

***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

March 9, 2022
7:00 P.M.

Call to Order and Roll Call

Vice Chair Parker Desai called the regular meeting of the Fiesta La Ballona Committee to order at 7:03 P.M. via Webex.

Present: Lisa Marie Parker Desai, Vice Chair
Roshni Mejia, Member
Lila Swenson, Member
Bob Wayne, Member

Absent: Greg Guzzetta, Chair

Staff: Dani Cullens, Recreation and Community Services
Manager
Melanie Morales, Recreation and Community
Services Specialist
Adam Ferguson, Associate Analyst

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Pledge of Allegiance

Vice Chair Parker Desai led the Pledge of Allegiance.

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Public Comment for Items NOT On the Agenda

Vice Chair Parker Desai, invited public comment.

Dani Cullens, Recreation and Community Services Manager, reported that no requests to speak had been received.

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Receipt of Correspondence

Dani Cullens, Recreation and Community Services Manager, read an e-comment from Terrica Miller, Administrative Clerk, indicating that she would miss working with the Committee.

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Consent Calendar

Item C-1

Approval of Minutes for the Regular Fiesta La Ballona Committee Meeting of February 2, 2022

Vice Chair Parker Desai noted that language on page 6 of 9 indicated that Chair Guzzetta and Members Mejia and Swenson were appointed to the Beer and Wine Ad Hoc Subcommittee when, in fact, Chair Guzzetta, Vice Chair Parker Desai and Member Mejia had been appointed to the Beer and Wine ad Hoc Subcommittee.

Member Swenson noted that Chair Guzzetta, Vice Chair Parker Desai and Member Mejia had also been appointed to the Vendor Ad Hoc Subcommittee; she reported that the David who was referenced in the minutes is David Andreone; she received clarification that John Cohn's name was spelled correctly; she stated that the motion on page 4 should have indicated that the Committee was making a recommendation to the City Council to move the date of the Fiesta; and she added that the meeting should have been adjourned to March 9 instead of March 2.

MOVED BY MEMBER WAYNE AND SECONDED BY MEMBER SWENSON THAT THE FIESTA LA BALLONA COMMITTEE APPROVE MINUTES FOR THE REGULAR MEETING OF FEBRUARY 2, 2022 AS AMENDED.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: MEJIA, PARKER DESAI, SWENSON, WAYNE
NOES: NONE
ABSENT: GUZZETTA

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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 Members of the Fiesta La Ballona Committee, Ms. Nancy Trujillo and Ms. Colleen Jones

Nancy Trujillo introduced herself.

Adam Ferguson, Associate Analyst, administered the Oath of Office to newly appointed Committee Member Nancy Trujillo.

Colleen Jones introduced herself.

Adam Ferguson, Associate Analyst, administered the Oath of Office to newly appointed Committee Member Colleen Jones.

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Item A-2

FLBC - Selection of Chair and Vice Chair of the Fiesta La Ballona Committee

Discussion ensued between staff and Committee Members regarding appointing Greg Guzzetta to serve as Chair.

MOVED BY MEMBER SWENSON AND SECONDED BY MEMBER WAYNE THAT THE FIESTA LA BALLONA COMMITTEE APPOINT GREG GUZZETTA TO SERVE AS CHAIR OF THE FIESTA LA BALLONA COMMITTEE.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: JONES, MEJIA, PARKER DESAI, SWENSON, TRUJILLO, WAYNE
NOES: NONE
ABSENT: GUZZETTA

MOVED BY MEMBER SWENSON AND SECONDED BY MEMBER WAYNE THAT THE FIESTA LA BALLONA COMMITTEE APPOINT LISA MARIE PARKER DESAI TO SERVE AS VICE CHAIR OF THE FIESTA LA BALLONA COMMITTEE.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: JONES, MEJIA, PARKER DESAI, SWENSON, TRUJILLO, WAYNE
NOES: NONE
ABSENT: GUZZETTA

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Item A-3

FLBC - Receipt and Filing of the Culver City Exchange Club's Report on the 2021 Fiesta La Ballona (aka Fiesta La Boollona) Beer and Wine Garden

Vice Chair Parker Desai received clarification that Committee Members had received the report from The Exchange Club.

Committee Member Wayne sought clarification regarding the beer donation in 2019 and lack of a donation in 2021.

