

***These Meetings Minutes are not official until approved by the
Martin Luther King, Jr. Celebration/Juneteenth Celebration
Advisory Committee***

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

May 20, 2025
6:30 P.M.

Call to Order and Roll Call

Chair Bibbins-McKeever called the regular meeting of the Martin Luther King Jr. Celebration and Juneteenth Celebration Advisory Committee to order at 6:30 P.M. in Rooms C75 and C77 at the Culver City Senior Center.

Present: Karena Bibbins-McKeever, Chair
LaToya Hearn, Vice Chair
Lisa Gordon Cain, Member
Anasia Obioha, Member
Curtis Raynor, Member
Andrew Weiss, Member

Staff: Edgar Varela, Special Events Manager
Dustin Klemann, Chief Communications Officer
Dorian Jackson, Associate Analyst

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Pledge of Allegiance

Member Weiss led the Pledge of Allegiance.

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Public Comment for Items NOT On the Agenda

Chair Bibbins-McKeever invited public comment.

The following member of the public addressed the Committee:

Bob Scott thanked the Committee for their efforts and volunteered to help in any way that he could.

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Receipt of Correspondence

Dorian Jackson, Associate Analyst, reported that no correspondence had been received.

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Consent Calendar

Item C-1

**Approval of the Minutes for the Martin Luther King Jr.
Celebration and Juneteenth Celebration Advisory Committee
Meeting of April 15, 2026**

MOVED BY CHAIR BIBBINS-MCKEEVER, SECONDED BY MEMBER WEISS AND UNANIMOUSLY CARRIED, THAT THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE APPROVE MINUTES FOR THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE MEETING OF APRIL 15, 2026.

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Order of the Agenda

No changes were made.

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Action Items

Item A-1

Receive and File the Marketing and Communication Outreach Plan for Juneteenth Celebration 2026

Dustin Klemann, Chief Communications Officer, provided an update on marketing and communication efforts; distributed three different versions of the poster for consideration and feedback; discussed outreach to date; expressed appreciation for the patience of the Committee as the City has undergone a change in leadership and engaged in the budget process; noted feedback indicating a desire for more advance outreach in the future; discussed Eventbrite; the Facebook page; and community calendar events.

Discussion ensued between staff and Committee Members regarding media outlets; outreach to local newspapers; radio ads and digital placement on Spotify; the Instagram reel; clarification that government does not do TikTok; the launch of Explore Culver City; a suggestion for a live broadcast from the event; promotion and coverage; standard business practice to promote the date with a Save the Date flyer immediately once agreed upon to allow for 4 months lead time before the event; other organizations trying to plan time around the Culver City date; potential partnerships and collaboration; appreciation for the flyers created; City policy to make posters ADA (Americans with Disabilities Act) compliant; and Committee Members indicated preferences for poster style and content.

Additional discussion ensued between staff and Committee Members regarding physical poster placement around Culver City; the ability to move around images; receptivity to posters; distribution by the Economic Development team; businesses that post events near their location; businesses with visual merchandising; the list of businesses who are usually open to displaying posters; City staff who distribute the posters; Committee Member distribution of posters and flyers and sharing on social media; email blasts to previous renters at Vets Park; adding the date and address; feedback on adjustments to photos; feedback from people attending the MLK event who indicated that there were very few posters; Senior Center members who were unaware of the event; ensuring that

the poster is visually engaging; making a larger poster so that it does not get lost in the multitude of posters at the Senior Center; staff agreement to furnish the completed posters with agreed upon changes to Committee Members; and Committee Member agreement to allow final review by the Entertainment, Marketing and PR Ad Hoc Subcommittee.

Dustin Klemann, Chief Communications Officer, introduced Adam Troy, Assistant City Manager, Vitality and Economics, and discussed the focus on opportunities, including MLK and Juneteenth Celebrations.

MOVED BY CHAIR BIBBINS-MCKEEVER, SECONDED BY MEMBER RAYNOR AND UNANIMOUSLY CARRIED, THAT THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE RECEIVE AND FILE THE MARKETING AND COMMUNICATION OUTREACH PLAN FOR THE JUNETEENTH 2026 CELEBRATION.

Adam Troy, Assistant City Manager, Vitality and Economics, provided background on himself; discussed interest in the Committee; recent work on the budget; and expressed excitement about the work of the Committee.

Discussion ensued between staff and Committee Members regarding appreciation for the positive feedback; the mission of the Committee; hopes to grow the events year after year; positioning Culver City beyond people's perception; the CARE framework: Connect Affirmation Responsibility and Equity; ensuring the Committee is seen; inclusion of Holly Mitchell in the future; collaboration with USC and UCLA; partnerships with other cities to expand the events; collaboration with community partners; other cities that have cut their celebrations; things Culver City is trying to accomplish; racial harmony; the opportunity to bring everyone along; and available metrics and data.

Assign Roles and Responsibilities of the Martin Luther King Jr. Celebration & Juneteenth Celebration Advisory Committee During the Juneteenth Event for 2026

Dorian Jackson, Associate Analyst, introduced the item and summarized roles and responsibilities.

