

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

April 4, 2018  
7:00 P.M.

### **Call to Order & Roll Call**

Chair Jeanne Min called the meeting to order at 7:06 P.M.

Present:

Jeanne Min, Chair  
Tashon McKeithan, Vice-Chair  
Ronnie Jayne, Member  
Lila Swenson, Member  
Bob Wayne, Member

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### **Public Comment - Items Not On the Agenda**

Lisa Marie Parker Desai suggested that a tented, monitored children's area be developed adjacent to the Beer and Wine Garden to accommodate parents who wish to enter the Garden. There was consensus from the Committee to place this item on the Agenda at a future meeting.

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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 Greg Guzzetta.

Item C-1

### **Meeting Minutes**

Committee Members reviewed the March 7, 2018 Minutes. Ronnie Jayne made the motion and Bob Wayne seconded the motion. 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 reported that the students are currently designing their entries and Kristine Hatanaka shall provide them for review in May. Also, Bob Wayne will consult with Ms. Hatanaka on possible colors for the t-shirts.

Entertainment Subcommittee: Bob Wayne and Ronnie Jayne reported on the paid musical groups and styles that they are booking for this year's entertainment. 60s and 70s rock and roll will open the Entertainment Tent on Friday afternoon and the teen bands will conclude the evening programming. Saturday programming will start with Cajun/Zydeco music, especially geared for families with young children, and a variety of contemporary and classic rock music will continue throughout the day. Saturday night's dance party features tributes to Pat Benatar and Heart. Sunday features World Music and the Entertainment Subcommittee is still reviewing musical groups for that day. Jeanne Min discussed a KPOP possibility and Lila Swenson suggested Rhythm Child. Susan Obrow informed the Committee that she would contact Rhythm Child. Also, staff reported that Technology Artists could erect a new curtain for the stage for \$550.

Marketing Subcommittee: No report.

Sponsorship Subcommittee: No report.

Sustainability Subcommittee: Chair Jeanne Min expressed interest in meeting with the new City bike coordinator. Discussion ensued about hydration stations and the Committee discussed sponsorship; transportation; alerting food vendors; water temperature; and reviewing United Site Services systems. Chair Min and Cathi Vargas reviewed progress on the Materials Recycling Facility (MRF). The Committee discussed the benefits

of having the MRF be front-facing so Fiestagoers knew how their trash was sorted; zero waste goals; educational components; impending quote from Clean Vines; sponsorship; and possible participation from the City's building services contractor.

Item A-2

**Discussion of the overall vision for Fiesta La Ballona and new marketing ideas for the 2018 event.**

Dan Jassim presented a new version of the Fiesta La Ballona layout which included recommendations to move the food trucks from the baseball diamond, the addition of close-circuit video in the Dining Tent, and new placement of the Entertainment Tent. He proposed adjusting the direction of the Entertainment Tent to face the rest of the event; adding the Dining Tent next to it; and moving the Beer and Wine Garden on the west side of the tent to accommodate the new route for vehicle load-in. The food trucks could be moved between the vendor booths and the petting zoo and the baseball diamond could be used for the K9 Demonstration and as a possible dog park.

Discussion ensued and included questions about child care; the need for ground covering; support for moving the food trucks off the dirt; concerns about the proximity of the food trucks to the aroma of the petting zoo; county restrictions; possibly moving the food trucks to the center or front of vendor booths; concern about Entertainment Tent patrons staying too long at the dining tables; splitting the dining tent into two sections; location, frequency and timing of K9 Demonstrations; possible placement of the dining tent in the middle of the booths; questions about whether the new location of the Entertainment Tent would impact anyone else; concern that the dog park might attract more dogs at the event; possibility that the baseball diamond may be location for vehicle sponsors; and shape of Entertainment Tent.

The Committee expressed appreciation for Dan Jassim's efforts. Dan Jassim stated that he would email drafts of layouts to the Committee.

**Public Comment – Items On the Agenda**

David Sears provided comments on the layout.

Item A-3

**Discussion of the application process and selection criteria for non-food vendor booths.**

Dan Jassim provided an overview of the process. He explained that there were three categories of vendors - Arts & Crafts, commercial, and non-profits including churches, educational, political interest, fraternal organizations, arts; applications are reviewed and approved; some vendors might fulfill requirements but the PRCS Director and City Attorney might be consulted; 501c3 and 501c4 organizations must present their determination letters as proof; vendors are first come, first served; City could reserve the right to limit the number of the same type of vendor - such as arts & crafts or commercial vendors.

Discussion ensued regarding whether a vendor could be barred because of complaints and have an application denied; response from City regarding such an action; First Amendment activities;

Dan Jassim stated that he reviewed the practices of other cities for Free Speech areas at public events. He and the Committee discussed specific areas for those practicing First Amendment activities; the possibility of a table in turnaround area; possible signage stating that the City does not condone the views of the vendors; the City's requirement to be fair and transparent; and that the City doesn't discriminate when selecting vendors.

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**PUBLIC COMMENT - Items Not On the Agenda**

No comments were received.

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### Items from Members

Bob Wayne and Greg Guzzetta suggested possible slogans for the event. Members commented on improving the Wi-Fi in Veterans Park.

### Items from Staff

Susan Obrow request the complete entertainment chart so that contracts could be written. Dawn Melton reported on the food vendor applications and reminded the Committee that the process was first come, first served.

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### Adjournment

There being no further business, Lila Swenson made a Motion to adjourn the Fiesta La Ballona Committee Meeting until May 2, 2018. Ronnie Jayne seconded the Motion which was passed unanimously. The meeting adjourned at 9:45 P.M.

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SECRETARY of the Fiesta La Ballona Committee

APPROVED \_\_\_\_\_

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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.

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Jeremy Green  
City Clerk

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Date