Vice Chair Parker Desai invited public comment.

The following member of the public addressed the Committee:

Jeff Cooper, The Exchange Club, reported that they had been unable to secure a couple of sponsors who had previously subsidized the cost of the beer.

Discussion ensued between staff and Committee Members regarding the in-kind donation in 2019; reimbursement for portable restrooms; costs as part of initial fees paid; and the need for a meeting of the Beer and Wine Ad Hoc Subcommittee.

Member Swenson moved to accept the report. Member Mejia seconded the motion and the discussion continued.

Jeff Cooper, The Exchange Club, indicated that The Exchange Club had hoped to receive feedback from the Committee about what worked well and what could be improved.

Vice Chair Parker Desai indicated the need for the Beer and Wine Ad Hoc Subcommittee to meet to create a process to allow non-profits to apply to host the Beer and Wine Garden.

Discussion ensued between staff and Committee Members regarding clarification that there are two separate conversations to be had: one about moving forward, and one to provide feedback about Beer and Wine Garden operations for 2021.

Jeff Cooper, The Exchange Club, discussed the need for input from the Committee about the prior year; the change in location; different drinks depending on the time of year that the event is held; embracing the theme of Halloween; and he was looking forward to receiving feedback from the Committee independent of the process.

Additional discussion ensued between staff and Committee Members regarding appreciation that the Beer and Wine Garden did not have entertainment in 2021 as it was distracting in 2019; establishing parameters; and having those who want to do the Beer Garden make a pitch regarding their plan for the event.

John Cohn, The Exchange Club, noted the need to adapt to the change of weather; discussed providing warmer drinks; encouraging people to be more in costume; brightening up the Halloween flavor of the event; the success of the Oktoberfest games; having a costume contest at the Beer and Wine Garden; and enhancing engagement.

Discussion ensued between Exchange Club representatives, staff, and Committee Members regarding providing equal opportunity; having a successful Beer and Wine Garden to raise the most money for the non-profits benefitting the community; donations to a range of non-profit organizations in the City by The Exchange Club; Feed Culver; eagerness of The Exchange Club to receive a frank assessment from the City; the need for the Beer and Wine Ad Hoc Subcommittee to meet; bringing in other organizations to work with The Exchange Club; providing wider engagement and a more open opportunity; establishing parameters for a pitch; the goal to be more inclusive rather than to criticize The Exchange Club;

appreciation for additional information regarding the numbers; gratitude for the large amount of money being raised; clarification that the City Council has not yet voted on the date so it is not clear when the event will be held; and agreement that the Beer and Wine Ad Hoc Subcommittee would involve staff in the meeting.

MOVED BY MEMBER SWENSON AND SECONDED BY MEMBER WAYNE THAT THE FIESTA LA BALLONA COMMITTEE RECEIVE AND FILE THE CULVER CITY EXCHANGE CLUB BEER AND WINE GARDEN INCOME AND EXPENSE REPORT FOR FIESTA LA BOO-LLONA 2021.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: JONES, MEJIA, PARKER DESAI, SWENSON, TRUJILLO, WAYNE
NOES: NONE
ABSENT: GUZZETTA

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Item A-4

FLBC – (1) Consideration of Potential Topics for the Fiesta La Ballona Committee’s Fiscal Year 2022-2023 Parks, Recreation and Community Services Department Budget Recommendations to the City Council; and (2) Authorization of the Transmittal of Such Recommendations, if Any, to the City Manager

Discussion ensued between staff and Committee Members regarding an observation that without the donation from Amazon, there would not have been any professional entertainment in 2021; ensuring that there is a budget that allows entertainment in the regular amount of \$12,000; the need for information regarding costs and revenue; the request made to the City Council; building on past data; lack of credit for money that came in as a share of the rides; formulating the regular budget without Amazon; the problematic structure given the timing of the budget; inefficiency with engaging in the same process each year; requesting that the City Council fund the event differently; separating the budget from the Parks, Recreation and Community Services Department; the intent of the agenda item; linking to a non-profit; funding from the General Fund; agreement to defer the item to the next meeting; a suggestion for a future agenda item to discuss reconsideration of funding

mechanisms for Fiesta La Ballona with a request for guidance regarding available options; and Committee agreement to invite the City Manager to attend a meeting to help the Committee with the process.

