

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

May 1, 2019

**Call to Order & Roll Call**

Chair Greg Guzzetta called the meeting to order at 7:06 P.M. and took Roll Call.

Present: Greg Guzzetta, Chair  
Lila Swenson, Member  
Robert Wayne, Member  
Lizet Alvarez, Member  
Lisa Marie Parker Desai, Member

Absent: Marcus Tiggs, Vice-Chair  
Ronnie Jayne, Member

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**Public Comment - Items NOT On the Agenda**

There was no public comment.

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Item C-1

**Approval of the Minutes of the Fiesta La Ballona Committee Meeting of April 11, 2019**

Lisa Marie Parker Desai made a Motion to approve the Fiesta Committee Meeting Minutes for April 11, 2019. Lizet Alvarez seconded the Motion, which was unanimously approved.

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**Action Items**

Item A-1

**Approval of the Commemorative Artwork for the 2019 Fiesta La Ballona**

Robert Wayne stated that the Marketing Sub-Committee gave AVPA students suggestions for the design; six students submitted entries (one came in both black and white); Robert Wayne also indicated that the shirt would have 2.25" lettering and asked

Members to vote on their art submission preferences; Susan Obrow informed the Committee that Ronnie Jayne had indicated her first and second choice preferences via e-mail. The first vote ended in a tie; Ronnie Jayne's second-choice preference was reviewed as the tie-breaker; Submission #6 took first place and Submission #4 was the runner-up. Robert Wayne noted that the winning artwork would be given to Corey Lakin so that the Culver City logo could be added; Robert Wayne then made a Motion to approve both the first and second place submissions; Lisa Marie Parker Desai seconded the Motion. The Motion was unanimously approved.

Greg Guzzetta suggested that the winning entry's artist should be asked to decide the color of the T-shirt; Members indicated that they preferred to decide the color; Corey Lakin suggested that Robert Wayne obtain specifications for the color and lettering of the T-shirt from the T-shirt manufacturer; Jill Thomsen stated that volunteer T-shirts were purposely not white, as it is easier to direct a Fiesta attendee toward a volunteer by noting the color of the shirt. Discussion ensued about changing the name of the festival volunteer from "Fiesta La Ballona Volunteers" to "Fiesta Crew"; Lisa Marie Parker Desai stated her preference for "Fiesta La Ballona Volunteers" as it is more definitive.

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Item A-2

### **Creation of the 2019 Ad Hoc Fiesta La Ballona Sub-Committee for Special Activities**

Susan Obrow suggested that the title for the new Sub-Committee be Special Activities and that a Scavenger Hunt could be the focus for 2019; Lisa Marie Desai clarified that the Scavenger Hunt would be the only focus for that Sub-Committee and Members concurred; discussion ensued about the role of drawings at Fiesta La Ballona; Corey Lakin presented some examples of what that activity could look like. The Members also discussed the possibility of obtaining business cards for Members to aid in soliciting donations; Corey Lakin stated that, per administrative policy, only elected officials were given business cards; Susan Obrow informed the Committee that there were Fiesta stationary items that could be used instead. Corey

Lakin suggested that the Fiesta Scavenger Hunt could have an hierarchy of prizes based on the level of participation in the Scavenger Hunt; Lila Swenson asked about how participation could be encouraged; Corey Lakin indicated that announcements could be made at the Entertainment Tent about the Scavenger Hunt activity. Greg Guzzetta made a Motion to create the Ad Hoc Fiesta La Ballona Sub-Committee for Special Activities. Lisa Marie Desai Parker seconded. The Motion was unanimously approved, with Lila Swenson, Lizet Alvarez and Lisa Marie Parker Desai volunteering to be on the Sub-Committee.

