

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

December 1, 2021
7:00 P.M.

Call to Order and Roll Call

Chair Guzzetta called the regular meeting of the Fiesta La Ballona Committee to order at 7:08 P.M. via Webex.

Present: Greg Guzzetta, Chair
Lisa Marie Parker Desai, Vice Chair
Lila Swenson, Member*
Bob Wayne, Member

*Member Swenson left the meeting at 8:15 P.M.

Absent: Judith Martin-Straw, Member

Staff: Armando Abrego, Parks, Recreation and Community
Services Director
Darren Uhl, Parks, Recreation and Community
Services Manager
Dani Cullens, Recreation and Community Services
Supervisor
Terrica Miller, Administrative Clerk

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Pledge of Allegiance

Chair Guzzetta led the Pledge of Allegiance.

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Items from Members and Staff

Staff and Committee Members thanked Marcus Tiggs and Ronnie Jayne for their years of service on the Committee and expressed appreciation to the City Council for extending their terms for one extra year due to the pandemic.

Marcus Tiggs expressed gratitude for the kind words and agreed to be available to provide support in the future.

Ronnie Jayne thanked the Committee for the recognition and indicated that her next door neighbor was still serving on the Committee.

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Public Comment - Items NOT On The Agenda

Chair Guzzetta invited public comment.

Terrica Miller, Administrative Clerk, indicated that no public comment had been received for Items NOT On The Agenda.

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Consent Calendar

Item C-1

Approval of Minutes for the Regular Fiesta La Ballona Committee Meeting of October 6, 2021

Vice Chair Desai pointed out a typographical error in the minutes.

Member Wayne asked that verbiage be changed on page 4, paragraph 2 from: "...one of the bands had agreed to play "Remember Me" from *Coco*.", to "...the Tina Aldana band has agreed to play "Remember Me" from *Coco*." and he remarked upon their excellent rendition of the song.

MOVED BY VICE CHAIR DESAI, SECONDED BY CHAIR GUZZETTA AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE APPROVE MINUTES FOR THE REGULAR MEETING OF OCTOBER 6, 2021 AS AMENDED (ABSENT MEMBER MARTIN-STRAW).

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Order of the Agenda

No changes were made.

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Action Items

Item A-1

**FLBC - Administration of the Oath of Office to Newly Appointed
Fiesta La Ballona Committee Member Roshni Mejia**

Discussion ensued between staff and Committee Members regarding procedures for the administration of the Oath of Office.

Newly appointed Committee Member Roshni Mejia took the Oath of Office to serve on the Fiesta La Ballona Committee.

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Item A-2

**FLBC - Administration of the Oath of Office to Re-Appointed
Fiesta La Ballona Committee Member Lila Swenson**

Re-appointed Committee Member Lila Swenson took the Oath of Office to serve on the Fiesta La Ballona Committee.

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Item A-3

**FLBC - Receipt and Filing of the Report Regarding the 2021
Fiesta La Boo-llona**

Dani Cullens, Recreation and Community Services Supervisor, provided a presentation on highlights of the 2021 Fiesta La Boo-llona; discussed event layout and logistics; restrooms and handwashing stations; the addition of sanitizing stations; popularity of the stage and eating area; new rides for 2021; consistency of carnival employees; the Bike Valet; the Command Center inside of the Teen Center; disappointment expressed by the retail vendors with their sales amounts; determining an effective layout for the community vendors; parking issues; estimated attendance; carnival ticket sales; City revenue; sponsorships; the request from Sony to remove their logo; the

importance of getting sponsor logos as early as possible; deadlines; and goals for 2022.

Discussion ensued between staff and Committee Members regarding appreciation for the better maintenance of the rides and friendly carnival company staff; the partnership with Sony; the request from Sony not to be listed as a sponsor on the marketing materials; and clarification that Sony reported not signing a sponsorship agreement in the past.

Marcus Tiggs noted that the Sony sponsorship is usually done at the City level.

Dani Cullens, Recreation and Community Services Supervisor, discussed the successful Zero Waste sponsorship; event marketing; the entertainment and stage; food vendors; food lines; Fire Department code compliance; the need for additional water options; the Beer and Wine Garden and creation of an application process for 2022; the Costume Contest; and support from City departments; staff and volunteers.

