

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

August 1, 2018
7:00pm

Call to Order & Roll Call

Chair Jeanne Min called the meeting to order at **7:03 p.m.**

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

Absent: Lila Swenson
Greg Guzzetta
Marcus Tiggs

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Public Comment - Items Not On the Agenda

No Public Comment.

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Item C-1

Meeting Minutes

Bob Wayne 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:

Bob Wayne announced that the subcommittee is moving forward with the production of Commemorative Artwork t-shirts. Bob Wayne asked Corey Lakin about the logistics of marketing and selling the shirts at Fiesta. Corey Lakin responded that he would speak

to the Finance Department about this matter. The Fiesta Committee then discussed shirt prices; how many shirts to purchase; payment methods; potential deals for customers; what to do with old Fiesta Commemorative Artwork shirts; ways to lower the cost of shirt production in future years. The Committee decided to order 100 shirts.

Corey Lakin circulated an image of the Commemorative Artwork, and Tashon McKeithan requested this image for a Facebook post.

Jill Thomsen suggested that the winning Commemorative Artwork design be used on the volunteer shirts, if not this year than in future years. Corey Lakin asked if the volunteer shirts for this year had been ordered and Susan Obrow offered to contact Beyond Direct Marketing to find out. A discussion ensued about the designs and colors of both the Commemorative Artwork shirts and the volunteer shirts. The Committee agreed on separate designs for this year's volunteer shirts and commemorative shirts, but resolved to revisit the issue next Fiesta.

Entertainment Subcommittee:

Ronnie Jayne shared with the Fiesta Committee that the Mainstage lineup for the Fiesta Entertainment Tent is complete. She announced that Mike Cohen will emcee the Entertainment Tent, Patrick Gardner will emcee Fiesta-Palooza, and Ronnie Jayne will emcee the Opening Ceremonies. Ronnie Jayne noted that the Opening Ceremonies will begin at 6:00 pm on Friday, August 24 and requested that the Fiesta Committee to arrive at the Entertainment Tent at 5:45 pm that evening. She projected that the Opening Ceremonies will end at approximately 6:20 pm. Susan Obrow added that they will feature a performance by The Actors' Gang.

Patrick Gardner offered an update on Fiesta-Palooza. The lineup is now finalized and features the following artists: Late Ship, a rock band; Vision, a rapper; Point Antagonist, an indie band; Mediocre, a female-fronted punk band; and Leaving London, a rock band. All of the Fiesta-Palooza performers are teen artists who either live in Culver City or attend Culver City High School.

Susan Obrow updated the Fiesta Committee on the status of the Community Stage acts. The Community Stage will present performances from the following groups: Grupo la Rosa, Los Angeles Swing Dance Posse, Ho'Aloha Polynesian Dancers, Grupo Folklorico Macias, Cali Rose and the CC Strummers, Xorotropzi, and Shingari School of Dance. Most of the performances will be from heritage dance companies. Susan Obrow noted that there is one remaining performance spot, and it will likely be filled by another Folklorico dance group.

Ronnie Jayne added that a Red Swan stilt walker will circulate throughout the Fiesta grounds on both Saturday and Sunday.

Marketing Subcommittee:

Tashon McKeithan announced that the over-the-street banners are up, Culver City bus ads are currently running and the Chamber of Commerce e-blast has been sent out. Currently in the works are a press release about the Entertainment Tent, the event program and the general postcard. Fiesta La Ballona will also appear in the Culver City Observer and the LA Times Culture Monster. Susan Obrow added that Spanish-language radio spots for Fiesta will soon be aired on KXOS.

Discussion ensued regarding Fiesta wristbands. Tashon McKeithan announced that wristbands are now available for pre-sale at the price of \$25. She asked Jill Thomsen and Corey Lakin about who is responsible for distributing pre-sale wristbands that were purchased online at the Fiesta website. Jill Thomsen and Corey Lakin said that they would discuss this with Devon Bargmann the following day.

Bob Wayne asked if the winner and runner-up of the Commemorative Artwork competition would receive free wristbands. Jill Thomsen and Corey Lakin indicated that they would discuss this, as well, with Devon Bargmann the following day.

