

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

February 5, 2020
7:00 P.M.

Call to Order & Roll Call

Chair Guzzetta called the regular meeting of the Fiesta La Ballona Committee to order at 7:08 P.M. at the Culver City Senior Center.

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

Staff: Stephanie DaVall, Recreation & Community Services
Coordinator
Darren Uhl, Recreation & Community Services
Manager
Jill Thomsen, Recreation & Community Services
Acting Supervisor
Terrica Miller, Administrative Clerk

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Pledge of Allegiance

No flag was available for the Pledge of Allegiance.

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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 January 8, 2020

Member Tiggs pointed out that he was listed as Vice Chair and asked that the minutes be corrected.

THE FIESTA LA BALLONA COMMITTEE APPROVED MINUTES FOR THE REGULAR MEETING OF JANUARY 8, 2020 AS CORRECTED.

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Order of the Agenda

No changes were made.

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Action Items

Item A-1

Discussion Regarding WiFi at Fiesta La Ballona 2020

Discussion ensued between staff and Committee Members regarding the assessment conducted; communication with the Information Technology department; defining a wifi accessible area in the park; coverage; the carnival area; use of stadium antennae; use of the app; the vendor area; available options; the timeline; and costs.

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Item A-2

**Discussion Regarding Fiesta La Ballona Committee
Recommendations to City Council for the Fiscal Year
2020/2021 Parks, Recreation and Community Services
Department Budget**

Discussion ensued between staff and Committee Members regarding the adopted budget for 2019-2020; determining the budget for next year; changes from the year before; the Revenue and Expenditure Report; the initial breakdown; revenue vs. expenditures; the shortfall; the self-sustaining nature of the event; the difficulty of calculating staff costs; the need to have existing money in the account to pay for things before revenue is received; the deadline for completion of the letter; whether to ask for more money; additional items discussed that are not in the budget; the goal to increase attendance; marketing; the Taste of Culver City concept; keeping the letter short and specific; including information on what was done with the money last year; a suggestion that subcommittees formulate wishlists; referencing the five year plan; clarifying the vision; working on shared, live documents together; the Brown Act; the sponsorship report; increased costs for City services; increased costs offset by increased revenue; the potential for increased income from the Beer and Wine Garden; the Letter Subcommittee; email communication between Committee Members; agendaized topics; the need to have the letter completed at the next meeting; reports back from the subcommittee to staff; the request for an increase; including ideas for how requested money would be spent; incorporating hard costs; and agreement that subcommittees would submit to staff by February 19 for discussion at the next meeting.

MOVED BY MEMBER JAYNE, SECONDED BY VICE CHAIR DESAI AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE CREATE AN AD HOC SUBCOMMITTEE TO PUT THE BUDGET LETTER TOGETHER FOR THE CITY COUNCIL AND APPOINT CHAIR GUZZETTA, MEMBER SWENSON AND MEMBER ALVAREZ TO SERVE.

Item A-3

Reports from Fiesta La Ballona Subcommittees

Discussion ensued between staff and Committee Members regarding the Site Layout Subcommittee; using the Beer and Wine Garden space for a brunch event; expanding the space; using an adjacent space for a Lemonade Garden; creating a T-shape to the fairway; keeping an opening the size of a food truck to the parking lot area; space for child care; agreement to stick with the same general layout as last year with a few adjustments; the carnival contract; quality of product; the contract extension and the need to keep the same terms; adjustments; the stilt walkers; feedback from attendees; games; and clarification that comments from the September meeting were forwarded to the carnival operators.

Member Alvarez reported on the Marketing Subcommittee; discussed re-branding; the request for more money; expanding outreach; creation of a new look; the need for a new vendor for the app; promotion; and doorhangers.

Discussion ensued between staff and Committee Members regarding the Sustainability Subcommittee; sponsorship obligations; programs; t-shirts; deadlines; finalists; the process; and banners.

Member Jayne reported on the recent meeting of the Entertainment Subcommittee; discussed yacht music; Fiesta Palloozza; the Silent Disco; family entertainment for the first slot; and running entertainment until 10:00 p.m.

Discussion ensued between staff and Committee Members regarding acts seen at Concert Share; fan favorites; follow-up; diversity; bands fronted by women; the need to keep two slots open for LA County grant artists; AB 5; the website; wifi video speakers; enhancing communication; working with Technology Artists; hours of operation; coordinating times for activities; having a secondary MC; opening ceremonies; the community stage; and stage manager duties.

Member Tiggs reported on the meeting of the Sponsorship Subcommittee; discussed new sponsors; the Chamber of Commerce; and a suggestion to have lower levels of sponsorship with more sponsors.

Member Swenson suggested that having a larger number of smaller sponsors could result in the Chamber being the largest sponsor; discussed creating a video for sponsors; providing an incentive to sponsor; and increasing visibility for sponsors.

Discussion ensued between staff and Committee Members regarding resident support for sustainability efforts; improved signage; the Special Activities Subcommittee; taking a Culver City group photo at Fiesta La Ballona; child care; liability; outreach; the arrangement with the Exchange Club for the Beer and Wine Garden; holding a champagne brunch in the Beer and Wine Garden on Saturday morning; profit sharing; fundraising; covering costs; increasing early attendance at Fiesta La Ballona; moving the fence line; local promotion; the Taste of Culver City concept; moving the Kiwanis Club to Sunday mornings; interest in other fundraising options; interest in participating in the Champagne Brunch; fairway games; Wheel World; community oriented events in the afternoon; fundraisers for groups who participate; creating a hometown fair kind of feeling; fire truck and police vehicle displays; the natural gas bus; location and visibility of the display; potential money-making for the non-profits; gaging interest from the organization; making up revenue lost from keeping spaces open; safety and security; mitigating vehicle risk; food booths vs. food trucks; lost revenue; parking; shuttle vans; the Dial a Ride program; the Mayme Clayton Museum; ensuring that entertainers retain proximity to their vehicles; use of City carts; and bicycles.

Additional discussion ensued between staff and Committee Members regarding the Vendor Subcommittee; the meeting of the Beer and Wine Subcommittee; ensuring that Member Tiggs is included in the Beer and Wine Subcommittee meetings; concerns with The Exchange Club; figures reported by The Exchange Club; consensus that the Committee consider raising fees for everyone at the next meeting; City Council purview; the timetable to make changes; the process; the fee study currently in process; sharing revenue; use of credit cards vs. cash; accountability; the way the deal is currently set up with The Exchange Club; the culture of the event; underfunded schools; funding booster clubs and education; the opportunity for more accountability for the largest revenue vendor at Fiesta La Ballona; fairness; politics; fallout for making the changes; providing opportunities for different charities; people brought in by The Exchange Club; the need

to restructure the agreement; organizations that need funding; and Committee consensus to have a full discussion of The Beer and Wine Garden at the next Committee meeting.

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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

No correspondence was received.

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Items from Committee Members

None.

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Items from Staff

Jill Thomsen, Recreation & Community Services Acting Supervisor, discussed the Annual Spring Career Fair at Culver City High School on March 12 and asked for a Committee Member to solicit volunteers.

Discussion ensued between staff and Committee Members regarding the Recreation table to recruit summer workers; a reminder that subcommittees need to provide their reports to staff by February 19; and agreement to do the walk around after daylight savings time.

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Adjournment

There being no further business, at 9:02 P.M., the Fiesta La Ballona Committee adjourned in memory of Kirk Douglas.

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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