

***Fiesta La Ballona Committee Ad Hoc Subcommittee meetings are held at the discretion of the members.***

**Primary Staff Liaison: Dani Cullens Parks, Recreation and Community Services Manager**

**(310) 253-6471/ [dani.culens@culvercity.org](mailto:dani.culens@culvercity.org)**

**Last updated by the Fiesta La Ballona Committee on October 28, 2022.**

1.	<b>Site Layout Ad Hoc Subcommittee</b> <i>Staff Liaison:</i> Matthew Withers- 310.253.6474 matthew.withers@culvercity.org	<b>Appointees</b> <ul style="list-style-type: none"> <li>• Lila Swenson</li> <li>•</li> <li>•</li> </ul>	<b>Description:</b> Research and develop recommendations for the event layout in Veterans Park.
2.	<b>Marketing Ad Hoc Subcommittee</b> <i>Staff Liaison:</i> Jeannine Houchen- 310.253.6689 jeannine.houchen@culvercity.org	<b>Appointees:</b> <ul style="list-style-type: none"> <li>• Lila Swenson</li> <li>• Nancy Trujillo</li> <li>•</li> </ul>	<b>Description:</b> Develop recommendations for the event's promotional campaign and the student art contest.
3.	<b>Entertainment Ad Hoc Subcommittee</b> <i>Staff Liaison:</i> Jill Thomsen- 310.253.6722 jill.thomsen@culvercity.org	<b>Appointees:</b> <ul style="list-style-type: none"> <li>• Lila Swenson</li> <li>•</li> <li>•</li> </ul>	<b>Description:</b> Research, recommend, and plan the entertainment program for Fiesta Weekend.
4.	<b>Sponsorship Ad Hoc Subcommittee</b> <i>Staff Liaison:</i> Francisca Castillo- 310.253.6645 francisca.castillo@culvercity.org	<b>Appointees:</b> <ul style="list-style-type: none"> <li>• Lila Swenson</li> <li>•</li> <li>•</li> </ul>	<b>Description:</b> Prepare recommendations for sponsor benefits, contact sponsors and determine sponsor requests.
5.	<b>Sustainability Ad Hoc Subcommittee</b> <i>Staff Liaison: TBA</i>	<b>Appointees:</b> <ul style="list-style-type: none"> <li>• Lila Swenson</li> <li>•</li> <li>•</li> </ul>	<b>Description:</b> Research and develop recommendations for sustainable practices and activities.
6.	<b>Special Activities Ad Hoc Subcommittee</b> <i>Staff Liaison: TBA</i>	<b>Appointees:</b> <ul style="list-style-type: none"> <li>• Colleen Jones</li> <li>• Nancy Trujillo</li> <li>•</li> </ul>	<b>Description:</b> Develop recommendations and plans for special activities.
7.	<b>Vendors Ad Hoc Subcommittee</b> <i>Staff Liaison: TBA</i>	<b>Appointees:</b> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<b>Description:</b> Research and develop recommendations for vendors.
8.	<b>Beer &amp; Wine Ad Hoc Subcommittee</b> <i>Staff Liaison:</i> Dani Cullens- 310.253.6471 dani.cullens@culvercity.org	<b>Appointees:</b> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<b>Description:</b> Participate in the planning of the Fiesta La Ballona Beer & Wine Garden and prepare recommendations.
9.	<b>Volunteer T-Shirt Ad Hoc Subcommittee</b> <i>Staff Liaison:</i> Adam Ferguson- 310.253.6472 adam.ferguson@culvercity.org	<b>Appointees:</b> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<b>Description:</b> Develop, design, and select Volunteer T-Shirts.