Discussion ensued between staff and Committee Members regarding arrival times; reexamination of the process for food; concern with people having to sign up for roles before understanding what the roles entail; general roles that can be used to provide troubleshooting support; expectations; and Members indicated preferences for assignments.

MOVED BY CHAIR BIBBINS-MCKEEVER, SECONDED BY MEMBER RAYNOR AND UNANIMOUSLY CARRIED, THAT THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE APPROVE ROLES AND RESPONSIBILITIES FOR COMMITTEE MEMBERS DURING THE JUNETEENTH EVENT.

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Item A-3

Receive and File Updates on the Recommended Entertainers for the Juneteenth 2026 Celebration from the Juneteenth PR, Marketing and Entertainment Ad Hoc Subcommittee

Edgar Varela, Special Events Manager, discussed outreach to recommended entertainers; feedback to the Committee; the budget; positive response from MC Tanika Ray, DJ Caleb Crunk, LA Swing Posse, Adaawe, and Nelo; preparation of contracts once entertainers are approved by the Committee; agreed upon fees and performance times; items not included; production costs for rentals; and items proposed to be eliminated due to costs including the muralist, Sarah Vaughn, and Terren Creighton for storytelling.

Discussion ensued between staff and Committee Members regarding the photo booth; costs; budget constraints limiting the variety of food and number of people served; determining where money is invested; Subcommittee recommendations; total

estimated budget with the proposed items eliminated; the food budget; the picnic style event encouraging people to bring food; offering food for purchase; differing views regarding putting more of the budget toward entertainment vs. toward food; concern that food ran out last year; a request that the budget be provided to Committee Members in a written form; and the need for more funding for food.

MOVED BY CHAIR BIBBINS-MCKEEVER, SECONDED BY MEMBER RAYNOR AND UNANIMOUSLY CARRIED, THAT THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE RECEIVE AND FILE THE UPDATES ON RECOMMENDED ENTERTAINERS FROM THE PR MARKETING AND ENTERTAINMENT AD HOC SUBCOMMITTEE.

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Item A-4

MLKJCC - Receipt and Filing of Updates from Juneteenth Ad Hoc Subcommittees on History and Culture, Food and Non-Food Vendors, and Student Engagement

Dorian Jackson, Associate Analyst, reiterated the importance of submitting items to staff and noted that the item was on the agenda to allow Members a chance to provide updates.

Member Raynor provided an update on the status of recommendations from the History and Culture Ad Hoc Subcommittee that the full Committee had previously approved; discussed items awaiting Subcommittee approval; the In Memoriam Powerpoint; the speech prepared on the origins of Juneteenth; presentation of a video from Opal Lee; the Trailblazers display; the California Voter Ballot Initiative display; and the Federal SAVE Act.

Edgar Varela, Special Events Manager, reported on differing rates received from the caterers due to different aspects involved; determining priorities with the food; providing notice that free food is limited; allowing food for purchase for those not arriving early; price increases from the previous year; cost per person; clarification that vendors do not like to come onsite unless they are making a certain amount of money; providing a pre-purchase minimum or guarantee; and

challenges with multiple food vendors diminishing the amount each vendor would make.

Discussion ensued between staff and Committee Members regarding assignment of elected officials when confirmed; communication from Caleb Crunk that he is available but has not been confirmed; the inability to issue contracts until the Committee confirms selections; openness of vendors to sell food after the minimum is met if they are on site; the different situation with drop offs and a boxed lunch which provides a cheaper alternative; concern with long lines last year with the single vendor which should have been a boxed lunch onsite; consideration of two vendors with equal food; food for purchase after a certain number of tickets; clarification that the majority of people received food; custom orders that took up an excessive amount of time; concern with food served to passersby; the intent to have people invested in the events; a suggestion to have one vendor split into two different positions; pushback from the vendor last year about food quality and preparing food in advance; previous experience with the vendor delivering prix fix drop off trays; logistics for distribution of drop off trays; and staff and Subcommittee agreement to meet on May 22.

Additional discussion ensued between staff and Committee Members regarding non-food vendors; the photo booth; the videographer; City requirements to obtain multiple quotes; the lowest quote received; price difference; the City Clerk table and lawn games handled by PRCS (Parks, Recreation and Community Services); vendor setup time prior to the event; the ability to uphold the policy that vendors who are late are turned away; support for requiring that people register through Eventbrite in order to get a meal; and various options for registration.

Further discussion ensued between staff and Committee Members regarding the Student Engagement Ad Hoc Subcommittee; clarification that the kids would already be out of school when Juneteenth occurs; interest in participating in the MLK event; promotional materials from The Civics Center that will be sent to Culver City High School (CCHS) prior to Juneteenth; posting of flyers at CCHS, West Los Angeles College and Lycée Français; and cross promotion at the Juneteenth concert on June 19 at Frost Auditorium hosted by Schoolyard Rap.

MOVED BY CHAIR BIBBINS-MCKEEVER, SECONDED BY MEMBER RAYNOR AND UNANIMOUSLY CARRIED, THAT THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE: RECEIVE AND FILE THE UPDATES FROM AD HOC SUBCOMMITTEES WITH THE FOOD AND NON-FOOD VENDORS AD HOC SUBCOMMITTEE TO MEET ON MAY 22, 2026, AT 9:00 A.M.