Sponsorship Subcommittee:

Marcus Tiggs was not present to provide a report. Jeanne Min projected that the subcommittee will reach its goal of \$30,000 in sponsorships.

Susan Obrow noted that the logos of all sponsors are now posted on the Fiesta website and that the logos all link to the sponsor websites.

Sustainability Subcommittee:

Jeanne Min told the Fiesta Committee that Commercial Cleaning Systems will be Fiesta's zero waste sponsor. CCS will have staff onsite to oversee trash and recycling and CCS will produce signage for trash and recycling bins to inform and educate attendees about recycling. Cathi Vargas from CCS confirmed that CCS is moving forward with these signs, which are reusable for future Fiestas. Dawn Melton asked about trash bins and who will empty them. Cathi Vargas responded that CCS will be providing approximately 70 pickle barrels and 75 bins that hold bags inside and confirmed that CCS will be emptying all waste receptacles. She suggested that PRCS custodians scheduled during Fiesta weekend be given an alternate responsibility.

Corey Lakin informed the Committee that the Beer & Wine Garden will not have any polystyrene in accordance with the City's ban on polystyrene. He also explained that in order to reduce waste from disposable plastic water bottles at Fiesta, PRCS will purchase collapsible reusable water bottles for volunteers and staff and water bottles with the PRCS logo for Entertainment Tent performers. There will be Igloo containers in the green rooms to refill the water bottles. Ronnie Jayne asked if performers would be allowed to take the water bottles onstage with them. Corey responded that yes, they are allowed to do so and would be encouraged to keep them as souvenirs. He estimated that this would conserve approximately 1,200 water bottles.

The discussion then shifted to Bird Rides, Inc. scooters at Fiesta. Cathi Vargas suggested signage prohibiting scooters in the park. Susan Obrow added that Sanjana Mada has a call with Bird Rides, Inc. tomorrow. During this call she would suggest that Bird Rides, Inc. have a vendor booth near the bike valet and that a Bird Rides, Inc. representative be responsible for collecting all scooters on the Fiesta grounds. Municipal regulations for statement(s) re: prohibition against riding scooters in parks would be reviewed.

There was a discussion of a potential ban on vaping at Fiesta La Ballona.

Bob Wayne requested that there be more signage directing festival attendees to the restrooms than there was last year.

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PUBLIC COMMENT – Items Not On the Agenda (Continued)

No public comment.

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Receipt of Correspondence

No correspondence received.

Items from Members/Staff

Ronnie Jayne and Susan Obrow thanked the Los Angeles County Arts Commission summer intern Cricket Cary-Green for her work on Fiesta. As part of her intern responsibilities, she would be creating informational guidelines for the Entertainment Tent stage managers.

Jeanne Min presented the City Council Fiesta La Ballona Proclamation and read the Proclamation aloud. Corey Lakin suggested that it be framed and displayed at the Fiesta information booth.

Jill Thomsen provided a volunteer update. She let the Fiesta Committee know that volunteer shifts are now posted online. Jill will send volunteer information to the Fiesta Committee Members so that they can also recruit volunteers. She added that the volunteer training is on Saturday, August 18 at 10:00 a.m. in the Senior Center.

Dawn Melton announced that all food vendors are approved and listed on the Fiesta website. She also shared and passed around a photobook from the 2012 Fiesta La Ballona. Jeanne Min asked if

Committee members will receive parking passes; Dawn Melton confirmed that they will receive parking passes via email.

Jeanne Min asked Susan Obrow about the status of Fiesta posters. Susan responded that they would be ready soon now that all of the sponsor logos have been received.

Jeanne Min reminded Committee Members to report to the Entertainment Tent at 5:45 pm on August 24 for the Opening Ceremonies.

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Adjournment

There being no further business, Tashon McKeithan made a Motion to adjourn the Fiesta La Ballona Committee Meeting. Ronnie Jayne seconded the Motion, which was passed unanimously. The meeting adjourned at 8:07 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