

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

March 4, 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 7:06 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
Supervisor
Terrica Miller, Administrative Clerk
Corey Lakin, Parks, Recreation & Community
Services Director

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Pledge of Allegiance

The Fiesta La Ballona Committee recited 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 February 5, 2020

THE FIESTA LA BALLONA COMMITTEE APPROVED MINUTES FOR THE REGULAR MEETING OF FEBRUARY 5, 2020.

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Order of the Agenda

No changes were made.

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Action Items

Item A-1

Discussion Regarding Beer and Wine Garden at Fiesta La Ballona 2020

Chair Guzzetta reported on the subcommittee proposal to change the structure of the Beer and Wine Garden; he discussed direct management by the Committee; the intent to improve efficiency and increase revenue as well as provide opportunity for additional charities in the City; and creation of a separate non-profit to pull the license and get permits.

Discussion ensued between staff and Committee Members regarding the purpose of the non-profit; allowing participation by different non-profits; and finding ways to support programs in the School District.

Vice Chair Desai indicated that she would like to focus on the child care aspect of the event and suggested that she move to the Vendor Subcommittee and that Member Alvarez take her place on the Beer and Wine Subcommittee.

Committee consensus was achieved for Vice Chair Desai to serve on the Vendor Subcommittee and for Member Alvarez to serve on the Beer and Wine Subcommittee.

Additional discussion ensued between staff and Committee Members regarding language used; formation of a non-profit to provide a mechanism to make the process more efficient; input from the City Attorney; time needed to establish a 501c3; fiscal sponsorship; staffing costs; ability to get discounts; using multiple organizations vs. having one organization oversee the entire process; different time blocks for different organizations to run the Beer and Wine Garden; the role of the organization in the process and the event; licenses; incorporating other fundraising elements; and projected income.

Chair Guzzetta invited public comment.

The following members of the audience addressed the Committee:

John Cohn, Exchange Club, expressed concern that the changes proposed were random and chaotic; discussed beneficiaries of the money raised by the Beer and Wine Garden; past experiences using other contractors to run the Beer and Wine Garden; labor, administrative, insurance and overhead costs; revenue sharing; scholarships for Parks and Recreation programs; City Council approvals; beer and in-kind donations; scholarships and money donated by The Exchange Club to various organizations; and complexities related to putting on the event.

Jeff Cooper discussed donation of money raised to children's organizations in Culver City and surrounding areas; the connection between community members and services; creating a family atmosphere; and suggestions and changes accepted from the City and made by The Exchange Club last year.

Discussion ensued between Exchange Club representatives and Committee Members regarding how much money was donated last year and who it was donated to; Exchange Club fundraisers throughout the year; oversight; collaboration; the Veterans event; 2018 figures vs. 2019 figures; the need for transparency; the goal to increase revenue generated and give more; marketing, branding and promotion; the ability of the Exchange Club to secure beer donations; the upcoming Car Show; concerns with the coronavirus; Exchange Club membership and background on the organization; maintaining the neighborhood feel; willingness of The Exchange Club to work with the Committee and to provide a report on the distribution of funds; consideration of proposed changes by The Exchange Club Board; clarification that the Committee is an advisory body to the City Council; the process; scheduling; willingness of staff to help; the importance of having a clear plan or item to be considered by the City Council; establishment of a 501c3; history of the relationship between Fiesta La Ballona and the City; the beer gardens at the Artwalk and the High and Low Festival; branding; posting a notice to indicate who the proceeds are benefitting; pricing changes for vendor booths; starting the process; generation of more revenue; and agreement to table the item to the next meeting.

Additional discussion ensued between staff and Committee Members regarding the ability to call a special meeting; the feeling that if the Beer and Wine Garden were run efficiently, examination of the event would not be necessary; the goal to have the event make as much money as possible; and a reminder that the discussion on the matter had been concluded.

