

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

September 5, 2019

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

Vice-Chair Marcus Tiggs called the meeting to order at 7:04 P.M.

Present:           Greg Guzzetta, Chair  
                  Marcus Tiggs, Vice Chair  
                  Robert C. Wayne  
                  Lila Swenson  
                  Lizet Alvarez  
                  Lisa Marie Parker Desai  
                  Ronnie Jayne

Absent:     None

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

There was no public comment.

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Item C-1

### **Approval of the Minutes of the Fiesta La Ballona Committee Meeting of August 7, 2019**

Robert C. Wayne recommended that the statement "Robert Wayne said that it would be god" be changed to "Robert Wayne said that it would be good" on page four of the minutes from August 7, 2019. Greg Guzzetta made a Motion to approve the revised Fiesta Committee Meeting Minutes for August 7, 2019. Robert C. Wayne seconded the motion, which was unanimously approved as amended by Robert Wayne.

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**Action Items**

Item A-1

**Review of Fiesta La Ballona 2019**

Greg Guzzetta began the discussion by noting how Fiesta was fun and flowed better, specifically citing the success of the Beer and Wine Garden and the nighttime “vibe”; he also said he was impressed with the attendance at Vendor Village. He highlighted the need to improve safety measures, and he reintroduced the idea of a Kids’ Zone and a Sunday brunch.

Corey Lakin reported that carnival ride ticket sales were up by approximately \$18,000 from 2018.

Robert Wayne noted that the giant games area at the Entertainment Tent was well attended and successful; he also commended both Masters of Ceremonies, Mike Cohen and Talya Sindel.

Ronnie Jayne said that she heard positive comments about the sound, shade, table configuration, and Silent Disco at the Entertainment Tent. Also, she stated that she observed that people were confused about the locations of the non-food vendors and food vendors.

Lisa Marie Parker Desai suggested a collaboration with the Exchange Club for the Beer and Wine Garden; a Lemonade Garden for children adjacent to the Beer and Wine Garden; and a possible host opportunity, related to entertainment in the Lemonade Garden, for the Culver City Cultural Affairs Foundation. Further, she discussed the carnival’s long lines and scheduling issues; selling tickets earlier on Saturday; a dedicated wristband booth; the end time printed on the wristbands; and selling different tiers of wristbands. She provided positive comments about Zero Waste World and Plunge Into Fiesta. She also suggested the use of a “Billy On the Street”-style interview system for Fiesta-goers.

In regard to entertainment, Lisa Marie Parker Desai noted the problem of overlap between the entertainment at the Beer and Wine Garden and the Main Stage entertainment. Lizet Alvarez suggested that performers at the Beer and Wine Garden should have to be approved by the Entertainment Subcommittee.

Committee members reintroduced the idea of leading people, especially children and parents, to the Fiesta grounds with a parade.

Lizet Alvarez suggested that work on the app should begin earlier to solve issues with gamification and level of usership; that the distance between the food vendors and the stage are too far from each other; that there should be more children's areas; and that Fiestagoers were pleased with the trash can labels. Members and Staff then noted considerations of open space and Fire Marshal requirements.

Lila Swenson remarked that attendees responded well to the new layout and that she received positive feedback on Zero Waste World and the Entertainment Tent. She suggested working toward improved internet connectivity in Veterans Park, speakers in different parts of the park, more screens with broadcasted content, new varieties of food with healthier options, and a new platform for purchasing carnival ride wristbands. She expressed concern about the presence of balloon popping and shooting games, and noted the absence of the Gravitron ride. She then expressed satisfaction with the location of Zero Waste World, the presence of direction signage, and the work of volunteers.

Robert Wayne remarked that the Entertainment Tent configuration was the biggest improvement along with the general Fiesta layout. He also considered the one-sheets for each day's entertainment schedule to be successful. He suggested the idea of a fan favorite band to return the following year; improving the children's programming; and possibly booking a magician. He echoed fellow Committee Members' ideas of broadcasting or streaming interviews; praised the art on the volunteer T-shirts; suggested that the AVPA Art contest winners should be featured in more press; noted time constraints for the contest; and observed that the non-food vendor area seemed a bit cramped.

Marcus Tiggs stated that the layout was more open and felt less crowded; the vendor participation in the app's gamification feature worked but was slow at first; some vendors complained about the sun; the need to reevaluate the role of non-food vendors; and that the promotional materials came out later this year.

Lila Swenson asked if there was a way to follow up with vendors. Corey Lakin responded that Staff will be following up with them.

