISC/RAFFLE TICKETS	09/25/2007	09/25/2007	152	\$240.00
005-07007787	FIESTA - MISC/OPENING BANKS	09/25/2007	09/25/2007	152	\$504.00

\$4,544.00

Total Deposited into City account:

\$102,449.60

Revenues Deposited into Fiest Account Prior to Transfer:

\$23,100.00

REVENUE GRAND TOTAL:

\$125,549.60

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2007 Fiesta La Ballona Expenditure and Revenue Report

EXPENDITURES

Vendor#	Date	VendorName	Description	Amount
28225	9/30/2007	09-011 Peard Activity Sep 07	USPS 0544850431	\$16.40
28225	9/30/2007	09-011 Peard Activity Sep 07	WINCHELL'S 9028	\$13.98
222060	10/16/2007	Argonaut Newspaper;The	DISPLAY ADS	\$502.00
217357	8/15/2007	Batalla;Perla	Entertainment Fiesta 07	\$5,000.00
217358	8/15/2007	CBS Advertising Distributors L	Public Notices	\$4,500.00
221634	10/9/2007	Classic Party Rentals - Torran	Event 91821 Credit Memo/Fiesta	(\$941.40)
221633	10/9/2007	Classic Party Rentals - Torran	Balance Fiesta 07 Tents	\$941.40
221508	10/9/2007	Classic Party Rentals - Torranc	Contractual Services	\$15,020.09
221509	10/9/2007	Classic Party Rentals - Torranc	Contractual Services	\$443.60
217347	8/15/2007	Culver City Exchange Club	Advertising-Fiesta 07	\$250.00
222063	10/16/2007	Culver City News	DISPLAY ADS	\$350.00
222052	10/16/2007	Culver City Observer Inc	DISPLAY ADS	\$300.00
232298	8/15/2007	Dakduk; Sam	Refund	\$195.00
217352	8/15/2007	Davis; Derek	Entertainment Fiesta 07	\$800.00
222030	10/16/2007	Eagle Sports and Awards Compan	T-SHIRTS	\$548.83
217356	8/15/2007	Fantasma	Entertainment Fiesta 07	\$7,000.00
217809	8/21/2007	Guadagno and Sons Amusements	Other Contractual Services	\$10,000.00
219389	9/18/2007	Guadagno and Sons Amusements	Other Contractual Services	\$49,654.00
217354	8/15/2007	Hard Days Write	Entertainment Fiesta 07	\$6,000.00
226483	12/11/2007	Haynes Building Services LLC	La Fiesta	\$524.28
217353	8/15/2007	Jones; Tony	Entertainment Fiesta 07	\$2,000.00
227818	12/26/2007	Prestige Security Service Inc	UNARMED SEC SRV 8/12-25/07	\$277.20
217360	8/15/2007	Promedia Printers	Advertising and Public Relatio	\$2,036.25
217360	8/15/2007	Promedia Printers	Advertising and Public Relatio	\$167.99
217360	8/15/2007	Promedia Printers	Advertising and Public Relatio	\$104.00
217363	8/15/2007	Robinson, Pam	Fiesta 07 Petty Cash/Sales Bnk	\$4,600.00
217355	8/15/2007	Royal Crown Revue	Entertainment Fiesta 07	\$3,000.00
220210	9/25/2007	Stuart; Laura	Fiesta 2007 Advertising	\$257.25
217348	8/15/2007	Technology Artists	50% Deposit Fiesta 07	\$2,250.00
217350	8/15/2007	Technology Artists	Final Pymt Fiesta 07	\$2,250.00
222062	10/16/2007	The Front Page	DISPLAY ADS	\$150.00
217726	8/20/2007	United Site Services	Other Contractual Services	\$2,720.00
228027	1/2/2008	Vietnam Veterans of America	Other Contract Services	\$1,000.00
217359	8/15/2007	West LA Music	Other Special Dept Supplies	\$231.60
217359	8/15/2007	West LA Music	Other Special Dept Supplies	\$19.11
217359	8/15/2007	West LA Music	Other Special Dept Supplies	\$88.88

