

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

January 8, 2020
7:00 P.M.

Call to Order & Roll Call

Chair Guzzetta called the regular meeting of the Fiesta La Ballona Committee to order at 7:08 P.M. at the Culver City Senior Center.

Present: Greg Guzzetta, Chair
Lisa Marie Parker Desai, Vice Chair
Ronnie Jayne, Member
Lila Swenson, Member
Marcus G. Tiggs

Absent: Lizet Alvarez, Member
Bob Wayne, Member

Staff: Corey Lakin, Parks, Recreation and Community
Services Director
Darren Uhl, Recreation & Community Services
Manager
Stephanie DaVall, Recreation & Community Services
Coordinator
Terrica Miller, Administrative Clerk
Jill Thomsen, Acting Recreation & Community
Services Supervisor

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Pledge of Allegiance

The Fiesta La Ballona Committee recited the Pledge of Allegiance.

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Public Comment – Items Not On the Agenda

Chair Guzzetta invited public comment.

The following member of the audience addressed the Fiesta La Ballona Committee.

John Cohn, The Exchange Club, thanked the Committee for helping facilitate the event; discussed the new location for the Beer and Wine Garden; positive feedback; tree roots; the increased variety of beer offered; and lighting.

Discussion ensued between Mr. Cohn, staff and Committee Members regarding the Kiwanis Fundraising Breakfast; costs; profit; 2018 vs. 2019; the donation of beer from Firestone Walker; the issue of shortages on two nights; under estimation of demands; the promised delivery that did not arrive; concern with overbuying and waste; a request for a revenue breakdown by night; wine margaritas; the amount of money given to Fiesta La Ballona; profit sharing; other Exchange Club events; revenue from year to year; the unsuccessful Beer Garden at The Car Show; use of money raised by The Exchange Club; previous discussions about having a percentage of revenue shared; the increase in the rental fee; figuring out the correct amount to charge for the space rental; partnering with the City; sharing risk; the kids and family part of Fiesta La Ballona, vs. the music and the Beer Garden part of Fiesta La Ballona; the feeling that the Beer Garden is member driven; enthusiasm and donations; the partnership with Public School; creating community; hosting vs. serving; money and effort put in by the City to upgrade the Beer Garden; concern with the loss incurred by the City; concern with the low numbers reported back from the Exchange Club; assistance from the City in bringing costs down; freebies; loss leaders; reliance on the donated beer; the fact that adequate supply had been promised by the Exchange Club but not delivered; lighting; benefits provided; the need for a more fair remuneration; the historical basis for the charge; costs for supplies; increased costs to meet the City requirement for sustainable supplies; additional décor; the Beer and Wine Garden subcommittee; and the common goal for a successful community event.

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Consent Calendar

Item C-1

Approval of Minutes of the Regular Meeting of December 4, 2019

MOVED BY MEMBER JAYNE, SECONDED BY MEMBER SWENSON AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE APPROVE MINUTES FOR THE REGULAR MEETING OF DECEMBER 4, 2019 (ABSENT MEMBERS ALVAREZ AND WAYNE).

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Order of the Agenda

No changes were made.

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Action Items

Item A-1

Appointments of Committee Members to Ad Hoc Subcommittees

It was noted that Member Tiggs had been absent from the December Committee meeting and unable to indicate his preference for appointment to subcommittees.

Member Tiggs indicated that he was interested in serving on the Sponsorship Subcommittee and on the Beer and Wine Subcommittee.

MOVED BY MEMBER JAYNE, SECONDED BY MEMBER DESAI AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE UPDATE THE LIST OF AD HOC SUBCOMMITTEES TO REFLECT THAT

MEMBER TIGGS WOULD BE SERVING ON THE BEER AND WINE
SUBCOMMITTEE AND THE SPONSORSHIP SUBCOMMITTEE (ABSENT
MEMBERS ALVAREZ AND WAYNE).

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Item A-2

Discussion Regarding WIFI at Fiesta La Ballona 2020

Discussion ensued between staff and Committee Members regarding temporary WiFi at events; the difficulty of covering the entire area; the app; the need for internet connection; Spectrum; working out a trade for bandwidth handoff; difficulties with internet at Vets; the City-wide fiber network; providing a backup system; costs; sponsorship; the timeline; verification from the Information Technology (IT) Department; bandwidth; connectivity; equipment; T-Mobile sponsorship; and staff agreement to move forward once additional information is provided.

