

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

July 10, 2019

Call to Order & Roll Call

Gregg Guzzetta called the meeting to order at 7:01 P.M.

Present:

Greg Guzzetta, Chair
Marcus Tiggs, Vice Chair
Robert C. Wayne
Ronnie Jayne

Absent:

Lila Swenson
Lisa Marie Parker Desai
Lizet Alvarez

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Public Comment - Items NOT On the Agenda

Judith Martin-Straw of the Culver City Crossroads noted that Fiesta has always advertised with Culver City Crossroads, and she proceeded to offer exclusive space on the Crossroads website banner.

Steve Hadland of the Culver City Observer asked who will be sending him marketing materials for the Culver City Observer cover; Susan Obrow said City staff will send him the contact information of the staff members working on marketing.

Jeff Cooper of the Culver City Exchange Club wanted to field questions and concerns about the Beer and Wine Garden. Greg Guzzetta informed the Committee that the airstream trailer will not work for the Exchange Club. Jeff Cooper noted that the Exchange Club is trying to go for a new vibe that will include a picket fence, string lights, "Polynesian" decorations such as bamboo and thatch umbrellas, and an acoustic musician between bands. Gregg Guzzetta asked whether they would need a P.A. system for the acoustic musician. Robert Wayne asked about the return of Japanese beer to the Beer and Wine Garden; Jeff Cooper replied that Firestone Walker will likely be the Exchange Club's exclusive beer provider for Fiesta 2019. Ronnie Jayne reported that there will be a Yacht Rock band on Friday from 4:30 P.M. to

5:30 PM at the Entertainment Tent. Jeff Cooper said that the Exchange Club would try to extend the hours of the Beer and Wine Garden to align with the general Fiesta hours and adjust the last call accordingly. Susan Obrow noted that there may be Giant Games from Joymode at the Beer and Wine Garden.

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Item C-1

Approval of the Minutes of the Fiesta La Ballona Committee Meeting of June 5, 2019

Marcus Tiggs made a Motion to approve the Fiesta Committee Meeting Minutes for June 5, 2019.

Robert Wayne seconded the Motion, which passed with unanimous approval.

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Action Items

Item A-1

Reports From the Fiesta La Ballona Sub-Committees

Entertainment Sub-Committee:

The Entertainment Sub-Committee reported that all performer contracts have been sent out. Susan Obrow updated the Committee on the Opening Ceremony, mentioning that the Culver City High School Marching Band, El Marino Taiko, and the Santa Monica Oceanaires will perform. Ronnie Jayne reported that parking and unloading for performers makes sense after reviewing the layout in Veterans Park. She also reintroduced the issue of dust in green rooms. Susan Obrow reported that Avalon Tent & Party had been selected as the tent vendor for 2019.

Greg Guzzetta asked about whether performer vehicles had to move to another lot after unloading equipment; Susan Obrow and Ronnie Jayne suggested the moving of vehicles in and out of basketball courts. Greg suggested the need for times on parking passes so volunteers could monitor parking more effectively. Robert Wayne noted that some bands won't need to unload much equipment.

Jill Thomsen noted that she expects the need for more volunteers because of new Fiesta hours; she will try to get more corporate groups to volunteer.

Robert Wayne also asked about the status of the rate for emcees; Susan Obrow and Patrick Gardner confirmed that the Fiesta budget allows for emcee compensation. Susan Obrow suggested an August 1, 2019 due date for finding an emcee. Ronnie Jayne noted that the Sub-Committee would need to prioritize diversity and charisma when considering a candidate. Greg Guzzetta suggested that more than one additional emcee would be detrimental. The Sub-Committee noted that Mike Cohen will return as an emcee.

Susan Obrow added that Avalon will add lighting in the Entertainment Tent and that Jeff Lee from Technology Artists and Aubrey Bayoneta from Avalon will be connected.

Sponsorship Sub-Committee:

Marcus Tiggs reported that \$27,600 had been raised by this time in 2018, and that \$29,100 has been raised so far in 2019. He noted that by the end of 2018, \$34,000 had been raised.

Marcus reported that the Culver City Rotary Club will help with "Plunge Into Fiesta" activities. HeArt Realtors, West Basin Municipal Water District, The Conservatory, Echo Horizon, The Backstage, LA Kings Ice Crew, and LA Galaxy Star Squad will return as sponsors for 2019.

Marcus asked about the Culver City Bicycle Coalition and the Bike Valet. Cathi Vargas said CCBC could only be there from 10:00 A.M. to 6:00 P.M. on Saturday, August 24. She said they would ask the Los Angeles County Bicycle Coalition what it would cost to staff the Bike Valet for the remainder of the Fiesta hours.

Susan Obrow reported that Sponsor/Volunteer flyer design will be ready on Monday for printing. Marcus Tiggs said that having a sponsor flyer doesn't really help at this point and that it would be better to have something for sponsors who come aboard closer to the event.

Jill Thomsen asked Marcus if anything came of asking Macy's about sponsorship. Marcus said he would follow up with that contact.

Southern California Edison will be the only sponsor with a logo on the 2019 Fiesta bus ads; Westfield declined to be included. Susan Obrow noted that Joymode has not provided a dollar amount for their sponsorship; Marcus Tiggs suggested that if Joymode would be on the bus ads, then Image should also be on there.