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217359	8/15/2007	West LA Music	Other Special Dept Supplies	\$7.33
217359	8/15/2007	West LA Music	Other Special Dept Supplies	\$24.90
217359	8/15/2007	West LA Music	Other Special Dept Supplies	\$2.05
217359	8/15/2007	West LA Music	Other Special Dept Supplies	\$62.11
217359	8/15/2007	West LA Music	Other Special Dept Supplies	\$5.13
217359	8/15/2007	West LA Music	Other Special Dept Supplies	\$15.00
217359	8/15/2007	West LA Music	Other Special Dept Supplies	\$1.24
217359	8/15/2007	West LA Music	Other Special Dept Supplies	\$18.00
217359	8/15/2007	West LA Music	Other Special Dept Supplies	\$1.48
217359	8/15/2007	West LA Music	Other Special Dept Supplies	\$1,290.00
217359	8/15/2007	West LA Music	Other Special Dept Supplies	\$106.50
217359	8/15/2007	West LA Music	Other Special Dept Supplies	\$0.90
217351	8/15/2007	Young;Michael	Entertainment Fiesta 07	\$800.00

EXPENDITURE GRAND TOTAL:

\$124,605.10

EVENT SURPLUS/(DEFICIT):

\$944.50

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Fiesta La Ballona – 2007

Notes from Vendor Committee

Report From Laura Stuart, **Fiesta 2007 Chair**

The 2007 Fiesta has been applauded as the best and most successful Fiesta yet. We faced many challenges this year in the production of this Fiesta, and despite its success, I feel there is much room for improvement.

Some of the things we accomplished this year were:

- 1. Re-Branding: The Publicity committee, Ronnie Jayne and myself worked hard with Brenda Berland, a Culver City graphic artist, to create a new look for the Fiesta “brand”. This look was incorporated in the website, fundraising, marketing and publicity.**
- 2. With regard to marketing and publicity, a publicity plan was designed to reach as many people as possible. Publicity and marketing in the past consisted of efforts that only reached about 10-15,000 households. This year we reached over 40,000 households with postcard drops, and 25-30,000 households with newspaper ads. We accomplished the following:**
 - a. Produced 44,000 information postcards; 40,000 delivered to homes in and around Culver City, and I handed out the other 4,000 at the Summer Music Festival, and other places in the City.**
 - b. Placed ads in 4 newspapers;**
 - c. Partnered with the Culver City Observer:**
 - i. Gave us free ad space and we were able to run 8 weeks of as prior to Fiesta,**
 - ii. Produced and distributed a Fiesta Program Guide which was distributed to over 10,000 homes in Culver City and**
 - iii. Had 500 guides at the Fiesta information booth.**
 - d. Placed Fiesta information on multiple community calendars and web sites, and**
 - e. Sent press releases to newspapers, television and radio stations weekly beginning in June.**

Fiesta La Ballona – 2007

Notes from Vendor Committee

- 3. We upped the ante by increasing our entertainment budget by \$10,000.00 booked better name acts, and had a Saturday evening concert which was enjoyed by many and was a great hit.**
- 4. We worked to make the look of the layout more *festiva* like with colored tent tops, a dance floor, and shade tent for the audience and a shade tent for the audience and a separate dining tent near the food vendors. We re-arranged the layout of the Fiesta (with the help of city Staff) which created better foot traffic flow.**
- 5. The Community Stage was very successful this year due to the efforts of Debbie Cahill and Dan Jassim, City employees. Thanks to the 2006 Committee, a new portable sound system was purchased for the P&R department, to be used by the Fiesta committee each year for the community stage. This sound system made all of the difference for the performers.**
- 6. In march The Exchange Club agreed to be the vendor for the Beer & Wine Garden and with a little time but lots of effort, put on a wonderful beer & win garden, which was very successful. As I understand it, they are ready to do it again!**
- 7. I worked with several of the chairs and staff to create an “institutional memory” bank of information, “how to” information and timelines. This will be available to the 2008 Fiesta Chari and city staff person to update and distribute to the various committees.**
- 8. I was also happy that we were able to start the opening ceremonies later on Saturday. We had a wonderful group called “Trash” bringing attention to the ceremonies, and the Mayor, City council and elected officials actually had an audience to speak to!**
- 9. We addressed the issues with the Governing Policies, and a committee was formed to work with City Staff to update them in compliance with city policy**

Fiesta La Ballona – 2007

Notes from Vendor Committee

What needs improvement:

- 1. Although I was happy with this year's opening ceremonies, I would like to see it improved with a little more "pomp and circumstance".**
- 2. New "Fiesta Brand" -The new "brand" identity was not used by the Vendor Committee or the staff person assigned to us who chose instead to use letterhead and branding information from past years. The Branding identify of this event needs to be used by all committees for letters going out to (entertainers) and vendors to solicit their participation. I believe this was a serious error and caused us to not reach the goals of increasing our vendors, and quality, in a significant way this year.**
- 3. Publicity and marketing needs to be increased. Due to the City withdrawing its \$10,000 allotment to the committee, the 2007 budget had to be slashed. One of the largest items to go was a bulk mailing to the homes in Culver City that cannot be reached by walkers dropping flyers on doors -Blair Hills, Culver Crest, Fox Hills and the condos on Jefferson- a very large part of our community. I believe attendance would have been significantly increased had we been able to reach those communities.**
- 4. The Vendor committee should he aggressive in its efforts to increase vendors, including marketing to the festival web site, distributing literature at other festivals, etc. using the current letterhead and branding identity of the Fiesta. I think the vendor applications need to go out early (January), be followed up on several times in the first 4 months of the year.**
- 5. Due to the constraints of having to waiting until March for the branding identity to be approved by the committee I believe the fundraising efforts were hampered. Sponsor packages could not be completed until the new brand identity was done. Major sponsors (\$5000 and above) usually allocate their marketing budget by no later than January. As the new branding identity is now in place, as is the process and the sponsorship packages, the Fundraising Committee should he able to start fundraising in late October 2007.**

Fiesta La Ballona – 2007

Notes from Vendor Committee

6. **The community stage needs to have more exposure and stature:**
 - a. **This year we were told that the stage would be booked by but as of July 1st, no acts had been booked. Thanks to the heroic efforts of Debbie and Dan Jassim, City employees, we had our most successful community stage yet. But, if the acts had been booked early, we would have had the opportunity publicize them extensively and I think had a higher attendance. I also think the community stage needs to be moved away from the rides, and more emphasis placed on it.**
 - b. **Additionally, the actual stage itself was to have been procured from the County P&R department. Despite our requests to staff to confirm the stage and terms (from September 06 to June 07), we did not know until late July that the county was now charging us for their bandwagon at \$1100 per day, less a \$400 fee waiver. This information was never provided to me by staff, and the expense not factored into the Budget.**
 - c. **The community stage needs to be a more professional style stage, and needs to have a better location in the Park.**
7. **If an evening concert is done again, that information must be relayed to the vendors so that they are able make plans to stay open later. When the concert started many people were trying to get dinner and drinks and only a few food vendors remained open. Also, some general vendors may wish to remain open and should be advised that there is an evening concert and we encourage them to remain open. The vendors were unaware of the evening concert, and they should been informed in at least their Final vendor package which is sent to them 2 weeks before Fiesta.**
8. **We may want to re-think our main stage entertainment -especially if we are going to have a regular evening concert. Perhaps bringing in good bands, but not names for during the day, with a really well known name act in the evening may be a better way to do the entertainment.**
9. **This year there was discussion about having a gospel choir as one of the main stage acts. This was rejected by Staff for the reason that the city cannot a "religious" group. Yet, we accept the Apostolic Women and other church groups as vendors. I believe that issue should be clarified for the 2008 committee.**
10. **The Sponsorship levels need to be revamped. I would like to see the \$1500 sponsorship level changed, revamp what that level gets, so that it is very different from the \$2,500 level. This year the \$1500 and \$2500 levels were not different enough in what they offered.**

Fiesta La Ballona – 2007

Notes from Vendor Committee

- 11. Sponsor approval. There has been some suggestion from Susan Deen that sponsors should be approved by the committee. I think that may be valid only if a sponsor is an "in kind" sponsor and what they are offering the committee would cause the committee additional work or effort, such as Center Theatre Group's theatre tickets, which had to be offered in an "opportunity drawing" and thus caused additional staffing at the Fiesta to sell the tickets, or the value of what they are offering does not reach any actual Sponsor Level (Trader Joes contribution was valued at less than \$350). Otherwise, sponsors, and their level of sponsorship, should be announced to the committee by the Fundraising chair, and if the committee has a great objection to the sponsor for "cause", then the committee can choose to reject the sponsor for that reason only. "Cause" being what their product is would be offensive to the community at large -such as a porno video company. No sponsors should be rejected without very specific cause.**
- 12. We have had a policy of "first come serve" for vendors. We need to consider how that impacts the Fiesta when we have late vendors who may have some very unique products.**
- 13. The Vendor packages need to be changed. It needs to be emphasized that tables and chairs must be ordered at time the booth is reserved; there should be terms and agreements in the vendor application which the vendor initializes and signs for; and the vendor package should explicitly say that if a vendor shows up without tables and chairs, it will be (a) a triple charge -with immediate payment (b) first come, first serve and when we run out, we run out.**
- 14. We need to increase the cost of a Booth at Fiesta. I believe it is now time to increase each level of vendor by at least \$50-\$100.**
- 15. The physical layout Fiesta needs to be revamped a little more:**
 - a. The CCPD, CCFD and Cert tents should be moved onto the grassy areas, or we need to cover the dirt playing field so that the dirt does not get into the computers.**
 - b. The K-9 demonstration needs to be in a place where the dogs and guns do not scare the petting zoo animals.**
 - c. The Petting zoos and ponies need to be re-organized. The Ponies and farm animal petting zoo do not need to be under the**