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Item A-5

MLKJCC - Approve the Draft of the Run of Show for Juneteenth 2026 Celebration with Amendments, if any

Edgar Varela, Special Events Manger, discussed the draft run of show for the Juneteenth 2026 Celebration; setup; arrival times; supplementing rentals with existing PRCS equipment; the DJ; optional items included the Black National Anthem; filling in gaps of non-programming time; and the script for Tanika Ray.

Discussion ensued between staff and Committee Members regarding agreement to have the PR and Marketing Ad Hoc Subcommittee formulate opening remarks for Tanika Ray to read; remarks from the Chair welcoming the community and welcoming everyone attending; remarks from Assembly Member Bryan; dignitaries that speak at the start of the meeting; the welcome done by the Mayor; amount of time allocated for welcoming remarks; ensuring the MC has all the information for all possible elected officials in attendance with those not attending crossed out; concern with allowing sufficient time for dignitaries; providing a five minute speech from the History and Education Ad Hoc Subcommittee for Assembly Member Bryan to deliver; the In Memoriam section and the Opal Lee message; ensuring against too much talking; the Juneteenth History section; breaking up talking into several sections; announcing people in attendance but not having them all speak; concern with having people speak in between performances; support for public speakers; support for having Isaac Bryan delivering the origins of Juneteenth speech at the beginning; placement of the In Memoriam section; the intent for silence during the In Memoriam section; and length of the DJ sets.

Additional discussion ensued between staff and Committee Members regarding lack of student involvement; a suggestion to have a student lead the Black National Anthem; placement of the line dancing portion of the event; allowing space for people to mingle; a suggestion to invite someone from Culver City Middle School (CCMS) or CCHS to sing; concern with attention span and that movement results in breaking the momentum of the event; concern with asking people in a park to watch a video; a suggestion to play the Opal Lee video as people are setting up and at the end of the event; a request for a personalized video from Opal Lee; moving up the History and Culture remarks; agreement to ask Tanika Ray to read the Land Acknowledgement; encouragement for Committee Members to be present and on stage for their acknowledgement at the beginning of the event; the ability to make changes to the working document; the need for a bio to introduce Tanika Ray; concern with a 20 minute DJ set as being too long; the DJ set to allow time for the next band to set up; and the request for Tanika Ray to make announcements as needed throughout the program.

Dorian Jackson, Associate Analyst, read the agreed upon sequence of events: presentation of the Opal Lee video as people are arriving, welcome by the Chair and introduction of Tanika Ray, the Black National Anthem by a CCHS or CCMS student, the Land Acknowledgement, Tanika Ray's opening remarks followed by opening remarks from dignitaries, Isaac Byran to read the History of Juneteenth remarks, the In Memoriam section with soft music in the background, LA Swing Posse, DJ set 1, Nelo, DJ set 2, Adaawe, closing remarks by the Vice Chair, the Opal Lee video, and then a final DJ set with line dancing.

MOVED BY CHAIR BIBBINS-MCKEEVER, SECONDED BY MEMBER WEISS AND UNANIMOUSLY CARRIED, THAT THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE: APPROVE THE DRAFT RUN OF SHOW FOR THE JUNETEENTH 2026 CELEBRATION WITH AGREED UPON EDITS.

MLKJCC - Receipt and File the Martin Luther King Jr. Celebration and Juneteenth Celebration Advisory Committee 2026 Meeting Calendar and the Upcoming Agenda Items List, with Adjustments, if any

Discussion ensued between staff and Committee Members regarding items for the next meeting; a suggestion to add consideration of buying Juneteenth jerseys made by a Black-owned clothing brand; staff agreement to distribute information about the Juneteenth jerseys; additional run of show discussion and discussion of non-vendors; and allowing elected officials who attend events to speak.

MOVED BY CHAIR BIBBINS-MCKEEVER, SECONDED BY MEMBER RAYNOR AND UNANIMOUSLY CARRIED, THAT THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE: RECEIVE AND FILE THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE MEETING CALENDAR AND UPCOMING AGENDA ITEM LIST, WITH ADJUSTMENTS.

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Public Comment - Items NOT On the Agenda (Continued)

Chair Bibbins-McKeever invited public comment.

Dorian Jackson, Associate Analyst, indicated that no requests to speak had been received for Public Comment - Items NOT On the Agenda.

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Items from Members/Staff

A staff member indicated that the Juneteenth event would be promoted at the Let's Kick It in Culver City FIFA Watch Party on June 12 in Vets Park.

Discussion ensued between staff and Committee Members regarding display and distribution of the Juneteenth flyers and best wishes for a Happy Mother's Day to everyone.

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Adjournment

There being no further business, at 9:24 P.M., the Martin Luther King Jr. Celebration and Juneteenth Celebration Advisory Committee adjourned to a regular meeting to be held on June 17, 2026.

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

APPROVED _____

KARENA BIBBINS-MCKEEVER
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

Date