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#### **Public Comment – Items Not On the Agenda (Continued)**

Mike Cohen noted how, when he was Chair, he created a mission statement for Fiesta La Ballona with goals and purposes and he asked the Committee if they had engaged in similar contemplation. He suggested enhancing the guest experience; promoting PRCS resources; reviewing the vendor experience; and involving more community groups.

Steve Hadland of the Culver City Observer voiced his agreement with Mike's notions of community involvement and mentioned that the festival has traditionally featured several community groups. He noted that he had seen less community group involvement over the years in favor of making money, but that there had been a resurgence of community group participation in recent years.

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#### **Receipt of Correspondence**

There was no correspondence.

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#### **Items From Members**

Ronnie Jayne asked about Greg Guzzetta's level of satisfaction with the layout on the gridded map, to which Greg expressed his disappointment that the grid upon which he created the layout was not to scale.

Ronnie Jayne observed that this was a transformative year for Fiesta, especially given the new layout and the new demographic representation among Committee members; she acknowledged how the Committee was able to work together to make it a success.

Lila Swenson reported on the lighting at one of the restroom areas; how the new layout would facilitate more wristband sales; and positive feedback regarding the food trucks move from the baseball diamond this year.

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### **Items From Staff**

Corey Lakin reported that carnival ride wristband pre-sale was down, but that overall ride sales were up.

Jill Thomsen reported on the results of the 2019 Fiesta survey including the Zip Code tally. She announced that there were more Culver City zip codes reported by attendees than in previous years. Robert Wayne suggested adding a question about a favorite performer to the survey. Jill also offered that perhaps the vendor layout and numbering should be more organized.

Jill went on to report feedback about adding more water stations; adding Wi-Fi in the park; bringing back the Cat Adoption truck; wristband sale efficiency; and adding pop-up visors to booths to improve shade. She suggested that Staff and Committee members could incentivize the survey through the app.

Susan Obrow reported comments from Dawn Melton, who was not in attendance: these included feedback from food vendors saying that the parking lot did not work for them; a comment from one food vendor that the layout was too dangerous for their crew; and interest from some who would like to use their own canopies and have more space between the booths. She also noted how the Beer & Wine Garden area needs to include a separate booth for food preparation by the Kiwanis Club and Exchange Club in order to comply with the Health Department. Corey Lakin stated that some food vendors' non-adherence to Fire Code was a serious issue and it was noted by the Fire Marshal at the event.

Susan Obrow also mentioned that Cathi Vargas had created a comprehensive report on Fiesta which shall be sent to the Committee.

Corey Lakin introduced Stephanie DaVall who recently joined the Parks, Recreation and Community Services Department. Mr. Lakin thanked the Committee members for their ideas, motivation, and dedication. He reported that Fiesta La Ballona was over budget this year and that he is still receiving invoices. He expressed appreciation and recognition for the work of Staff. He praised the new layout and commented on how the carnival was much more open. He suggested that wristband prices should increase and agreed with remarks from Committee members regarding the carnival. He stated that in order for the carnival company to receive the optional 2020 contract renewal, it would have to run a tighter operation. Also, he reported that the additional lighting was the expenditure that exceeded the budget.

Further, Mr. Lakin recommended that only food trucks, not food vendor booths, be present at the 2020 event, noting that it would be less expensive. Also, he suggested a "Taste of Culver City" on Friday night, which would be a fundraiser for Culver City Schools and an opportunity to incorporate Culver City restaurants. He stated that most of those restaurants do not have food tents or mobile operations in their business plan. Discussion ensued about the possibility of using money generated from the Beer & Wine Garden sales.

Mr. Lakin observed that Staff and the Committee have a great model in place and he encouraged the Committee to continue using it. He noted that certain tasks should be completed earlier such as the app which has ADA-compliance issues. He commented on the excellent prizes for the Scavenger Hunt; suggested that there be a digital requirement, color limit, and a size specification for commemorative artwork submissions; and recommended that Silent Disco become an all-weekend event. He stated that he will discuss enhancing security and enforcing a single point of entry with the City Manager. Also, he suggested that there should not be too many attractions down the middle of the open area since the layout was comfortable as-is. Finally, he reported that Diamond Environmental Services recommended more restrooms next year.

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**Adjournment**

There being no further business, Lisa Marie Parker Desai made a Motion to adjourn the Fiesta La Ballona Committee Meeting. Lizet Alvarez seconded the Motion, which was passed unanimously. The meeting adjourned at 9:26 p.m.

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SECRETARY of the Fiesta La Ballona Committee

APPROVED \_\_\_\_\_

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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.

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Jeremy Green  
City Clerk

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Date