

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

June 6, 2018
7:19 P.M.

Call to Order & Roll Call

Chair Jeanne Min called the meeting to order at 7:19 P.M.

Present: Jeanne Min, Chair
Tashon McKeithan, Vice Chair
Ronnie Jayne
Lila Swenson
Bob Wayne

Absent: Greg Guzzetta
Marcus G. Tiggs

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Public Comment - Items Not On the Agenda

There was no public comment.

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Item C-1

Meeting Minutes

Fiesta Committee Meeting Minutes for May 2, 2018

It was noted that the correct spelling for a prospective vendor is Clean Vibes. Tashon McKeithan made a Motion to approve the Minutes; Ronnie Jayne seconded the Motion. The Minutes were approved as corrected.

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Action Items

Item A-1

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

Commemorative Artwork Subcommittee:

Committee Members reviewed the art presented by Bob Wayne. Eight finalists were reviewed. The Committee Members discussed first and second choices; discussion followed about which art would be most effective. The Subcommittee recommended a First Place winner and a Runner-up. This was followed by discussion of possible modifications to the art. The Members then proceeded to discuss the printing of the T-shirts. Bob Wayne and Dan Jassim agreed to work together.

Entertainment Subcommittee:

Patrick Gardner provided an update on Fiesta-Palooza. There was discussion about current strategies for recruitment of teen bands and other bands.

Ronnie Jayne proposed that The Tom Nolan Band be promoted as "Happy Hour" entertainment. She proceeded to talk about the Saturday and Sunday bands and how they offered something for everybody including music for families with young children. It was also noted that Fiesta was awarded a Los Angeles County Arts Commission grant for Conjunto Jardin, the second band on Saturday, August 25.

Also, Ronnie Jayne noted the budget dilemma with the remaining entertainment dollars; Ronnie Jayne and Jeanne Min discussed KPOP possibilities; Susan Obrow noted that Debbie Cahill will be booking community stage acts; Jeanne Min noted the possibility of a sponsor for a KPOP performance.

Marketing Subcommittee:

Vice Chair Tashon McKeithan noted that all changes for the marketing art have been made since the last meeting: the tagline was removed, the Fiesta Ballona page was updated, multicolored text was added. It was also reported that volunteer/contract links are working on the Fiesta La Ballona website and marketing material has been sent to the Chamber of Commerce for the e-mail blast.

She announced that over-the-street banners would be placed on Sepulveda Boulevard and Overland Avenue. The Subcommittee is working on Metro and Culver CityBus ads and seeking to encourage people to take public transit to and from Fiesta.

Sponsorship Subcommittee:

Committee members noted which sponsors were returning. Susan Obrow added that KCET will return on Saturday, August 25.

Sustainability Subcommittee:

Jeanne Min noted that the FY2018-19 City budget will not allow for a materials recycling facility; it was noted that a sponsor might be an option. Chair Min noted that a prospective water company may not have any competitors and it is expensive. Discussion ensued about other means of sustainable transportation, i.e., bikes, Bird scooters, and Metro Smartbikes.

Item A-2

Discussion on adding tented Children's Area adjacent to Beer & Wine Garden.

Jeanne Min shared with the Committee the idea of an event called "Smorgasbord".

Dan Jassim reported that the City responded to the question of how this would be administered in terms of facilitating child care. The responses from the City Attorney's office were that the City could indeed offer this service and request a fee; parents would sign liability waivers; this idea would be a policy decision; and the contractor would have to sign a City contract.

Further discussion noted that this is not a budgeted expense; this would be strenuous for the City as they will have already been doing summer camps for ten weeks, and there is no additional budget for tenting this year.

Ronnie Jayne proposed the following questions and concerns. What could the participation rate be? Was the committee working hard to solve a small problem? Should it be a function of the Beer & Wine Garden? Has the issue been fleshed out? Tashon McKeithan expressed concerns about parents drinking and picking up their children, and Lila Swenson supported the idea. Member Swenson commented that single parents had no parent to take the children on rides or to the carnival if they visited the Beer & Wine Garden. Couples might have one parent at the Beer & Wine Garden while the other is with the child. Jeanne Min noted that this concept could be pursued this year. There was a general consensus to not pursue it this year.

This concluded the discussion and no action was taken.

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PUBLIC COMMENT – Items Not On the Agenda (Continued)

There was no public comment.

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Receipt of Correspondence

There was no correspondence received.

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Items from Members/Staff

Lila Swenson asked if we received feedback from the City about denying booth applications. Dan Jassim relayed the information that eligible companies and organizations would not be denied the opportunity. Further, he explained that a free speech area would be provided.

Dan Jassim brought up the issue of Cannabis and the possibility of denying sponsorship. It was stated that Cannabis companies are not a protected class of sponsors and that this becomes a policy decision.

The committee was informed that if a Cannabis company wants to be a vendor they can; they cannot bring product, but can apply for a booth.

Ronnie Jayne added that we have turned down sponsors in the past. She cited a car dealership asking for exclusivity as a precedent. Those types of decisions would have to be reviewed by City staff.

The layout of the Fiesta was then discussed. Dan Jassim showed last year's layout. New options were then offered: New layout #1 angles the Entertainment Tent slightly 35 degrees, so as to not directly face the Beer & Wine Garden. There were complaints last year about the noise level. New layout #2 offered a full 90 degree rotation of the Entertainment tent away from the Beer & Wine Garden. A third option for the Entertainment Tent position was also provided. It was suggested that the Dining Tent be parallel to the Entertainment Tent and that Food trucks be immediately east of booths. Bob Wayne raised concern that people might complain about noise in the food area and carnival rides with new layout #1. Dan Jassim suggested that the Dining Tent split the vendor booths in the center, offering less noise.

Lila Swenson brought up concerns about more shade and suggested ascertaining the costs of buying versus renting tents. Dan Jassim and Bob Wayne responded with rates of storage, set-up expertise, maintenance, quality of tents and labor costs. Dan Jassim also discussed limits on tent dimensions; that there is ample tree cover in Veterans Park; that the orientation of the Entertainment Tent follows the orientation of the sun and that wind is a main issue.

Jill Thomsen offered that volunteer outreach was made at the AVPA convocation on Wednesday, May 30.

There was a general discussion of possible food vendors, including the new Poke place near Veterans Park.

Dan Jassim announced that 72 non-food vendors could be accommodated.

Susan Obrow mentioned that the Aquacade event could be elongated time-wise. She also reminded Committee Members to check City e-mails and to only use City e-mail.

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Adjournment

It was noted that the next meeting will be July 11, as July 4 is a holiday. There being no further business, Ronnie Jayne made a Motion to adjourn the Fiesta La Ballona Committee Meeting. Lila Swenson seconded the Motion, which was passed unanimously. The meeting adjourned at approximately 8:45 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