

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

February 19, 2025
6:30 P.M.

Call to Order and Roll Call

Member 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. at the Culver City Senior Center.

Present: Karena Bibbins-McKeever, Member
Christian Green, Member
Curtis Raynor, Member
Carissa Joy Smith, Member
Andrew Weiss, Member

Absent: LaToya Hearn, Chair
Amber Kearney, Vice Chair
Lisa Gordon Cain, Member

Staff: Ted Stevens, Parks, Recreation and Community
Services Director
Francisca Castillo, Recreation and Community
Services Manager
Edgar Varela, Special Events Manager
Adam Ferguson, Senior Management Analyst
Dorian Jackson, Associate Analyst

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Pledge of Allegiance

Member Raynor led the Pledge of Allegiance.

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Public Comment for Items NOT On the Agenda

Dorian Jackson, Associate Analyst, reported that no public comment had been received for Items NOT On the Agenda.

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Receipt of Correspondence

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

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Consent Calendar Items

MOVED BY MEMBER BIBBINS-MCKEEVER AND SECONDED BY MEMBER GREEN THAT THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE APPROVE ITEMS C-1 AND C-2.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: BIBBINS-MCKEEVER, GREEN, RAYNOR, SMITH, WEISS
NOES: NONE
ABSENT: CAIN, HEARNS, KEARNEY

Item C-1

Approval of the Minutes for the Special Martin Luther King Jr. Celebration and Juneteenth Celebration Advisory Committee Meeting of December 4, 2024

THAT THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE APPROVE MINUTES FOR THE SPECIAL MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE MEETING ON DECEMBER 4, 2024.

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Item C-2

Approval of the Minutes for the Special Martin Luther King Jr. Celebration and Juneteenth Celebration Advisory Committee Meeting of January 9, 2025

THAT THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE APPROVE MINUTES FOR THE SPECIAL MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE MEETING ON JANUARY 9, 2025.

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Order of the Agenda

No changes were made.

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Action Items

Item A-1

MLKJCC – Receive and File a Discussion on the Logistics, Rules and Delegation of Responsibilities of the Martin Luther King Jr. Celebration and Juneteenth Celebration Advisory Committee in Reference to the Committee's Bylaws

Discussion ensued between staff and Committee Members regarding roles and responsibilities; production assistance; entertainment selection; communication with staff; the inability of the subcommittee to make decisions for the full Committee; Brown Act Rules; schedule; marketing; the inability to commit funds without Committee discussion; marketing strategies through Communications Manager Dustin Klemann; media buys; Committee Member participation in the strategic planning process; a suggestion to send an email to Committee Members before the event to remind them of their duties on site; the email sent the week before about who was participating; Committee Members acting in a volunteer capacity; staff direction once present at the event; having an agendaized discussion of roles and responsibilities as a full Committee; the importance of delineating tasks; Members who want to be involved; the Run of Show conversation; concern with lack of input into logistics; and agreement to have a discussion of duties in May before the Juneteenth event.

MOVED BY MEMBER RAYNOR AND SECONDED BY MEMBER SMITH THAT THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION

ADVISORY COMMITTEE RECEIVE AND FILE THE REPORT ON THE
LOGISTICS, RULES AND DELEGATION OF RESPONSIBILITIES FOR THE
MARTIN LUTHER KING, JR. EVENT.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: BIBBINS-MCKEEVER, GREEN, RAYNOR, SMITH, WEISS
NOES: NONE
ABSENT: CAIN, HEARNS, KEARNEY

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Item A-2

MLKJCC - (1) Review of the Draft of the Martin Luther King Jr.
Celebration & Juneteenth Celebration Advisory Committee Fiscal
Year 2025-2026 Budget Recommendations to the City Council; and
(2) If Desired, Authorization of Transmittal by Staff of the
Correspondence to the City Manager

Adam Ferguson, Senior Management Analyst, provided a summary
of the material of record.

Discussion ensued between staff and Committee Members
regarding clarification that the \$25,000 listed for Juneteenth
is really \$20,000 for Juneteenth with a \$5,000 contingency as
a backup for the Martin Luther King Jr. event; opportunity to
expand with more money allocated; the need to expand based upon
the previous event; requests vs. negotiations; the Ad Hoc
Sponsorship Subcommittee; concern that if there are
sponsorships, the City does not need to provide support; the
fact that the Ad Hoc Sponsorship Subcommittee has not been
utilized yet; waiting until other Committee Members are present
before making a change; the ability to bring the subcommittee
back if it is needed; the plan for Juneteenth; agreement to
keep the Ad Hoc Sponsorship Subcommittee for now; increased
costs for the Martin Luther King Jr. Celebration in 2025 due
to the date change; amount of the budget for the Juneteenth
event in the past; the request for additional funding for
Martin Luther King Jr. and Juneteenth programming in 2026; and
the request for \$30,000 for Juneteenth in 2026 and for \$20,000
the for Martin Luther King Jr. event in 2026.