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Item A-3

Consideration of a "Taste of Culver City" Event for Fiesta La Ballona 2020

Discussion ensued between staff and Committee Members regarding branding; restaurants with trucks in Culver City; food trucks vs. food booths; size of the event; Health Code requirements; highlighting Culver City restaurants in an enclosed event on Friday evening or Sunday; finding restaurant vendors; time, expense, energy and logistics; having an event inside an event; taking things one step at a time; highlighting local vendors in a special area; moving away from tents; enhancing the Beer Garden area; licensing requirements; access; adding food into the Beer Garden; wrist bands; expanded access; trucks that can serve both on the Beer Garden side and the regular side; extra space taken by food trucks; food carts; having a separate event on Sunday morning; willingness of restaurants to do an offsite event;

type of compensation; drop off catering; music; licensing; layout; supplies; re-stocking; the number of people who could be accommodated; price to get in; a suggestion to start with one vendor in the Beer Garden for a Champagne Brunch; acknowledgement that time and space would be taken away from the Kiwanis Club; focusing on family music in the mornings; ensuring that the music mixes well with what is going on; consideration by the Special Activities Subcommittee and the Vendors Subcommittee; possible plans by the Education Foundation to hold a specific Taste of Culver City event; challenges with the space; a suggestion to take a field trip to see what the successful Taste of Los Alamitos is like; and bringing attention to Culver City.

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Item A-4

Reports from Fiesta La Ballona Subcommittees

Discussion ensued between staff and Committee Members regarding the feeling that the Site Layout subcommittee had achieved its goals; security; estimates on costs to obtain a threat assessment and security plan for the event; mitigation measures; providing a sense of safety for a family friendly event; defined points of entry; vendor concerns; layout changes; use of the playground area; creating a Lemonade Garden adjacent to the Beer Garden, and a Pancake and Juice Breakfast to go with the Champagne Brunch; locating children's activities nearby; having an enclosed area for Kids Care; the Entertainment Subcommittee; ensuring that materials going to Susan Obrow are forwarded to the right place; Concert Share; the county grant; the Community Stage; calling meetings; the Special Activities Subcommittee; agreement to provide a report from the Sponsorship Subcommittee at the next meeting; comparable sponsorship numbers from 2018 to 2019; the Sustainability Subcommittee; support for composting in the green bins; distribution of the magnets; space for special events; animal adoption events; the size of food truck sites vs. the size of a regular booth; line of sight; fencing; access; feedback from the food trucks on the street; discussion of the Lemonade Garden by the Special Activities Subcommittee; and agreement that all

subcommittees would be meeting before the next Committee meeting.

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Public Comment - Items Not On the Agenda (Continued)

No cards were received and no speakers came forward.

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Receipt of Correspondence

No correspondence was received.

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Items from Committee Members

None.

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Items from Staff

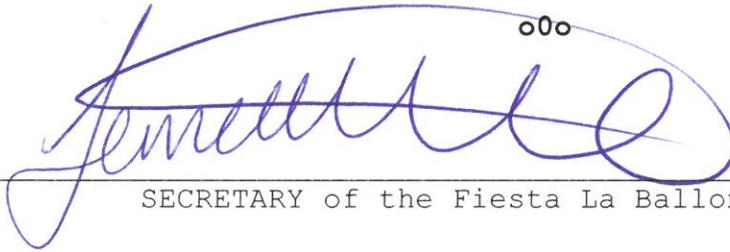
Corey Lakin, Parks, Recreation and Community Services Director, wished everyone a Happy New Year noting that things were busy and more staff was being hired.

Discussion ensued between staff and Committee Members regarding Committee consensus to agendize a discussion of WiFi and subcommittee updates at the next meeting, and ensuring that the Catty Wagon is contacted.

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Adjournment

There being no further business, at 8:57 P.M., the Fiesta La Ballona Committee adjourned.

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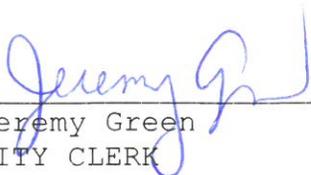
SECRETARY of the Fiesta La Ballona Committee

APPROVED Feb 05, 2020



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.



Jeremy Green
CITY CLERK

3) AUG 2020
Date