

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 3, 2021
7:00 P.M.

Call to Order and Roll Call

Chair Guzzetta called the regular meeting of the Fiesta La Ballona Committee to order at 7:05 P.M. via Webex.

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

*Member Tiggs joined the meeting at 7:09 P.M.

Absent: Lila Swenson, Member

Staff: Darren Uhl, Recreation and Community Services
Manager
Dani Cullens-Recreation and Community Services Supervisor
Stephanie DaVall, Recreation and Community
Services Coordinator
Terrica Miller, Administrative Clerk

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Pledge of Allegiance

Member Jayne sang that National Anthem.

Member Tiggs joined the meeting.

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Public Comment - Items Not On the Agenda

Chair Guzzetta invited public comment.

Terrica Miller, Administrative Clerk, indicated that no public comment had been received.

Darren Uhl, Recreation and Community Services Manager, introduced Recreation and Community Services Supervisor, Dani Cullens.

Dani Cullens, Supervisor in Charge of Special Events, provided background on herself.

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Consent Calendar

Item C-1

Approval of Minutes of the Special Meeting of January 6, 2021

MOVED BY MEMBER WAYNE, SECONDED BY MEMBER PARKER DESAI AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE APPROVE MINUTES FOR THE SPECIAL MEETING OF JANUARY 6, 2021 AS SUBMITTED (ABSENT MEMBER SWENSON).

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Order of the Agenda

Additional consideration of Item A-1 took place after Item A-4.

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Action Items

Item A-1

Discussion Regarding Relevant Ad Hoc Subcommittees for Fiesta La Ballona 2021

Darren Uhl, Recreation and Community Services Manager, introduced the item.

Discussion ensued between staff and Committee Members regarding creation of a hybrid event; whether to maintain the

same subcommittees; support for focusing on producing a live event; adding virtual elements to the live event; adding another point of view to the Fiesta; lessons learned from the event last year; the ability to bring more people in with the use of virtual elements; release forms with contracts to allow filming with the live webcam; outreach opportunities; music used in programming; and licensing and publishing considerations.

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Item A-2

Adoption of Motions Appointing Fiesta La Ballona Committee Members to 2021 Ad Hoc Subcommittees

Discussion ensued between staff and Committee Members regarding clarification that Member Tiggs preferred to remain serving on the Beer and Wine Ad Hoc Subcommittee; recruitment of volunteers to assist in the subcommittees; participation by Lizet Alvarez; and acknowledgement of the need for additional members on the Marketing Ad Hoc Subcommittee.

MOVED BY MEMBER PARKER DESAI, SECONDED BY MEMBER JAYNE AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE MAINTAIN AD HOC SUBCOMMITTEE ASSIGNMENTS AS NOTED IN THE STAFF REPORT (ABSENT MEMBER SWENSON).

Additional discussion ensued between staff and Committee Members regarding consideration of add-ons by the Special Activities Ad Hoc Subcommittee; accessibility; and agreement that a discussion of the responsibilities of each subcommittee be on the agenda for the next meeting.

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Item A-3

Discussion Regarding Fiesta La Ballona 2021 Sponsorships

Member Tiggs reported contact with the Downtown Business Association (DBA), and he indicated that he had obtained information for the contact person at Amazon.

Chair Guzzetta asked to serve on the Sponsorship Subcommittee and noted the potential move to downtown.

Discussion ensued between staff and Committee Members regarding Committee purview; decreased City revenue; the budget for the event; costs to move the event; revenue from the rides; extension of the contract for the rides; making use of the area behind Linwood Howe; costs for street closures; impacts to the neighbors; disruptions to the City; and relevant sponsors.

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Item A-4

Discussion Regarding Fiesta La Ballona Committee Recommendations to the City Council for the Fiscal Year 2021/2022 Parks, Recreation and Community Services Department Budget

Terrica Miller, Administrative Clerk, presented the budget letter from the previous year.

Discussion ensued between staff and Committee Members regarding the budget process; timing for decision making; alignment with the Los Angeles County Department of Public Health; vaccinations; the need for requests to be presented by the next meeting; whether to modify the previous letter or create a new one; making an emotional appeal; community participation in recent events; pent up demand; the change to include a Halloween event with the Fiesta; whether to create an ad hoc subcommittee to draft the inspiring budget letter; identification of components included in the event; items beyond the control of the City; planning for the current situation with adjustments made every month or so; feasibility of live entertainment; vendor booths; contracts; the need for a robust subcommittee to address virtual events if in-person events are not possible; and staff assistance with virtual events.

Chair Guzzetta agreed to create a draft budget letter.

Item A-1
(Continued)

Discussion Regarding Relevant Ad Hoc Subcommittees for Fiesta La Ballona 2021

MOVED BY MEMBER TIGGS, SECONDED BY MEMBER WAYNE AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE CREATE AN AD HOC BACK UP PLAN SUBCOMMITTEE (ABSENT MEMBER SWENSON).

Discussion ensued between staff and Committee Members regarding creation of alternatives to a live event vs. having virtual events be an adjunct to a live event; availability of wifi; and agreement by Chair Guzzetta, and Members Jayne and Tiggs to serve on the new subcommittee.

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Public Comment – Items Not On the Agenda (Continued)

Terrica Miller, Administrative Clerk, indicated that no public comment had been received.

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Receipt of Correspondence

Terrica Miller, Administrative Clerk, indicated that no correspondence had been received.

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Items from Staff

Terrica Miller, Administrative Clerk, reported that the appointment for the vacant Fiesta La Ballona Committee position would be made at the March 8, 2021 City Council meeting.

Stephanie DaVall, Recreation and Community Services Coordinator, indicated that she would have more to say after hearing from the subcommittees.

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Items from Committee Members

Member Wayne suggested involving a personality like Elvira to participate in the event.

Discussion ensued between staff and Committee Members regarding brainstorming Halloween ideas for the next meeting and Member Jayne sang a quick rendition of My Ballona.

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Adjournment

There being no further business, at 8:13 P.M., the Fiesta La Ballona Committee adjourned the meeting to April 7, 2021 at 7:00 P.M.

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Terrica Miller

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