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Item A-2

Discussion Regarding Vendors at Fiesta La Ballona 2020

Stephanie DaVall, Recreation & Community Services Coordinator, discussed meeting with a representative from The Truck Stop; moving to all food trucks this year; benefits; and costs.

Discussion ensued between staff and Committee Members regarding needs of the carnival ride vendors; the non-compete clause; establishing a food court area; lighting; making a premium event space where the food booths used to be; priority parking; available parking; layout; coordination with the Truck Stop; the build out for the food vendors; projected revenue; market lighting; providing an eating area near the new food court; using existing shade and picnic tables; keeping everything at the same location; the importance of keeping the vendors happy; the Green Truck; providing healthier foods; providing a variety of options; finding a way to set Culver City apart; food trucks specific to Culver City; the maximum number of food trucks; proximity to the entertainment tent; benefits of working with a liaison; the tightknit food truck community; requirements in the agreement; the vendor fee; vendors who sell out; determining the best number of and location for food trucks; truck size; layout; drop off location; shuttles; petty cash; the viability of trucks in the playground area; clearance; trees; access; security; impacts to the community who have been attending Fiesta La Ballona for years; concern with the way the agenda item was written; public notification; elimination of legacy food vendors; scaling back rather than eliminating food tents; health department requirements; infrastructure; competition; the ability for people to rent trucks; whether to vote on the item or defer it; concern with making a large change; changes to the pricing structure; the number of food trucks last year; whether to pursue a contract with The Truck Stop to provide 100% food trucks at Fiesta La Ballona subject to discussions with the two non-profit tents about the possibility of renting food trucks; whether the food trucks all have to be located in one place; formalization of the commitment; staff handling of details; and support for continued discussions on the best location.

THE FIESTA LA BALLONA COMMITTEE PASSED A MOTION THAT FIESTA LA BALLONA BECOME AN ALL FOOD TRUCK VENDOR EVENT, AND ELIMINATE ALL NON-FOOD TRUCK VENDORS.

Member Tiggs voted yes, but voiced his concern with a lack of adequate public notification that elimination of food trucks was to be considered.

Additional discussion ensued between staff and Committee Members regarding layout; increased visibility for vendors; fees; non-profit vs. commercial vendors; marketing; whether for-profit vendors have previously been turned down in order to support non-profit vendors; curating higher-end commercial vendors; previous complaints from vendors due to visibility and shade issues; providing a shopping experience; night time hours; lighting; charging more for those who stay into the evening; having a separate area for those who stay longer and require lighting; delineating community vendors; the number of community vs. commercial vendors; use of individual tents vs. having a larger tent for multiple non-profits; encouraging walk throughs; pass through information; encouraging people to go into the shade; making a yellow brick road to vendors or for Culver City businesses; rainbow designations; premium non-profit booths vs. arts and crafts booths; the NRA booth; consistency with non-profit booths; the ability of the Committee to make certain changes; City Council approval required for changes to pricing; the goal to encourage shopping; first come, first served for premium commercial spaces; passing along electricity costs to the booths; priority for commercial booths that sell things; handmade vs. commercial; swap meet items; changing the goals to shape the event; location of the face painting booth; dividing for-profit and non-profit; adding an art component; including Culver City artists; Committee consensus to move forward with concepts discussed; distribution of applications; notification; staff contact; interested vendors; and timeframe.

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Item A-3

Reports from Fiesta La Ballona Subcommittees

Chair Guzzetta provided an update from the Site Layout Subcommittee; discussed security; fencing; use of a contractor's CAD mark-up program to make the process easier; and a request to have the representative from The Food Truck come to a Committee meeting.

Discussion ensued between staff and Committee Members regarding holding the next meeting at the park; adding

additional fencing to the budget; the threat assessment from the security company; suggestions for an action plan; and the need for additional review before exploring fencing quotes.