Fiesta La Ballona – 2007

Notes from Vendor Committee

trees -the vendor has tents and is willing to use them.

d. The committee stage needs to be more prominent.

- 16. The Parking situation needs to be upgraded:**
 - a. The Sony studio lot should be confirmed earlier (they were never contacted by staff until July); and shuttles should be provided the Sony lot and downtown lots to Fiesta. Appropriate signage should be provided. We should also reserve the old courthouse lot, and the Adult School lot.**
 - b. The lots at the Park should be used by the committee, volunteers and staff. Entertainers park only for the duration of the time they are working there, and vendors park off site once they off load.**
- 17. Security needs to be upgraded. With higher end vendors, paid security guards should be added so that vendors are comfortable leaving their wares in the booths on Saturday night. Currently William and his group the Vietnam Veterans guard the grounds at night. I think we should add another layer of security.**
- 18. The City needs to emphasize that the committee needs to understand this is an actively *working* committee. I believe anyone on this committee needs to commit to actively on one if not 2 sub committees and participate not only in the meetings but in the actual production.**
- 19. The staff person assigned to this committee must be neutral in their position and discussions with the committee. The Staff person should work intimately with the Chair and Vice Chair, and when there is any conflict on direction for the Fiesta, the person deciding should be the Fiesta Chair or P& R Director. A true production must have a producer who is the decision maker. This person carries the vision for the whole Fiesta and their job should be to make the hard decisions on look, direction, theme and execution. If the committee cannot agree, or a vote is contrary to continuity, the Fiesta Chair or P&R Director should have the producer decision making authority.**
- 20. The City needs to determine if it wants to continue to improve the profile of the Fiesta. That will take additional funds for musical acts, recruiting more Arts & Crafts vendors, and marketing & publicity efforts. As this is a volunteer committee, assistance/guidance from the appropriate departments would be appreciated and welcomed.**

Fiesta La Ballona – 2007

Notes from Vendor Committee

- 21. I worked with several of the chairs to create an "institutional memory" bank of information, "how to" information and timelines. We have never had that kind of information before and every year people were re-creating the wheel when it came to how to do their jobs. A "playbook" was created for the committee chairs to add to it their process and information. Although several sub-committee chairs refused to participate in the project of memorializing what they did I believe we have been able to capture most of the "how to" information. This playbook should be further refined this year. Whatever this committee can do to create a "transparent" process, the easier and better the Fiesta will be as new volunteers participate.**
- 22. The governing policies need to be revamped:**
- a. Voting Rights: Especially when it comes to who has a right to vote in the committee. I believe that Committee Chairs, even if they have not worked on the Fiesta committee before, should have the absolute right to vote on all issues. There should be a second level of committee members called "at large" members, and their voting rights should be based on meeting attendance, and commitment to work the actual event. Commission and Council liaisons should probably not have a vote, as they randomly attend the meeting and should be there for "advice and counsel" reasons.**
 - b. It also needs to be clarified whether the committee chair reports to the P&R commission or the counsel, or both, and how that works.**
 - c. If indeed the committee is subject to the Brown Act, then the committee should have a Brown Act compliance meeting, and be provided with a "things to remember" sheet of what can and can't be done.**
 - d. The Fiesta needs a "mission" statement. This helps the committee members and the Fundraising chair when approaching potential sponsors. This year the approach was "this is an advertising/marketing expense for you", with a laundry list of what they got for their money. The pitch can be more effective when what is being sold is more defined.**

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In conclusion, the Fiesta committee is a working committee putting on a very large production. As such, the committee members should be committed to meeting, at the minimum, weekly for the first 3 months, bi-monthly for the next 6 months, and monthly after that, to make decisions on materials, bands, sponsors, vendors, etc. One sub-committee cannot work in a vacuum for a month, just to have their idea's rejected at a monthly meeting and be unable to move forward for an additional month. Voting by e-mail is difficult and does not allow for input or discussion, and should only be done on an "as needed" basis. It is also problematic due to the Brown Act issue. I think the governing policies should reflect this, and it should be clear that this is an active production.

