

These Meeting Minutes are not official until approved by the Fiesta La Ballona Committee

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

January 5, 2022
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 7:07 P.M. via Webex.

Present: Greg Guzzetta, Chair
Lisa Marie Parker Desai, Vice Chair
Roshni Mejia, Member
Lila Swenson, Member

Absent: Judith Martin-Straw, Member
Bob Wayne, Member

Staff: Armando Abrego, Parks, Recreation and Community
Services Director
Darren Uhl, Parks, Recreation and Community
Services Manager
Patricia Mooney, Senior Management Analyst
Terrica Miller, Administrative Clerk

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Pledge of Allegiance

Chair Guzzetta led the Pledge of Allegiance.

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Public Comment for Items NOT On the Agenda

The following member of the public addressed the Committee:

Margot Bennett, Women Against Gun Violence, provided background on herself; requested that the National Rifle Association (NRA) not be allowed to have a booth at the Fiesta; she cited failure of the NRA to staff their booth properly in previous years; she felt that NRA was not enhancing the event

with community engagement; and she received clarification that guidelines would be coming forward in the future.

James Klein submitted a comment that expressed support for banning the NRA booth at Fiesta La Ballona; discussed feedback from attendees offended by the NRA booth; Fiesta La Ballona as reflecting the values of the City and concern that people would infer that Culver City supports the NRA; lack of staff at the NRA booth; other groups that could use the booth space; and concern with advocating for loosening gun laws that leads to increased gun violence in the community and the nation.

Nancy Barba provided background on herself; thanked the Committee for their work on Fiesta La Ballona; echoed previous comments about the NRA booth noting that it seemed out of place in a community family-focused event; felt that organizations that do not bother to show up for the event should not be allowed to take up the important real estate; and she asked that the NRA not be invited back.

Stacey Bryon submitted a comment in support of Karim Sahli's statements regarding the NRA; noted that the NRA had not complied with the terms of the agreement and therefore forfeited their right to participate in the future; she saw no place for an organization that promotes the use of firearms in a community with so many schools; and stated that they would be relieved never to see the booth there again.

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Consent Calendar

Item C-1

Approval of Minutes for the Regular Fiesta La Ballona Committee Meeting of December 1, 2021

MOVED BY VICE CHAIR PARKER DESAI, SECONDED BY MEMBER SWENSON AND UNANIMOUSLY CARRIED (ABSENT MEMBERS MARTIN-STRAW AND WAYNE), THAT THE FIESTA LA BALLONA COMMITTEE APPROVE MINUTES FOR THE REGULAR MEETING OF DECEMBER 1, 2021.

Responding to a request from a member of the public to speak, Chair Guzzetta indicated the need to move forward with the agenda.

Patricia Mooney, Senior Management Analyst, pointed out that members of the public would have another opportunity to speak on Items NOT on the Agenda at the end of the agenda.

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Order of the Agenda

No changes were made.

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Action Items

Item A-1

FLBC - Review of 2021 Fiesta La Boo-llona Revenue and Expenditures

Darren Uhl, Parks, Recreation and Community Services Manager, provided a summary of the material of record regarding revenue and expenditures; discussed tracking City staff labor; direction to account for all expenditures; contractual services; expenses; fencing and privacy screens; incidentals; and expenses vs. revenue.

Discussion ensued between staff and Committee Members regarding new dates for next year; comparing numbers to previous years; taking staffing expenses from all departments into account; police presence; and future consideration of staffing levels.

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

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Item A-2

FLBC - (1) Adoption of Motions Appointing Fiesta La Ballona Committee Members to Existing Ad Hoc Subcommittees; (2) [If Desired] Formation of New or Dissolution of Existing Fiesta La Ballona Committee Ad Hoc Subcommittees; and, (3) [If Desired] Adoption of Motions Appointing Committee Members to Newly Formed Ad Hoc Subcommittees

Chair Guzzetta proposed deferring the item to the next subcommittee meeting pending discussion of structure.

Discussion ensued between staff and Committee Members regarding the need to have all members present before considering the item, and the Committee achieved consensus to defer the item to the meeting of February 2, 2022.

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Item A-3

FLBC - Selection of Date for Fiesta La Ballona 2022

Chair Guzzetta proposed discussing the item and also continuing it to the next subcommittee meeting.

Discussion ensued between staff and Committee Members regarding the need to have all members present before considering the item and the Committee achieved consensus to defer the item to the meeting of February 2, 2022.

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Item A-3

FLBC - Selection of Date for Fiesta La Ballona 2022

Chair Guzzetta proposed discussing the item and also continuing it to the next subcommittee meeting for additional discussion.

Discussion ensued between staff and Committee Members regarding the benefits of the different dates; polling the public for feedback on preferred dates; social media outreach; competing with other events; school events; changes

made in 2019 to address the heat; the need to choose the date by the next meeting; and unanimous Committee agreement to direct staff to survey the public regarding their preference for the date of the Fiesta and provide the Committee with additional information at the February meeting.

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Item A-4

FLBC - Approval of The 2022 Fiesta La Ballona Committee Meeting Calendar

Discussion ensued between staff and Committee Members regarding holidays; the meeting schedule; a suggestion to wait until the next meeting to finalize dates when the date of the event is chosen and more Committee Members can be present; and City Council approval needed if the date of the Fiesta does not return to the traditional date in August.