MOVED BY MEMBER RAYNOR AND SECONDED BY MEMBER SMITH THAT THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE:

1. REVIEW AND FINALIZE THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE DRAFT FISCAL YEAR 2025-2026 BUDGET RECOMMENDATIONS TO THE CITY COUNCIL WITH ADJUSTMENTS; AND,

2. AUTHORIZE TRANSMITTAL BY STAFF OF THE CORRESPONDENCE TO THE CITY MANAGER.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: BIBBINS-MCKEEVER, GREEN, RAYNOR, SMITH, WEISS
NOES: NONE
ABSENT: CAIN, HEARNS, KEARNEY

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Item A-3

MLKJCC - Receive and File a Discussion and Evaluation of the Martin Luther King Jr. Event that took place on February 15, 2025, by the Martin Luther King Jr. Celebration & Juneteenth Celebration Advisory Committee

Dorian Jackson, Associate Analyst, provided a summary of the material of record.

Discussion ensued between staff and Committee Members regarding positive feedback received; popular performers; feedback on the length of the program; diversity of attendees; the indoor drum line; appreciation that Isaac Bryan spoke; disappointment in the level of attendance; getting the middle school involved; encouraging young people to participate; appreciation to staff for their work to make the event a success; a suggestion to have more food next time; issues with the sound system; appreciation for the participation of the Pastor; working to engage attendees and to utilize all the space; the call to action afterwards; announcement of the upcoming Juneteenth event; the fact that the number of followers on social media the Master of Ceremonies had did not translate to a larger audience; the short amount of time to

hire a Master of Ceremonies; and actual stage time and whether a Master of Ceremonies is needed.

Additional discussion ensued between staff and Committee Members regarding the importance of confirmation of arrival time as well as roles and responsibilities at least the day before the event, rather than the day of; playing music to keep people engaged during the downtime in between acts; the need for refreshments for entertainers and attendees; providing places for people to sit; getting entertainment cued up and ready to perform; a suggestion for an introduction of Committee Members; delineating the amount of promo required of entertainers in the contract; positive feedback from the Master of Ceremonies; weather; moving the event outdoors next time; and support for the rescheduled date that was chosen.

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Item A-4

MLKJCC - Receive and File of the Report Regarding the Feedback Received from the Community for Past Juneteenth Celebrations

Edgar Varela, Special Events Manager, provided a presentation on feedback received from the community on past Juneteenth events; discussed the 2022 event; the positive response to free food; feedback on resource tables in 2023; support for food trucks in 2023 but disappointment that the food was not free; use of Black vendors; Juneteenth activities for kids; Black authors; the cost of offering free food; expanding the budget; disappointment in a musician who had to cancel at the last minute; feedback on the need for more activities; and support for the History Wall.

Discussion ensued between staff and Committee Members regarding food trucks; budget; narrative and theme; different producers over different years; the successful event done with the support of the Culver City Arts Foundation acting as a fiscal receiver; the large amount of sponsorships and in-kind services; reengagement with sponsors; the inability of the City to seek sponsorships; potential partnerships; the MOU (Memorandum of Understanding) with the Culver Arts Foundation; the ability of the Committee to seek sponsorships; key items to integrate into the event including the history and cultural

portion of the event; increased outreach; partnership for relevant food; crowd interaction; ideal event length; planned programming and activities; use of Black vendors and varied resources; budget; staff workload; the process to receive donations; media presence at events; coordination with Dustin Klemann for graphics, press releases, and pitches; gathering event feedback; and appreciation to staff for their efforts.

MOVED BY MEMBER GREEN AND SECONDED BY MEMBER BIBBINS-MCKEEVER THAT THE MARTIN LUTHER KING JR. CELEBRATION AND JUNETEENTH CELEBRATION ADVISORY COMMITTEE RECEIVE AND FILE THE REPORT REGARDING FEEDBACK RECEIVED FROM THE COMMUNITY FOR PAST JUNETEENTH CELEBRATIONS.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: BIBBINS-MCKEEVER, GREEN, RAYNOR, SMITH, WEISS
NOES: NONE
ABSENT: CAIN, HEARNS, KEARNEY

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Item A-5

MLKJCC - Receive and File the Martin Luther King Jr. Celebration and Juneteenth Celebration Advisory Committee 2025 Meeting Calendar and the Upcoming Agenda Items List, With Adjustments, If Any

Dorian Jackson, Associate Analyst, discussed upcoming agenda items including a staff report on community feedback for the Martin Luther King Jr. event and approval of recommended performers for Juneteenth.

