

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

May 2, 2018
7:00 P.M.

Call to Order & Roll Call

Chair Jeanne Min called the meeting to order at 7:06 P.M.

Present:

Jeanne Min, Chair
Tashon McKeithan, Vice-Chair
Lila Swenson, Member
Marcus G. Tiggs, Member
Robert C. Wayne, Member

Absent: Ronnie Jayne, Member
Greg Guzzetta, Member

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Public Comment - Items Not On the Agenda

No Public Comment was received.

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Receipt of Correspondence

No Correspondence was received.

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Item C-1

Meeting Minutes

Committee Members reviewed the April 4, 2018 Minutes. Lila Swenson noted a clerical error. Tashon McKeithan made the motion and Robert Wayne seconded the motion to approve the minutes as amended. The Minutes were approved unanimously.

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Action ItemsItem A-1**Reports from the Fiesta Subcommittees on Commemorative Artwork, Entertainment, Marketing, Sponsorship, Sustainability**

Commemorative Artwork Subcommittee: The Committee Members commented on the selection of student entries; last year's placement of the art; and that the artists kept the art. The Committee Members reviewed the fifty-six selections to consider finalists. Discussion ensued regarding the budget for t-shirts; the eight finalists; and general criteria for the art. The recommendations included: the need for more color or text; art may not just be black & white; designing for the front of shirt; writing should be more readable; adding Culver City's Fiesta La Ballona or Culver City; incorporating art to complement color scheme and font; shirt would have full color printing; and possible light blue pastel color for the t-shirt background. Beyond Direct Marketing would provide color check. Committee Members discussed providing the city logo for the winner only. There was also discussion of placement for sales since the Registration Office location was not successful two years ago. The staff will review the fabric for both comfort and printability of the t-shirt. An item will be added to the June Agenda to approve the winner and first runner-up artists.

Entertainment Subcommittee: Bob Wayne reported that a musical group has cancelled for Fiesta Saturday. They are looking for a replacement and considering groups which play Top 40 songs. On Fiesta Sunday there are two spots available in the afternoon. The budget and the band chart were discussed.

Marketing Subcommittee: Tashon reported that Beyond Direct Marketing prepared some options for new artwork. A collage was attempted but the available photos were not suitable. The two new options feature bright colors and an artistic treatment of a nighttime aerial shot. Bob felt that the text was too long and that the tagline was not descriptive; other suggestions were made for the tagline. Corey recommended that the current logo should be kept and that there be no tagline since Fiesta La Ballona's name is prominent on the art.

There was discussion regarding artwork/taglines on publicity materials. The Committee reached consensus on the artwork and recommended that the multi-color title treatment be selected;

the dates should be added; and the tagline should be deleted. Special Events Coordinator Susan Obrow stated that she would send the revision to the Committee for further comments and then confer with Corey Lakin and Beyond Direct Marketing.

Sponsorship Subcommittee: Marcus Tiggs reported that Echo Horizon has committed to a \$750 sponsorship and that Zog Sports is interested in donating water but needs the number of bottles. Other past sponsors are currently being approached.

Sustainability Subcommittee: Chair Jeanne Min had a conversation with Metro regarding Fiesta and discussed smart bike ideas, Bike Share, and a possible Pop Up. Jeanne discussed water/hydration items with Marcus Tiggs. Jeanne and Cathi Vargas are continuing discussions about a possible MRF (Materials Recycling Facility). Also, it has been determined that Clean Vines is not affordable for Fiesta La Ballona.

Item A-2

Discussion of the overall vision for Fiesta La Ballona and new marketing ideas for the 2018 event.

Dan Jassim reviewed options for the 2018 event layout. The past layout was approved by the Culver City Fire Department. Also, mulch could be added to the baseball field for the food trucks in that plan.

Dan Jassim suggested a new layout option which included turning the Entertainment Tent more towards the Fiesta grounds and placing the Dining Tent next to it. Round tables and seats could be added in the wings; and the food trucks would be moved to the vendor area. There was also a second option where the Entertainment Tent would be moved to a slight angle but the Dining Tent would not be adjacent to it. Dan will e-mail the layout to the Committee for comments.

Chairman Min asked about exhaust from food trucks being in the midst of booths. Discussion ensued about the dirt possibly blowing into the food; whether the Committee is creating new problems by changing the layout; that the budget doesn't allow for two Dining Tents; and whether an additional tent could be donated from an in-kind sponsor.

Item A-3

**Discussion of the possible addition of a Children's Tent for
Fiesta La Ballona 2018.**

There was discussion regarding adding a possible Children's Tent adjacent to the Beer & Wine Garden. Dan Jassim explained that it would not be feasible due to other space considerations for that area. Tashon McKeithan stated that she was not in favor of placing child care next to the Beer & Wine Garden. Jeanne Min raised the question of how a city could operate child care and monitor the children. Lila Swenson suggested another location such as the Teen Center. Dawn Melton explained that the Teen Center was the Fiesta volunteer center. Veterans Memorial Building was suggested as another possible location. There was a question of whether there would be a fee for child care. It was the consensus of the Committee to re-agendize this issue. Corey Lakin recommended that the City Attorney's office should review this matter next.

Public Comment - Items On the Agenda

Lisa Marie Parker Desai informed the Committee that she had approached the Culver City Education Foundation about this idea.

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PUBLIC COMMENT - Items Not On the Agenda

Lisa Marie Parker Desai suggested that Joymode might be a possible sponsor and offered to connect Susan Obrow and Marcus Tiggs to the representative.

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Items from Members

There were no items from the Committee Members.

Items from Staff

There were no items from staff.

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Adjournment

There being no further business, Lila Swenson made a Motion to adjourn the Fiesta La Ballona Committee Meeting. Robert Wayne seconded the Motion, which was passed unanimously. The meeting adjourned at 8:44 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