MOVED BY MEMBER MEJIA AND SECONDED BY MEMBER WAYNE THAT THE FIESTA LA BALLONA COMMITTEE CONTINUE ITEM A-4: (1) CONSIDERATION OF POTENTIAL TOPICS FOR THE FIESTA LA BALLONA COMMITTEE'S FISCAL YEAR 2022-2023 PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT BUDGET RECOMMENDATIONS TO THE CITY COUNCIL; AND (2) AUTHORIZATION OF THE TRANSMITTAL OF SUCH RECOMMENDATIONS, IF ANY, TO THE CITY MANAGER TO THE APRIL FIESTA LA BALLONA COMMITTEE MEETING.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: JONES, MEJIA, PARKER DESAI, SWENSON, TRUJILLO, WAYNE
NOES: NONE
ABSENT: GUZZETTA

MOVED BY MEMBER SWENSON AND SECONDED BY MEMBER WAYNE THAT THE FIESTA LA BALLONA COMMITTEE AGENDIZE A DISCUSSION OF FUNDING MECHANISMS FOR FIESTA LA BALLONA WITH AN INVITATION TO THE CITY MANAGER, JOHN NACHBAR TO ATTEND THE DISCUSSION.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: JONES, MEJIA, PARKER DESAI, SWENSON, TRUJILLO, WAYNE
NOES: NONE
ABSENT: GUZZETTA

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Item A-5

FLBC - [Standing Item; Any or All of the Following Actions, if Desired] (1)Receipt and Filing of Updates from the Members of the Fiesta La Ballona (FLBC) Ad Hoc Subcommittees (2) Formation of New and/or Dissolution of Existing Ad Hoc Subcommittee(s); and, (3) Appointment of Two FLBC Members to Newly-Formed Ad Hoc Subcommittee

Discussion ensued between staff and Committee Members regarding appointments for new Committee Members; clarification regarding the function of subcommittees;

waiting on subcommittee assignments to allow time for the new Members to get a feel for how things are done; the ability of non-Committee Members to serve on subcommittees; functions of the Special Activities Ad Hoc Subcommittee; the need for support on the Sponsorship Ad Hoc Subcommittee and the Marketing Ad Hoc Subcommittee; flexibility with assignments; frequency of meetings depending on the time of the year; and recruitment of future members.

Members Jones and Trujillo agreed to serve on the Special Activities Ad Hoc Subcommittee with Vice Chair Parker Desai.

Additional discussion ensued between staff and Committee Members regarding concern that there is no one to serve on the Marketing Ad Hoc Subcommittee; the subcommittees as a huge asset in forming decisions made in all aspects of the event; staff responsibility to ensure that the event takes place; and staff announced an upcoming meeting to formulate a marketing plan.

MOVED BY MEMBER SWENSON AND SECONDED BY MEMBER WAYNE THAT THE FIESTA LA BALLONA COMMITTEE APPOINT MEMBERS JONES AND TRUJILLO TO THE SPECIAL ACTIVITIES AD HOC SUBCOMMITTEE.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: JONES, MEJIA, PARKER DESAI, SWENSON, TRUJILLO, WAYNE
NOES: NONE
ABSENT: GUZZETTA

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Public Comment – Items Not On the Agenda (Continued)

Vice Chair Parker Desai invited public comment.

The following member of the public addressed the Committee:

Stephen Hadland pointed out the City ordinance that forbids beer and alcohol in the parks; discussed the allowance for the Beer and Wine Garden; regulation of the Beer and Wine Garden by the California Bureau of Alcohol and Beverage Control; support for the work of The Exchange Club; money donated; clarification that The Exchange Club assumes the risk of losing money; the budget; money that can be carried

forward; money made from booth rentals and from the rides; control of the budget by the Parks and Recreation Department; he felt there should be sufficient funding for entertainment; and he volunteered to virtually assist on the Marketing Ad Hoc Subcommittee.

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Items from Members/Staff

Member Swenson indicated that she thought everyone was wonderful.

Dani Cullens, Recreation and Community Services Manager, thanked Adam Ferguson and Melanie Morales for their assistance running the meeting and expressed appreciation to all Committee Members for their patience.

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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 April 13, 2022 at 7:00 P.M.

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Adam Ferguson

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