

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

November 6, 2019
7:00 P.M.

Call to Order & Roll Call

Chair Guzzetta called the regular meeting of the Fiesta La Ballona Committee to order at 7:01 P.M. in the Kaizuka Room at Veterans Memorial Building.

Present: Greg Guzzetta, Chair
Ronnie Jayne, Member
Lizet Alvarez, Member*
Lisa Marie Parker Desai, Member**
Lila Swenson, Member
Bob Wayne, Member

*Member Parker Desai arrived at 7:04 P.M.

**Member Alvarez arrived at 7:11 P.M.

Absent: Marcus G. Tiggs, Vice Chair

Staff: Corey Lakin, Parks, Recreation and Community
Services Director
Susan Obrow, Special Events Coordinator
Stephanie DaVall, Recreation Community Services
Coordinator
Terrica Miller, Administrative Clerk
Jill Thomsen, Acting Recreation Community
Services Supervisor

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Susan Obrow, Special Events Coordinator, announced that the Recording Secretary for the City Council would be transcribing minutes for the meetings and she asked that speakers identify themselves for the audio recording.

Corey Lakin, Parks, Recreation and Community Services Director, indicated that the regular meeting location could

change to the Senior Center in the future due to the presence of audio equipment and the LOOP System.

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Public Comment – Items Not On the Agenda

Chair Guzzetta invited public comment.

No cards were received and no speakers came forward.

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Consent Calendar

Item C-1

Approval of Minutes of the Regular Meeting of September 5, 2019

Member Parker Desai joined the meeting.

Discussion ensued between staff and Committee Members regarding a correction to a typographical error and Member Wayne asked that his name be changed in the minutes from Robert Wayne to Bob Wayne.

MOVED BY MEMBER SWENSON AND SECONDED BY MEMBER PARKER DESAI THAT THE FIESTA LA BALLONA COMMITTEE APPROVE MINUTES FOR THE REGULAR MEETING OF SEPTEMBER 5, 2019 AS AMENDED.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: GUZZETTA, JAYNE, PARKER DESAI, SWENSON, WAYNE

NOES: NONE

ABSENT: ALVAREZ, TIGGS

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Order of the Agenda

No changes were made.

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Action Items

Item A-1

Selection of Chair and Vice Chair of the Fiesta La Ballona Committee

Discussion ensued between staff and Commissioners regarding interest in serving; leadership positions; the fact that Marcus Tiggs and Ronnie Jayne will be termed out; qualifications; and training.

MOVED BY MEMBER SWENSON AND SECONDED BY MEMBER JAYNE THAT THE FIESTA LA BALLONA COMMITTEE APPOINT GREG GUZZETTA TO SERVE AS CHAIR AND LISA MARIE PARKER DESAI TO SERVE AS VICE CHAIR FOR 2019-2020.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: GUZZETTA, JAYNE, PARKER DESAI, SWENSON, WAYNE
NOES: NONE
ABSENT: ALVAREZ, TIGGS

Lisa Alvarez joined the meeting.

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Item A-2

(1) Adoption of Motions Appointing Fiesta La Ballona Committee Members to Existing Ad Hoc Subcommittees; (2) [If Desired] Formation of New or Dissolution of Existing Fiesta La Ballona Committee Ad Hoc Subcommittees; and, (3) [If Desired] Adoption of Motions Appointing Committee Members to Newly Formed Ad Hoc Subcommittees

Susan Obrow, Special Events Coordinator, provided a summary of the material of record.

Discussion ensued between staff and Commissioners regarding which subcommittees to retain; interest and availability to serve; effectiveness of layout changes for 2019; whether

the Site Layout subcommittee is still needed; sponsors; temporary activation of space; entertainment; maintaining open space; making changes based on feedback; vendors in the sun; those who occupy the space for the full time vs. those that are there for a short time; community service vendors vs. for-profit vendors; locating for-profit vendors near the beer garden; the Special Activities subcommittee; agreement to classify the raffle under the Sponsorship subcommittee; the number of people who can serve on each subcommittee; the art contest for the t-shirts; whether the Volunteer subcommittee is necessary; repeat vendors; food trucks; changing the focus of the event; craft fairs; clarification regarding ad hoc subcommittees; the ability of Committee Members to meet to discuss items; individualized meetings; the work of the Vendor subcommittee; workload; vendor recruitment; the Sierra Madre Craft Fair; and the opportunity to add appointees and include Committee Members who may not be present.