Additional discussion ensued between staff and Committee Members regarding appreciation for the cheerful cleanliness of the event; consistent dissatisfaction expressed by community vendors over many years; a suggestion to group community vendors in a large tent; continued discussion of vendor layout; Beer and Wine Garden sales; reduced use of volunteers; use of City staff; the closure of the pool; photo sharing; a request for more detailed accounting; the plan for a presentation on budget, revenue and expenditures at the January meeting; appreciation for the overview; clarification regarding attendance estimates; and revenue indicators.

Further discussion ensued between staff and Committee Members regarding attendance as compared to 2019; lack of advertising in the City newspapers and websites; the handout; disappointment in marketing efforts; and appreciation for the fold-out.

Chair Guzzetta invited public comment.

Terrica Miller, Administrative Clerk, indicated that no public comment had been received.

MOVED BY MEMBER SWENSON, SECONDED BY VICE CHAIR DESAI AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE RECEIVE AND FILE THE REPORT FOR FIESTA LA BOO-LLONA 2021 (ABSENT MEMBER MARTIN-STRAW).

Staff agreed to provide Committee Members with a copy of the report.

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Public Comment - Items Not On the Agenda (Continued)

Chair Guzzetta invited public comment.

The following members of the public addressed the Committee

Stephen Hadland discussed money spent developing the Fiesta app and he indicated that he had seen nothing on the app other than the scavenger hunt from several years back.

Discussion ensued between staff and Committee Members regarding one-time monies spent to try out the app several years ago and lack of funds to continue usage.

Ronnie Jayne expressed appreciation for the success of the event; noted a lack of support from the Culver City News; she thanked Steve Hadland for the support from the Observer; discussed empty booths; dissatisfaction expressed by retail users; health concerns that precluded distribution of water; and candy and other items handed out all weekend.

Additional discussion ensued between staff and Committee Members regarding items given out by vendors and the focus on safety issues.

Marcus Tiggs acknowledged support from Steve Hadland and the Culver City Observer; fluctuations in the focus on marketing over the years; and the need to allocate money for marketing.

Further discussion ensued between staff and Committee Members regarding those who did not realize the date for Fiesta had been changed; potential issues with Halloween and trick or treating that did not transpire; police presence; complaints

regarding wristband distribution; social media outreach; and live updates.

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Receipt of Correspondence

Terrica Miller, Administrative Clerk, reported that no correspondence had been received.

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Items from Members/Staff

Darren Uhl, Parks, Recreation and Community Services Manager, invited everyone to the Downtown Business Association Annual Tree Lighting event on December 2.

Terrica Miller, Administrative Clerk, asked Members to mute themselves during the meeting when they are not speaking and she reported distributing the event survey to Committee Members noting that they could fill it out and/or distribute it to others.

Member Swenson exited the meeting.

Chair Guzzetta received Committee consensus to agendaize consideration of changing the date of the event moving forward.

Member Wayne reported feedback regarding a lack of healthy food choices available at the event and he noted issues with wireless mics dropping out.

Discussion ensued between staff and Committee Members regarding the sound contract; a request to agendaize a discussion of the Beer and Wine Garden contract for the next meeting before the item goes to subcommittee; the process; and staff agreement to work with the subcommittee prior to the Beer and Wine contract returning to the full Committee.

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Adjournment

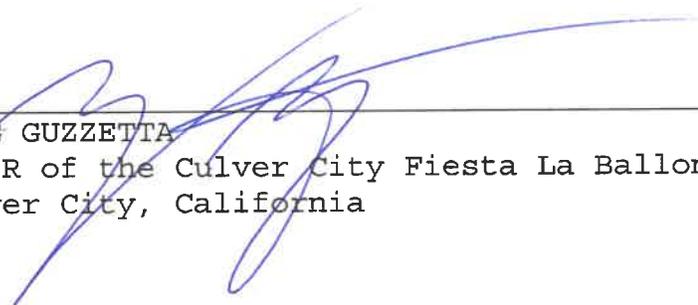
There being no further business, at 8:23 P.M., the Fiesta La Ballona Committee adjourned to a regular meeting on January 5, 2022 at 7:00 P.M.

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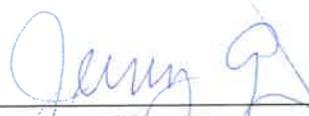
Terrica Miller
SECRETARY of the Fiesta La Ballona Committee

APPROVED Dec. 1, 2021



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

28 FEB 2022
Date