The committee should start the active production of Fiesta in October starting with fundraising, and entertainment search (main and community stage), and moving on in phases to marketing and publicity. The earlier the process is started the more successful the Fiesta will be.

Vendor Committee:

**Susan Deen, Chairperson
Martha Gunther, Vice Chairperson
Charles Deen, committee member
Barbara Silverstein, committee member**

What worked:

- 1. The changes to the layout were very successful and very popular. Vendors, attendees and city staff loved it. It solved a major problem regarding how much electrical we had available. It also changed the "look" of Fiesta – making it seem like there were more booths (in truth we had the pretty much the same number as last year) while at the same time making the vendor area seem more intimate. It got rid of the long aisles that seemed to go on for blocks.**
- 2. Having a Dining Tent worked very well. People had a shady place to sit and eat. There was a lot of turn-over (people stayed 15-20 minutes), and it did not impede those who wanted to sit in the Shade Tent to listen to the music.**
- 3. Ms. Robinson's suggestion for "color coded" chairs – dining tent, shade tent, vendors all different chairs - worked very well. We had very few problems of chairs wandering off.**
- 4. Mark from Classic Tents came out to mark the field for the booth set up. This made it so much easier for us, as well as for**

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Classic Tents. We finished in less time, most of the questions were answered in advance and Classic was able to work much more efficiently.

5. **Guadagno and Sons brought an extra ride or two, which extended their area beyond the backstop fence, on to the grass. This forced them to move the ticket booths to face the vendors, instead of on the side, which made them more visible and seem much closer.**
6. **Having two Gem cars available to help our vendors load in made it much easier for everyone.**
7. **Offering the vendors the opportunity to stay open late Saturday night worked well for a first time offering. The food vendors who stayed late did extremely well.**
8. **After requesting it for 2 or 3 years, we finally got roll-down mesh screens on the west-facing end booths. In the late afternoon, this did cut the sun, and they were used by the vendors. It was worth the money spent.**

What Didn't Work:

1. **Vendors were told that the Gem cars were not available on Sunday after 6 pm, so there was no assistance to get the vendors loaded out**
2. **The porta-potties were placed directly facing the driveway and turn-around of the parking lot. This impeded the ability for vendors to load and unload.**
3. **Location of Star-Eco Station's booth and their animals was a problem, again. We moved them away from the petting zoo and pony rides, at their request. This year they ended up next to the generator for the Drunk Driving Simulator. Since we had provided tents from Classic Tents we couldn't move them.**
4. **Classic Tents used full side walls between the booths this year, instead of the half walls used in previous years. It made the interior booths (not end booths) very warm and felt closed in.**

Suggestions for Next Year:

1. **Have the Gem cars available Sunday evening until 7pm to assist vendors to load out.**
2. **The porta-potties need to be moved west of the parking lot fence (same basic location, just 40-50 feet west)**

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3. **Star-Eco Station is a popular exhibit, and we would love to have them come back. We need to work closer with them, earlier, to discuss location and their needs**
4. **We need to provide better information to our vendors about staying open late on Saturday night – vis-à-vis Main Stage Entertainment. Since the field is very well lit, the committee needs to discuss whether or not electricity needs to be required for vendors wanting to stay open later than 6 pm.**
5. **The tent company should have clearer information. Half walls instead of full walls between the vendor booths (except for the food vendors) should be specified in the RFP and in the final information sent prior to installation.**
6. **Use stacking chairs instead of folding chairs in the Dining Tent. Several parents commented that their small children were falling through the open back of the chairs.**

Entertainment

Gayle Smashey

This year's Fiesta was clearly more successful than previous years, however, since there were so many differing factors in 2007, it's hard to know for certain why! Here is what I think were the positive changes that were made this year:

Adding a center aisle for the vendor booths added more end booths = increased booth sale revenue (as well as creating a better flow and adding a village feel to the area) and moving the "dining tent" to the center of the vendor booth area, closer to food vendors. Both of these changes should be credited to Ron Milberger's proposed Fiesta layout modifications. These were the only items of his new design that were adopted and the credit should go to him.