Discussion ensued between staff and Committee Members regarding items being brought forward by the subcommittees; the need to provide materials to staff at least 10 days before the meeting; discussion of other aspects of the event; a suggestion to invite Dustin Klemann to the March meeting to discuss marketing efforts for Juneteenth; ensuring the public understands what is being discussed at the meeting; broadening the discussion on performers to include all entertainment; the potential for a report from the Marketing Subcommittee; and a report from the History and Culture Subcommittee.

MOVED BY MEMBER GREEN AND SECONDED BY MEMBER SMITH 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 2025 MEETING CALENDAR AND THE UPCOMING AGENDA ITEMS LIST, WITH ADJUSTMENTS.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: BIBBINS-MCKEEVER, GREEN, RAYNOR, SMITH, WEISS
NOES: NONE
ABSENT: CAIN, HEARNS, KEARNEY

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Item A-6

MLKJCC - Receive and File an Update from the Juneteenth Ad Hoc Subcommittees

Discussion ensued between staff and Committee Members regarding clarification that the ad hoc subcommittees had not met so no reports were available, and the inability to add more Members to the History and Culture Ad Hoc Subcommittee unless someone wants to come off.

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Public Comment - Items Not On the Agenda (Continued)

Member Bibbins-McKeever invited public comment.

Dorian Jackson, Associate Analyst, indicated that no requests to speak had been received.

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Items from Members/Staff

Member Raynor asked about scheduling subcommittee meetings with Special Events Manager Edgar Varela.

Discussion ensued between staff and Committee Members regarding communication with staff; efforts to schedule a meeting with the subcommittee to be followed with email communication; use of City email; the ability for subcommittee members to alert each other to City emails via text; recommendations on what to discuss for the first meeting; and a reminder to copy Associate Analyst Dorian Jackson on all communication.

Member Green expressed appreciation to staff for their patience.

Member Smith thanked staff for getting the Committee through their first event.

Adam Ferguson, Senior Management Analyst, asked that Members Green and Smith communicate with staff about sponsorships.

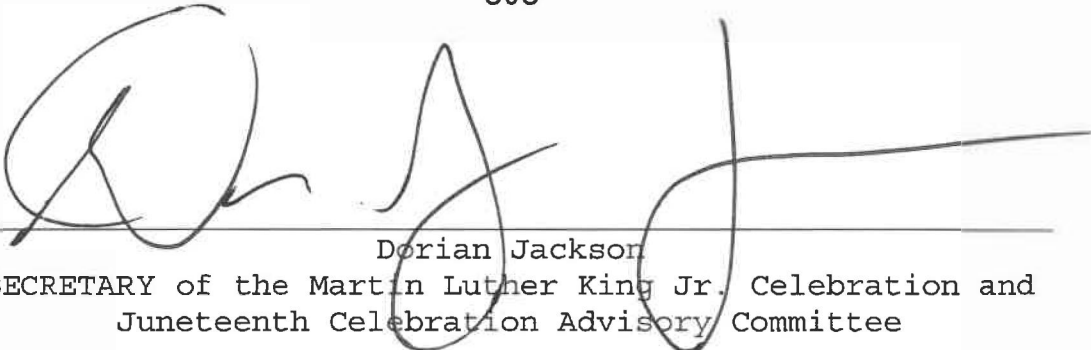
Member Bibbins-McKeever expressed appreciation to staff for their input and feedback in organizing the Martin Luther King Jr. event; she felt the event was good for all ages and everyone took something away from it; she reported receipt of positive feedback including appreciation for the organized community event; and she felt that everything would continue to get better.

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Adjournment

There being no further business, at 7:54 P.M., the Martin Luther King Jr. Celebration and Juneteenth Celebration Advisory Committee adjourned.

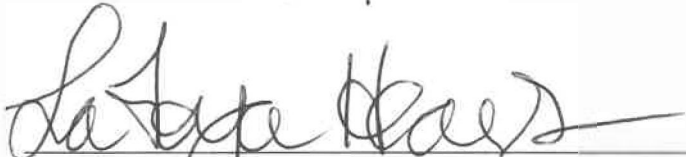
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Dorian Jackson
SECRETARY of the Martin Luther King Jr. Celebration and
Juneteenth Celebration Advisory Committee

APPROVED

4/16/2025



LATOYA HEARNS
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

25 JUN 2025
Date