Member Jayne provided an update from the Entertainment Subcommittee noting that much of the entertainment has already been booked; she discussed providing kid-friendly and engaging music; the return of festival favorites; the LA county grant; keeping the energy up; family friendly entertainment; different genres; world music; availability; price; and the budget.

Discussion ensued between staff and Committee Members regarding the letter submitted to the City Council; technical requests; whether to record the events; switching between sponsorship cards and the live stage view; interviews; coordination with the app; the video feed to the screens by the side of the stage; Culver City Live; allowing for early entertainment on Saturday and Sunday; money to cover silent disco rentals; and including general comments in the letter.

Member Alvarez provided a report from the Marketing Subcommittee; discussed re-branding; doorhangers; and requesting more money.

Discussion ensued between staff and Committee Members regarding Tripepi Smith; the budget; the need to provide direction; design; the time frame to make changes; creating a logo; community input at Fiesta La Ballona; bus ads; total budget requests including entertainment and marketing; t-shirts; custom made presentations; Gobo advertising vs. banners; banner locations; daytime vs. night time visibility; and costs.

Member Swenson provided an update from the Sponsorship Subcommittee; discussed new sponsors; work with the Chamber of Commerce; showing promos for sponsors in the tent area; a budget request for postcards and videos to incentivize sponsorship; and she indicated that the Sustainability Subcommittee had not met, but planned to continue activities from last year.

Discussion ensued between staff and Committee Members regarding additional signage; costs; the Special Activities Subcommittee; the Request for Proposals (RFP) to bring in a child care organization; existing contractors; costs; capacity; age limits; boxwood hedge fencing; fundraising for the schools; the Saturday morning brunch in the Beer and Wine Garden; entertainment; selling tickets; revenue sharing; capacity; restrictions associated with the Beer and Wine Garden; determining the price point for the event; using a food truck for the brunch; working within licensing requirements; overhead expenses; revenue; the permit; the requirement to use a non-profit; and subcontracting.

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Item A-4

**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 putting money in the budget to front expenses; revenue projections; estimates of what the Beer and Wine Garden makes vs. what is being reported; concern with lost opportunity to raise money for the City; requiring a payment system rather than an all-cash system; increased costs; advertising restrictions; donations; including projected revenue with the budget request; the request for the Exchange Club to commit money toward scholarships for City-run park programs; different ways to help children in Culver City; length of time that the Exchange Club has been running the Beer and Wine Garden; size of the organization; a suggestion to work with the Exchange Club for this year on the terms of the Committee; being direct with The Exchange Club on how much money needs to be produced; the broken promise last year from The Exchange Club not to run out of beer; format for the budget request; the importance of creating support and enthusiasm for the budget requests; the amount budgeted vs. what was spent last year; the proposed increase; added income to offset the increased requests; Brown Act rules; the submission deadline; keeping additional revenue from the Beer and Wine Garden to fund improvements for next year; acknowledging progress made last year; and support for calling a special meeting for further discussion.

THAT THE FIESTA LA BALLONA COMMITTEE PASSED A MOTION TO CALL A SPECIAL MEETING TO BE HELD ON MARCH 18, 2020.

Additional discussion ensued between staff and Committee Members regarding availability of the meeting room; refreshments; agendized items for the meeting; focus of the budget letter; fee increases; resolving issues; keeping the Beer and Wine Garden as a separate issue; fee adjustments; the City study and fee study recommendations; making adjustments based on market rate; structural changes; cost recovery percentages; providing a breakdown for each period of time for the Beer and Wine Garden; using an outside entity to operate the Beer and Wine Garden; pre-existing square footage fees and charges for space; opportunity for the City to get reimbursed for expenses by increasing the rental rate for the area; encouraging accountability; required donations to City programs; and non-profit requirements.

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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

None.

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Adjournment

There being no further business, at 10:38 P.M., the Fiesta La Ballona Committee adjourned to a special meeting to be held on March 18, 2020.

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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