MOVED BY MEMBER SWENSON, SECONDED BY CHAIR GUZZETTA AND UNANIMOUSLY CARRIED (ABSENT MEMBERS MARTIN-STRAW AND WAYNE), THAT THE FIESTA LA BALLONA COMMITTEE ADJUST THE 2022 REGULAR MEETING DATES TO REFLECT THE FOLLOWING MEETING SCHEDULE: JANUARY 5, FEBRUARY 2, MARCH 9, APRIL 13, MAY 4, JUNE 1, JULY 6, AUGUST 3, SEPTEMBER 7, OCTOBER 12, NOVEMBER 2, AND DECEMBER 7.

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Item A-5

FLBC - (1) Create Fiesta La Ballona Committee Work Plans; (2) Draft A Written Report to the City Council Regarding the Work Plans; and (3) Authorize Transmittal of the Report to the City Council

Patricia Mooney, Senior Management Analyst, provided a summary of the material of record.

Discussion ensued between staff and Committee Members regarding reporting back on work plans to document whether or not items have been completed; ensuring that feasible items that can be completed in the one year time frame are included in the work plan; and the process.

The Committee agreed upon including the following 2021 accomplishments in the work plan:

- Assisted City staff in coordinating a successful Fall-themed Festival during a pandemic; and,
- Sponsorship Ad Hoc Subcommittee worked with City staff to receive generous donations including one of the largest ever from Amazon Studios with sponsorship totals equivalent to \$59,650.00; and,
- Entertainment Ad Hoc Subcommittee worked with City staff to have a very successful line-up of Professional and Community performers; and,
- Marketing Ad Hoc Subcommittee worked with City staff to request community feedback for the name of the Fall-themed 2021 Fiesta La Ballona event, with the name chosen as "Fiesta La Boo-llona - From the Heart of Screamland"; and,
- Special Activities Ad Hoc Subcommittee worked with City staff to produce the first ever Contest Corner for the public to participate in a variety of contests along with Fall-themed activities.

Additional discussion ensued between staff and Committee Members regarding analyzing data collected for 2021 to further review, revise and improve vendor selection; evaluating and recommending new vendor pricing in all categories; analyzing data on the 2021 survey; preferred vendors; community engagement to determine future objectives of Fiesta including date and themes; allowing for flexibility; and enforcement.

The Committee agreed upon including the following tasks for the Fiesta La Ballona Committee 2022 Work Plans

1. Develop and implement the selection procedure for Fiesta La Ballona's Beer and Wine Garden; and,
2. Review and recommend new pricing in all Fiesta La Ballona categories; and,
3. Review and revise the process for Fiesta La Ballona vendor selection and enforcement of the terms of the agreement; and,
4. Better engagement of the community in the process of planning the Fiesta La Ballona.

MOVED BY MEMBER SWENSON, SECONDED BY MEMBER MEJIA AND UNANIMOUSLY CARRIED (ABSENT MEMBERS MARTIN-STRAW AND WAYNE), THAT THE FIESTA LA BALLONA COMMITTEE:

(1) CREATE FIESTA LA BALLONA COMMITTEE WORK PLANS AS DISCUSSED; AND,

(2) DRAFT A WRITTEN REPORT TO THE CITY COUNCIL REGARDING THE WORK PLANS; AND,

(3) AUTHORIZE TRANSMITTAL OF THE REPORT TO THE CITY COUNCIL.

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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:

Karim Sahli expressed appreciation for the work of the Committee; expressed hope that the NRA booth would never again be allowed to be part of the family-centric festival; discussed historical lack of participation by the NRA in staffing the booth at the festival; and lack of abidance to the terms of the agreement for the past several years.

Dr. Kelly Kent provided background on herself; asked that the Committee not allow the NRA to have a booth at the Fiesta in the future; expressed support for using breach of the agreement as a way out of the toxic relationship; felt that neutrality was a false premise and served the violent status quo; discussed recent shooting scares experienced by the School District; bans on inappropriate sexual content; and she reiterated her request that the NRA be banned from the event.

Patricia Mooney, Senior Management Analyst, read comments submitted by Bonnie Seeberger expressing appreciation to the Committee for their work on the Fiesta, and echoing previous comments that the NRA be disallowed to have a booth due to their lack of meaningful participation and the harmful nature of their cause which jeopardizes the health safety and welfare of the community and the nation.

Chair Guzzetta expressed appreciation for the public comment; discussed First Amendment issues; and curating the desired type of event and environment.

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Receipt of Correspondence

Patricia Mooney, Senior Management Analyst, reported that correspondence had been distributed to Committee Members and would be part of the public record.

MOVED BY MEMBER SWENSON, SECONDED BY CHAIR GUZZETTA AND UNANIMOUSLY CARRIED (ABSENT MEMBERS MARTIN-STRAW AND WAYNE), THAT THE FIESTA LA BALLONA COMMITTEE RECEIVE AND FILE CORRESPONDENCE.

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Items from Members/Staff

Discussion ensued between staff and Committee Members regarding placing an item on the next agenda to consider enforcement of the vendors provision regarding non-attendance; the Vendor Subcommittee; determination of compliance; consideration of the item as a Committee; consistency of application; collaboration between the subcommittee and staff to bring recommendations back to the full Committee; and Committee consensus to direct staff to provide a presentation on the statistics regarding vendor participation at the next meeting.

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Adjournment

There being no further business, at 8:33 P.M., the Fiesta La Ballona Committee adjourned to a regular meeting on February 2, 2022 at 7:00 P.M.

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Terrica Miller

SECRETARY of the Fiesta La Ballona Committee

APPROVED _____

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

Date