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Item A-3

### **Reports from the Fiesta La Ballona Sub-Committees**

#### Entertainment Sub-Committee:

Robert Wayne listed the schedule of Main Stage Entertainment for August 23, 24, and 25, 2019. He noted that there was only one open spot but that he had found a band that could fit well; Lila Swenson stated that she had been successful in finding several Community Performer groups for Saturday morning; Susan Obrow noted that the community dance groups from the 2018 Fiesta La Ballona have been invited back to perform at the 2019 Fiesta; Susan Obrow also noted the she and Patrick Gardner had met with the Culver City Unified School District's Arts Coordinator about presenting school-related performing arts groups at Fiesta; Lila Swenson raised the possibility of having a roving live-feed video provider for Fiesta; Susan Obrow reported that she and Corey Lakin had visited the Joymode warehouse and Joymode has agreed to donate equipment for the Friday night Silent Disco, including one hundred sets of headphones; Robert Wayne noted that they had received three quotes for Production Services, with Technology Artists submitting the lowest bid. Technology Artists will be the Production Services company for the 2019 event.

#### Marketing Sub-Committee:

Lizet Alvarez reported that an app developer had been chosen, and suggested that it would be good to see a demonstration, adding that she needs to work with Corey Lakin to finalize marketing strategies; Corey Lakin asked her to send a link to the app to Staff, indicating that Staff will send it to the Sub-Committee. Discussion ensued about the possibility of changing the artwork in the Fiesta La Ballona logo; Lizet Alvarez indicated that she thought the decision made to approve the

existing Fiesta logo had been partly due to budget; Corey Lakin noted that it would be more expensive to change the artwork and cited time considerations as another factor in keeping the artwork; Greg Guzzetta agreed with Corey Lakin that it was more effective not to rebrand every year, but added that it could be interesting to utilize the art in different ways.

Sponsorship Sub-Committee:

Corey Lakin reported that The Smile Artists are a new sponsor; Chevrolet is a returning sponsor and will bring two cars to the Fiesta grounds; Joymode is interested in sponsoring both the Silent Disco on Friday night and the "Plunge Into Fiesta" activities on Saturday; Lila Swenson noted the possibility of having Joymode sponsor the Scavenger Hunt and having the live feed cover it.

Volunteer Sub-Committee:

Jill Thomsen distributed a draft of the schedule of volunteer shifts, noting that the volunteer shift hours have been extended to reflect the new Fiesta hours; Greg Guzzetta inquired about the role of Fiesta Fun Ambassadors, with Jill Thomsen explaining that these volunteers did a variety of tasks, including handing out flyers and surveying vendors; Robert Wayne asked Jill Thomsen if volunteers could assist at the basketball court parking lot for entertainers; Jill asked that a description of the role be e-mailed to her; Jill Thomsen also noted that it might be good to provide the Entertainment Tent volunteers with ear plugs.

Sustainability Sub-Committee:

Lila Swenson suggested new activities for the sustainability efforts, including the idea of a party trash truck and an artist who creates works with recycled materials; Cathi Vargas reported that Michelle Weiner from the Culver City Bicycle Coalition said they are willing to take over sponsorship of the Bike Valet; Jill Thomsen inquired about the Bike Valet hours; Corey Lakin said it would be ideal to have the Bike Valet open throughout Fiesta hours; however, in 2018, closing the Bike Valet before Fiesta closed was an issue because of staffing and liability; Image Property Services has agreed to the Scope of Services for its sponsorship.

Site Sub-Committee:

Dawn Melton and Corey Lakin have worked together on gathering the Fire Department requirements for the new layout. They will need a meeting with the Fire Department to finalize the required accommodations, especially for food vendors.

Beer & Wine Garden Sub-Committee:

It was decided that Greg Guzzetta should reach out to Jeff Cooper of the Exchange Club, as Corey Lakin noted that the layout of the Beer & Wine Garden needs to be finalized; Corey Lakin noted that there was discussion with Joymode about supplying items for the Beer & Wine Garden, but Staff and Joymode decided that they couldn't really supply appropriate items; nevertheless, Lisa Marie Parker Desai said that the Committee should compile an "ask list" for Joymode.

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**Public Comment - Items Not On the Agenda (Continued)**

There was no public comment.

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**Receipt of Correspondence**

There was no correspondence.

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**Items From Members**

There were no items from Members.

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**Items From Staff**

Susan Obrow asked Members to check their City e-mail addresses regularly and to send information and material to Staff so as to not violate the Brown Act. She also asked Members to send Staff their timelines for completion of Sub-Committee work.