MOVED BY MEMBER JAYNE AND SECONDED BY MEMBER SWENSON THAT THE FIESTA LA BALLONA COMMITTEE:

1. DISSOLVE THE 2018-2019 FIESTA LA BALLONA COMMITTEE AD HOC SUBCOMMITTEES;
2. CREATE THE 2019-2020 FIESTA LA BALLONA COMMITTEE AD HOC SUBCOMMITTEES;
3. ELIMINATE THE FIESTA LA BALLONA COMMITTEE AD HOC VOLUNTEER SUBCOMMITTEE; AND
4. APPOINT THE FOLLOWING TO THE 2019-2020 FIESTA LA BALLONA COMMITTEE AD HOC SUBCOMMITTEES:

SITE LAYOUT - LISA MARIE PARKER DESAI, LILA SWENSON AND GREG GUZZETTA

MARKETING - LIZET ALVAREZ AND BOB WAYNE

ENTERTAINMENT - RONNIE JAYNE, LILA SWENSON AND BOB WAYNE

SPONSORSHIP - LILA SWENSON

SUSTAINABILITY - LILA SWENSON

SPECIAL ACTIVITIES - LISA MARIE PARKER DESAI, LILA SWENSON,
RONNIE JAYNE

VENDORS - LIZET ALVAREZ, GREG GUZZETTA, LISA MARIE PARKER
DESAI

BEER & WINE GARDEN - LISA MARIE PARKER DESAI AND GREG
GUZZETTA.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: ALVAREZ, GUZZETTA, JAYNE, PARKER DESAI, SWENSON, WAYNE

NOES: NONE

ABSENT: TIGGS

Additional discussion ensued between staff and Committee
Members regarding Committee Members who are terming out and
recruiting other people who are not on the Fiesta La
Ballona Committee to serve on the subcommittees.

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Item A-3

**Discussion Regarding Planning and Goals for Fiesta La
Ballona 2020 (August 21 - August 23, 2020)**

Corey Lakin, Parks, Recreation and Community Services
Director, reported that due to a change in work schedule,
Cathi Vargas would no longer be attending the Fiesta La
Ballona Committee meetings but would continue to be
involved with sustainability related issues.

Discussion ensued between staff and Committee Members
regarding consistency of using the fourth weekend in
August; the recap sheet; enabling people to put a face with
the voice at Fiesta La Ballona; video packages; providing
people with something to focus on; video screens; a
suggestion for everyone to come up with their top two or
three ideas and return at the next meeting for discussion;
the limited budget; focusing on target goals; tying wants
to funding; finding ways to increase revenue; formulating
recommendations for site layout, vendors, beer and wine,
and marketing; revenue generators; figures; concern that

the supply of beer ran out on Friday and Saturday evening; dates for Fiesta La Ballona 2020; the first day of school; the Committee meeting schedule for the next year; and Committee consensus was achieved to table the item to the next Committee meeting.

MOVED BY MEMBER PARKER DESAI AND SECONDED BY MEMBER JAYNE THAT THE FIESTA LA BALLONA COMMITTEE APPROVE THE FOLLOWING MEETING SCHEDULE:

WEDNESDAY, DECEMBER 4, 2019
WEDNESDAY, JANUARY 8, 2020
WEDNESDAY, FEBRUARY 5, 2020
WEDNESDAY, MARCH 4, 2020
WEDNESDAY, APRIL 1, 2020
WEDNESDAY, MAY 6, 2020
WEDNESDAY, JUNE 3, 2020
WEDNESDAY, JULY 8, 2020
WEDNESDAY, AUGUST 8, 2020
WEDNESDAY, SEPTEMBER 2, 2020
WEDNESDAY, NOVEMBER 4, 2020
WEDNESDAY, DECEMBER 2, 2020

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: ALVAREZ, GUZZETTA, JAYNE, PARKER DESAI, SWENSON, WAYNE
NOES: NONE
ABSENT: TIGGS

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Public Comment - Items Not On the Agenda (Continued)

No cards were received and no speakers came forward.

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Receipt of Correspondence

Susan Obrow, Special Events Coordinator, indicated that correspondence had been received for Ronnie Jayne.

Corey Lakin, Parks, Recreation and Community Services Director, received verification that Committee Members had received the invitation for Mike Cohen.

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Items from Committee Members

Discussion ensued between staff and Commissioners regarding lack of feedback from the public; the Karen Bass Town Hall; Concert Share; a suggestion to agendize a discussion of recruitment of additional help in the subcommittees; how to change the vendor program including food; concern with offending people; Taste of Culver City; soliciting commitments from local restaurants; and a suggestion to agendize a discussion of new food vendors.

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Items from Staff

Susan Obrow, Special Events Coordinator, reported that the City Clerk requested that the Chair sign meeting minutes from past years and that staff would be arranging a signing session, and she introduced Terrica Miller.

Terrica Miller noted that she would serve as meeting secretary for the future.

Corey Lakin, Parks, Recreation and Community Services Director, discussed efforts to hire new staff members and changes in staff responsibilities.

Discussion ensued between staff and Committee Members regarding numbers for the past year; outstanding invoices; and stage management.

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Adjournment

There being no further business, at 8:08 P.M., the Fiesta La Ballona Committee adjourned to a meeting to be held at 7:00 P.M. on December 4, 2019.

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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