July 10, 2019

Robert Wayne asked Marcus Tiggs about Harbor Freight as a possible sponsor.

Marketing Sub-Committee:

Lizet Alvarez reported that she is waiting on the Fiscal Year 2020 budget for the app; Susan Obrow noted that the new budget allows for the app, but that there are internal conversations at the IT department about the app.

Greg Guzzetta asked about a launch date for the app; Lizet Alvarez noted that it would be five days after approval. Jill Thomsen asked about ideal first notification dates.

Lizet Alvarez noted how the app would either be branded with Fiesta's name or be available through Eventmobi's existing app.

Lizet reintroduced ways to push the app, including wristband pre-sale and gamification. She asked Susan if she could provide a deadline for the IT department to decide on use of the app; Susan said that the department was very close.

Greg Guzzetta asked for clarification about the app naming convention; Lizet clarified that if the app does not get made by a certain date, there will not be enough time to submit it to app stores and the app will have to be hosted under EventMobi's existing app.

Beer and Wine Garden Sub-Committee:

The Beer and Wine Garden Sub-Committee will meet one more time before Fiesta.

Volunteer Sub-Committee:

Jill Thomsen reported that the annual volunteer training will be held Saturday, August 17, 2019 and that it may include a walk-through of the Fiesta grounds.

Patrick Gardner presented a sample of the Gildan 5000 100% cotton T-shirt and a swatch brochure from T-shirt Pros.

Jill Thomsen noted that a lot of volunteers will be Culver City High School students who need community service hours, and that she prefers if people interested in volunteering sign up ahead of time because of the need to fill shifts.

July 10, 2019

Susan Obrow directed the Committee to the color "Daisy" as the potential shade of yellow for the T-shirts from the swatch brochure.

Greg Guzzetta asked about adding volunteers for surveying Fiesta-goers; Jill Thomsen clarified that this duty was one for "Fiesta Fun Ambassadors" and noted that the survey will be integrated into the app. She outlined all of the different areas where volunteers could be stationed.

Sustainability Sub-Committee:

Cathi Vargas reported that the Sustainability Sub-Committee is preparing for Trash World, including the art installation. She noted that Culver Arts, which was the Culver City Arts Foundation, has agreed to pay the artist \$1,000. reDiscover will be stationed in the Trash World area. Susan Obrow asked Cathi Vargas to send Sustainability activities information to Patrick Gardner once it is solidified to put it on the Fiesta website.

Cathi asked Marcus Tiggs if the plasma TV at Fiesta could also show video; Marcus replied that it could.

Cathi reiterated that the Culver City Bicycle Coalition can only run the bike valet from 10:00 A.M. to 6:00 P.M. on Saturday, August 24, and they want to put into writing what will happen with the bikes after 6:00 P.M.

Susan Obrow reported that the City has been contacted by Bird Scooters and that they are interested in returning and being partners this year. Marcus Tiggs said that Susan Obrow and Corey Lakin should check again with the City Attorney about the possibility of a Bird partnership, as it was not approved previously.

Layout Sub-Committee:

Greg Guzzetta has submitted the current layout to Corey Lakin. He also asked about the budget, and Susan Obrow noted that Staff were working contract-by-contract using the budget.

Greg addressed the need for signage, mentioning especially the Beer and Wine Garden, food trucks, and bathrooms, and branding for the signage. Lizet Alvarez brought up using the app for directions along with the signage that Greg proposed.

July 10, 2019

Greg asked about the number of vendors; Dawn Melton had the number of non-food vendors but was not present at the meeting, and Susan Obrow said that she has a list of the food vendors.

Special Activities Sub-Committee:

Lizet Alvarez said the plan is still to do a Scavenger Hunt but a lot of planning is involved, especially with vendors. She predicted that vendors will want to do it because of exposure and incentives to visit them. Lizet suggested that Marcus Tiggs be the liaison to sponsors for involvement in the Scavenger Hunt. Robert Wayne asked about prize structure, to which Lizet replied that vendors would ideally donate prizes.

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Public Comment - Items Not On the Agenda (Continued)

Steve Hadland asked about materials for ad space; Susan Obrow said Staff would send him flyers.

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Receipt of Correspondence

There was no correspondence.

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Items From Staff

Susan Obrow reported that Tripepi Smith is the new marketing contractor for Fiesta. Robert Wayne brought up the annual tradition of the Fiesta Committee members going to a City Council meeting to announce the arrival of Fiesta; Susan Obrow noted that this event coincides with a proclamation, and she will get the date of that particular meeting to him. Jill Thomsen noted that the City Council meeting is on August 12, 2019.

Items From Members

Gregg Guzzetta asked about specifics of the Culver City High School Marching Band's "pied piper" role, including where they would start performing.

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Adjournment

There being no further business, Marcus Tiggs made a Motion to adjourn the Fiesta La Ballona Committee Meeting. Ronnie Jayne seconded the Motion, which was passed unanimously. The meeting adjourned at 8:25 P.M.

SECRETARY of the Fiesta La Ballona Committee

APPROVED _____

Greg Guzzetta

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