For the main stage area, adding the dance floor and a shaded seating area (with chairs) were definite positive additions. Running the music later into the evening Saturday night was a change (in addition to creating a 7-9pm concert concept instead of back to back bands) and possibly brought out

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more people. It appeared that this was an added benefit for the beer and wine garden.

It's hard to know if the music programming had anything to do with the number of attendees this year. All of the music on Saturday was familiar to most of the crowd – that might be the best way to program in the future (for both days).

The biggest (and least predictable) impact was the weather. I truly believe that one of the biggest reasons for the success this year was the fair-ish weather. More people stayed longer, and there were certainly more at the main stage area than in previous years.

Beer & Wine Garden (BWG) Report:

Marcus Tiggs

The BWG during Fiesta La Ballona 2007 (the "Fiesta") can be described as nothing less than a success for the Fiesta, The Exchange Club (the "Club"), the Fiesta 2007 Committee (the "Committee"), and of course, patrons of the Fiesta.

Effective coordination between the Committee, the Club, and the Culver City Attorneys Office contributed to the success of the BWG. However, the detailed planning and budgeting of the Club proved to be an instrumental ingredient allowing the Club to make a net profit of \$3,300 (gross sales, \$5,500/costs, \$2,200)—the largest profit in the BWG 3 year history.

In addition to the clearly identifiable economic success, immeasurable success included the likelihood some patrons stayed longer at the Fiesta than they would have without the BWG, hence, contributing to the overall success of the Fiesta.

When the Committee was informed the Lions Club declined to participate in the 2007 BWG, the Club really *stepped up to the plate* by accepting the terms offered to the Lions (i.e. \$300.00 space rental with no profit sharing between the Club and the Committee). Shortly after the Club committed to sponsor the BWG, significant communication took place between the Committee, the Club and the City Attorneys Office to satisfy the insurance

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and licensing requirements. Contemporaneous with this, the Club unilaterally made critical cost savings decisions, such as:

- 1. successfully getting Classic Rentals to donate the BWG tables and chairs; and**
- 2. collaborations with the Greater WLA Chamber of Commerce (GWLAC) to co-sponsor the BWG with the Club so the Club could take advantage of the GWLAC's liability insurance (at no-cost to the Club).**

Fiesta 2008 BWG

The Club has expressed a deep desire to sponsor the 2008 BWG with the GWLAC, to which the Committee anticipates giving its full support. The city process worked very well during for the 2007 BWG and there is an optimistic feeling the process will again work well for the 2008 BWG.

The club anticipates doing its own advertising for the BWG in addition to the advertising of the Committee. In relation BWG permit request (to the Council), it is anticipated that the request will be the same as 2007, however, the Committee, at the request of the Club, may request a small increase in the BWG space.

Mid-Week Events:

Shauna Benson

1. Duties of the Chair:

Develop ideas for week events/tours

Contact event hosts and set schedule of events

Create publicity for the events in conjunction with the Publicity Chair

Coordinate tours/events and any special instructions

Answer questions about and process registrations for the events

Send thank you letters to hosts

Having mid-week events should be re-evaluated. Turnout was lower than last year. Some of the more popular tours in years past were either changed from evening to day (NPR West) or not given by the host (Culver Studios). Either these events should be integrated more into the publicity for and activities at the Fiesta or perhaps they should be dropped.

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If the committee continues these tours, three suggestions are (1) to develop a calendar of activities during the prior week or prior month with most of the events completely organized by other entities, (2) have vents that revolve around a theme (food-related events or entertainment-related events, for example), or (3) have one big kick-off event.

When the new African American library opens on Overland, it would be great if the grand opening could be coordinated with the Fiesta (perhaps the week before...)

I also tried “target marketing” to promote cerertain events, such as an announcement at the CC Garden Club of the Orchid Fever tours. This met with mixed success. Notifying seven architecture schools of the tour of Studio pali Fekete (about 2 weeks prior) did not result in any interest, partly because most schools were on summer break.

