

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

December 6, 2017
7:00 P.M.

Call to Order & Roll Call

Marcus Tiggs called the meeting to order at 7:02 P.M.

Present:

Marcus Tiggs, Chair
Jeanne Min, Vice Chair (arrived at 7:09 P.M.)
Ronnie Jayne, Member
Tashon McKeithan, Member
Bob Wayne, Member

Absent:

Carrie Karney, Member

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Public Comment - Items Not On the Agenda

Introductory remarks by Corey Lakin, Director of Parks,
Recreation and Community Services Department

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Receipt of Correspondence

No Correspondence was received.

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Item C-1

Meeting Minutes

Committee Members reviewed the October 4, 2017 Minutes. Ronnie Jayne moved to approve the Minutes and Bob Wayne seconded the Motion. The Minutes were approved unanimously.

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Action Items

Item A-1

Election of Officers to 2018 Fiesta La Ballona Committee to serve from November 1, 2017 through November 7, 2018.

Committee Members volunteered for the open positions of Chair and Vice Chair. Ronnie Jayne moved to approve the Officers and Bob Wayne seconded the Motion.

The following Officers were approved unanimously:

Chair Jeanne Min
Vice Chair Tashon McKeithan

Item A-2

Assignment of Committee Members to Ad Hoc Subcommittees for Fiesta 2018

Committee Members volunteered for the subcommittee assignments. Discussion ensued regarding enhancing Fiesta La Ballona with new elements; exploring a new design, social media, and branding; how communication efforts are informed by the event's demographics and how to utilize different platforms; the Committee's review of the current scope of service for Beyond Direct Marketing; adding more members to the subcommittees; Wi-Fi in the park; reviewing the physical layout of the event; the idea of elevating the level of performers and other artistic elements of Fiesta La Ballona.

Corey Lakin recommended that the Committee add an Agenda item for the January meeting to review the marketing vision and design for Fiesta La Ballona which would include discussion regarding elevating the arts component of the event. Consensus was reached in favor of adding this item to the January 3, 2017 Agenda.

Ronnie Jayne moved to approve the Officers and Tashon McKeithan seconded the Motion.

The following subcommittee chairs were approved unanimously:

Entertainment	Bob Wayne
Marketing	Tashon McKeithan
Sponsorship	Marcus Tiggs
Sustainability	Jeanne Min
Commemorative Art	Bob Wayne and Ronnie Jayne

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PUBLIC COMMENT – Items Not On the Agenda

No comments were received.

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Items from Staff Members

Dan Jassim announced that Fiesta La Ballona would occur on August 24, 25 and 26, 2018. These dates precede the start of the CCUSD school year. Further, he informed the Committee that the carnival operator was still operating and would return to Fiesta La Ballona in 2018. Also, Dan Jassim suggested that this would be an opportune time to attract new sponsors to Fiesta La Ballona.

Susan Obrow announced that Concert Share occur on January 31, 2018 in the City of Norwalk. Bob Wayne informed the Committee that he would be attending along with Regina Klein who will serve on the Entertainment Subcommittee.

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Items from Committee Members

Bob Wayne noted that the terms listed on the City website for Jeanne Min and himself are inaccurate. Dan Jassim stated that he would follow up. Jeanne Min asked a question regarding fiber optics in the City. Marcus Tiggs provided closing remarks since he was ending two years as Chair of the Fiesta La Ballona Committee. He offered his appreciation for everyone's work and expressed confidence in the new Chair and Vice Chair.

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Adjournment

There being no further business, Ronnie Jayne made a motion to adjourn this Fiesta La Ballona Committee meeting until January 3, 2018. Chair Jeanne Min seconded the motion. The motion was seconded by and passed unanimously.

SECRETARY of the Fiesta La Ballona Committee

APPROVED _____

Jeanne Min
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