

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

March 7, 2018
7:00 P.M.

Call to Order & Roll Call

Chair Jeanne Min called the meeting to order at 7:01 P.M.

Present:

Jeanne Min, Chair
Tashon McKeithan, Vice-Chair (via telephone)
Marcus Tiggs, Member
Ronnie Jayne, Member
Bob Wayne, Member

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Public Comment - Items Not On the Agenda

No public comments were made.

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Receipt of Correspondence

No Correspondence was received.

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Oath of Office

Susan Obrow administered the Oath of Office to new Member Lila Swenson.

Item C-1

Meeting Minutes

Committee Members reviewed the January 3, 2018 Minutes. The Minutes were approved unanimously.

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Action Items

Item A-1

Reports from the Fiesta Subcommittees on Commemorative Artwork, Entertainment, Marketing, Sponsorship, Sustainability

Commemorative Artwork Subcommittee: Bob Wayne stated that he would continue to work with Kristine Hatanaka, the Co-Executive Director of Culver City High School's Academy of Visual and Performing Arts, on the design competition.

Entertainment Subcommittee: Bob Wayne reported on attending the annual Concert Share event in January. Bob Wayne and Ronnie Jayne informed the Committee that they had started setting musical groups. They reported on their selections for the annual Los Angeles County Arts Commission application for Free Concerts in Public Sites. Chair Jeanne Min shared more information about possible KPOP music at Fiesta.

Marketing Subcommittee: Vice-Chair Tashon McKeithan deferred her reporting until Item A-2.

Sponsorship Subcommittee: Susan Obrow informed the Committee that the City Clerk's Office was standing by to prepare the Certificates of Appreciation for the 2017 sponsors. Marcus Tiggs offered to prepare the final list of the sponsors for the Certificates.

Sustainability Subcommittee: Chair Jeanne Min and Cathi Vargas, from the Public Works Department, discussed sustainability efforts for Fiesta 2018 including the possible return of the Material Recycling Facility to the event. Lila Swenson suggested that there be water stations available for refillable bottles. Cathi Vargas offered to explore a Golden State Water Station and Dan Jassim mentioned that other technical elements might be involved in that installation.

Item A-2

Discussion of Overall Vision for Fiesta La Ballona and New Marketing Ideas for the 2018 Event

Vice-Chair McKeithan attended the meeting via telephone and she initiated the discussion about the marketing vision for Fiesta 2018. Susan Obrow chronicled the various ideas and comments on a white board during the discussion. Vice Chair McKeithan informed

the Committee that she had been meeting with Ms. Obrow almost weekly to review the past marketing graphics, materials, and event photographs. The Vice-Chair shared that the photos overwhelmingly displayed the happiness of the attendees and that this opportunity for the City to present three days of happiness may dovetail well with its City of Kindness status.

Discussion ensued regarding the City of Kindness status, logo, and concept; the use of a possible design collage comprised of photographs of Fiesta at night, performances, happy attendees, the Ferris Wheel, and other activities; the diversity of attendees, including multi-generational attendees, and the effort to attract Millennials; new graphic design and brand; elimination of the bird graphic and slogan "Party in the Park"; the inclusion of the name Culver City in the new slogan for Fiesta; consideration of the number of printed materials and need for volunteers to distribute the material; posting of more photos and videos on website; posting of non-food vendors on website; and a possible Fiesta app.

Bob Wayne and Ronnie Jayne led the discussion about enhancing the entertainment experience. There were suggestions for the Entertainment Tent including elevating the quality of the musical performers; adjusting the position of the tent; moving the tent closer to the dining tables; and broadcasting the entertainment, via closed-circuit television monitors, in the dining area; and consolidating sponsor logos on one banner for the stage.

Other ideas include expanding the paratransit route; returning the Material Recycling Facility; providing ground covering to eliminate dust if food trucks stay in present location; addition of craft beers to Beer and Wine Garden to attract new patrons; encouraging carnival, food and non-food vendors to take credit cards; and offering the carnival ride wristbands pre-sale online.

Item A-3

Discussion Regarding the Fiesta La Ballona Committee's Initial recommendations to the City Council for the Fiscal Year 2018/2019 PRCS Department Budget

Committee Members made budget enhancement recommendations including \$6,000 to book two well known, local musical groups, at \$3,000 apiece, to draw larger crowds as well as additional

monies for the new marketing design and app, closed-circuit television system, the Materials Recycling Facility, and ground covering for the baseball diamond if the food trucks stay in that location.

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PUBLIC COMMENT – Items Not On the Agenda

No comments were received.

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Items from Members

Member Lila Swenson noted that the National Rifle Association has been a vendor at Fiesta La Ballona. She asked about the application process and approval criteria for non-food vendor booths. Further, she requested information regarding First Amendment activities at Fiesta La Ballona. There was consensus to add this item to the April meeting agenda.

Bob Wayne reminded staff that the City web page for Fiesta La Ballona erroneously states that Bob Wayne and Chair Min are serving their second term when they are serving their first term.

Items from Staff

Susan Obrow announced that Patrick Gardner would return as a contract-employee for Fiesta in April. His responsibilities will include contract administration for the entertainment, marketing and sponsorship sections of Fiesta as well as production managing the Entertainment Tent.

Dawn Melton reported that thirty-seven packages were distributed to Food Vendors and that nine packages have been submitted. Three of the packages are from food truck operators.

Dan Jassim reviewed dates early bird dates and deadlines for all vendors.

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Adjournment

There being no further business, Ronnie Jayne made a Motion to adjourn the Fiesta La Ballona Committee Meeting until April 4, 2018. Lila Swenson seconded the Motion which was passed unanimously. The meeting adjourned at 9:32 P.M.

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