A few specific comments:

***Orchid Fever:* last year these tours were very well-received. This year there were fewer sign-ups.**

***NPR West:* Fewer attendees than usual, possibly because of the timing of the tours.**

The Fiesta Committee should consider its commitment to the week events and their potential for publicizing Culver City and all that is happening here. If the committee decides to include week events, then:

- **Consider having a nulti-person committee for these events**
- **Consider having more events next year and having them over more than three nights. Some of the ideas from this year that were not included were a demonstration at a cooking school and a tour of the Museum of Jurassic Technology. I contacted Surfas several months prior to Fiesta, but due to issues with the City, they were not interested in participating. I did not try to arrange any tours of the Hayden Tract due to the parking/development issues there.**
- **Start to contact potential hosts early in 2007; some may not commit until sprint.**
- **Confirm each event in writing with specific details shortly after the initial commitment is made.**
- **Re-confirm in writing with specific details 3-4 weeks in advance; may also want to call the week prior to the event.**

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- **Include week events in all Fiesta publicity, including the website, with accurate information. Include some money in the budget to promote them via flyers/posters or other reasonable methods. Consider timing since the week events occur prior to the week-end festival.**
- **Publicize to applicable market for event: Example: for Orchid Fever, notify CC Garden Club and other general interest garden clubs in advance.**
- **Review the registration process to see if it can be streamline to take up less time at the end – maybe do through on-line registration?????**
- **Increase publicity budget and expand advertising**
- **Try to get some new organizations involved**

Volunteers:

Barbara Silverstein

As volunteer chair I also feel that this was a very well run Fiesta.

Volunteer Chair report here are my findings. Between myself , the Fiesta Committee and my 2 outside volunteers the information booth was covered. I feel that next year to make the volunteer chairs job easier we need to know before the end of June the specific volunteer jobs we will have available. Many volunteers do not wish to volunteer without knowing what volunteer opportunities are available. I found this year as well as in the past that we do not seem to be able to get volunteers after 6:00 P.M. either Saturday or Sunday this continues to be an ongoing problem. I would like to make a suggestion that if we continue to use the Teen center as both a Green Room and VIP Hospitality Room that we combine them to just one area. I feel that would be a lot easier on staff to maintain and I think that for the short time the entertainers and the VIPs are together that this would not be a problem'

Community Stage :

Debbie Cahill & Dan Jassim

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First let me say that it was a pleasure to be involved with the performers who contributed to the success of the Community Stage. I met some really great people and enjoyed their performances as much as our fine audiences. When asked to take on the responsibility of scheduling the performers for the Community Stage, I combined some of my contacts from my position as Program Specialist at the Senior Center with

- 1. A list that Dan Jassim had put together with information on possible performers from the performing arts Enrichment Classes. From this list I secured seven performances and enthusiastic promises to participate next year from two others. This list was extremely helpful.**
- 2. The spread sheet of performers from last year and the year before. From that list, I secured six performances. (Some from last year declined. I have notes on all these.**
- 3. From my contacts, I got three performances.**

The process by which performers were scheduled worked well. First, I sent a generic email introducing myself and asking if there was any interest in performing. Second emails were sent to those who did not respond within a few days. After the second email, contact was stopped if no response. For the positive responses, I then spoke directly with all involved and worked out the schedule for their convenience.

All the performers were, to my knowledge, happy with the set up and the crowds. I received one complaint that the stage was "too dark."

The Community Stage did exactly what we wanted it to do: it provided some quality entertainment by groups from our community, including professionals (The Actors' Gang) and neighborhood performers who are very accomplished. (The Murphy Family Bluegrass Band; the Irish Step Dancers; etc. etc.) The age range of the performers was from 11 years of age to 80 plus. Some of the entertainment was interactive (FUN damentals of Music; Ignacio Anguiano) and some were educational (STAR Eco-Station. Some were just pure joy of watching and listening. The performance of "Titus the Clownicus" by the Actors' Gang was sensational and attracted an overflow audience.

I think a larger stage is needed. Also we seemed to run out of seating for some of the performances. Maybe next time we can have 3 sets of bleachers and line them up better with the stage so that the shade from the trees is maximized. Lastly, having the petting zoo nearby was a concern since the loud music spooked the horses. I tried to angle the speakers so it didn't project that way. Not sure where else the petting zoo can go.

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Parking:

Bill McTaggart

The new signs were very helpful in controlling traffic flow and parking.

The help from Eagle Rock Rugby was very helpful for the traffic control.

The Vietnam Veterans of America (West L.A. Chapter 526) continue to keep the area secure on Friday and Saturday nights.

City staff did a great job.

Bill McTaggart