

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

April 7, 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 7:02 P.M. via Webex.

Present: Greg Guzzetta, Chair
Lisa Marie Parker Desai, Vice Chair
Ronnie Jayne, Member
Judith Martin-Straw, Member
Lila Swenson, Member
Marcus G. Tiggs, Member
Bob Wayne, Member

*Member Swenson joined the meeting at 7:22 P.M.

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

Vice Chair Parker Desai led the Pledge of Allegiance.

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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.

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Consent Calendar

Item C-1

Approval of Minutes of the Regular Meeting of March 3, 2021

Vice Chair Parker Desai requested clarification on the second line in the first paragraph on page three regarding the wording "adding another point of view to the Fiesta."

MOVED BY VICE CHAIR PARKER DESAI, SECONDED BY MEMBER JAYNE AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE APPROVE MINUTES FOR THE REGULAR MEETING OF MARCH 3, 2021 AS CLARIFIED (ABSENT MEMBER SWENSON).

Chair Guzzetta received clarification that he needed to return signed copies of the minutes to staff.

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Order of the Agenda

None.

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Action Items

Item A-1

Oath of Office - Administration of the Oath of Office to Newly Appointed Committee Member

Terrica Miller, Administrative Clerk, administered the Oath of Office to Judith Martin-Straw.

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Item A-2

Discussion Regarding Responsibilities of Each Ad Hoc Subcommittee

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

Discussion ensued between staff and Committee Members regarding the new Committee Member; function of the subcommittees; procedures; Brown Act Rules; duties of subcommittee members; openings that need to be addressed; previous discussion and the need to add Chair Guzzetta to the Sponsorship Subcommittee; vacancies on the Marketing, Vendor, and Sustainability Subcommittees; the undefined nature of the Special Activities Subcommittee; the Ad Hoc Back Up Subcommittee; changes; the new timeframe; incorporating the T-Shirt Subcommittee into the Marketing Subcommittee; and clarification that Member Wayne is an adjunct appointee to the Marketing Subcommittee.

Member Swenson joined the meeting.

MOVED BY VICE CHAIR PARKER DESAI, SECONDED BY MEMBER SWENSON AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE APPOINT MEMBER MARTIN-STRAW TO SERVE ON THE MARKETING SUBCOMMITTEE WITH MEMBER WAYNE TO SERVE AS AN ADJUNCT APPOINTEE TO THE MARKETING SUBCOMMITTEE.

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Item A-3

Discussion Regarding the Overall Vision for Fiesta La Ballona and New Ideas for the 2021 Event

Discussion ensued between staff and Committee Members regarding the date change; the pandemic; compliance; planning for something that has a better chance of happening; City Council approval to move the date of Fiesta to October; the proposed Halloween theme; timeframe; the difficulty of going back to August; the lack of a budget for Fiesta in August; the need to raise money from sponsorships; hopes for an in-

person Fiesta; the decreased amount budgeted for Fiesta La Ballona this year; clarification that the date change has been agreed upon for one year; previous complaints about the heat with having an event in August; rides; constraints; budget limitations; the ability to hold a stripped down community event; enhancements; the proposed budget; sponsorships to enhance the event; ride money; General Fund monies; front end money; donations; freeing up money to create advertising for the sponsors who help put the event on; placing the focus on in-kind sponsorships; money spent on entertainment; difficulty securing talent without knowing what is available; costs for other contractual services and for special supplies; having a community stage rather than providing professional entertainment; local companies willing to pay directly for a band; money that the City used to advance; reliance on other sponsorship dollars; Cultural Affairs grants; recognition for sponsorships; clarification that there is not a formal process for sponsorship recognition; the need to examine priorities; money that should be spent before June 30, 2021; the value of getting the community together; clarification that the rides, community stage, beer garden and food trucks do not cost anything; cost for vendor tents; county purview on whether a carnival is held; event restrictions; creating budget scenarios; and a suggestion to include a budget discussion on the agenda for the next meeting.

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Item A-4

Discussion of Relocating the 2021 Fiesta La Ballona to Downtown Culver City and Requesting that Staff Inform the City Council of the Committee's Desires

Chair Guzzetta noted that the Committee had proposed moving the event to Downtown next year and he acknowledged staff opposition to the idea.

Member Tiggs reported that he and Chair Guzzetta had a positive meeting with Amazon representatives to discuss in-kind donations and a financial contribution; indicated a positive response regarding a potential move to Downtown; potential support for either a physical or virtual event; and

he felt that Amazon Studios would likely be a key sponsor for 2021.

Discussion ensued between staff and Committee Members regarding Amazon representatives; potential Downtown locations; support for a venue change; potential benefits to Downtown restaurants; rides as an important revenue-driver with limited risk; an upcoming meeting regarding the redesign of Media Park; the fact that the streets are already closed down in the Downtown area; budget impacts to moving the event; cost differences for running the Car Show Downtown vs. running it in the park; keeping options open for the consideration of a move; and the lack of clear guidelines for the event that existed in the past.

Darren Uhl, Recreation and Community Services Manager, discussed the proposed course of action if the Committee chooses to pursue moving locations; and the need for a motion from the Committee to recommend that the City Council consider the change.

Additional discussion ensued between staff and Committee Members regarding keeping options open; the need for more information regarding cost comparisons between the two locations; necessary cross-departmental collaboration; bus re-routing; coordination with Los Angeles; fire lanes; legal requirements; the staff report to the City Council weighing in on the matter from their perspective; minimizing impact; crowd control; necessary traffic mitigation; fencing; limitations on participants; the Site Layout Subcommittee; discussing ideas before approaching the City Council; logistics; doing a site walk; staff support; whether this is the right year to consider a change; bringing money into the Downtown area; and making use of crossing guards.

Chair Guzzetta invited public comment.

The following member of the public addressed the Committee:

Stacey indicated that she had been attending Fiesta La Ballona for many years; expressed appreciation for the Committee; expressed disappointment with the date change; discussed the sense of community created by Fiesta; the right of passage for kids in the City; she expressed opposition to the move noting that as a parent, she felt secure letting her children

walk freely at Vets Park; discussed the small town intimacy of the event; she wanted to support the Exchange Club and was concerned that the beer garden would lose revenue with people going to Downtown businesses instead; and she proposed opening the rides early for high school seniors.

Discussion ensued between the speaker, staff and Committee Members regarding the feeling that the Downtown area could also be a intimate and safe setting; changing traditions; holding a high school event as part of Fiesta; the importance of giving kids autonomy; and potential scenarios to make a Downtown location work.

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Item A-5

Discussion on Sponsorships for Fiesta La Ballona Committee

Chair Guzzetta reported that Amazon had until June to return with thoughts on their level of participation.

Member Tiggs indicated that he and Member Swenson would communicate with the Chamber of Commerce and report back next month.

Discussion ensued between staff and Committee Members regarding the position of Amazon on the potential move to Downtown, and the need to know what funding is available before moving forward with entertainment.

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Public Comment - Items Not On the Agenda (Continued)

Terrica Miller, Administrative Clerk, indicated that Stacey wanted the Committee to know that she felt heard, Maureen had expressed support for the work of the Committee, and Blake Handler had indicated being pleased that Judith Martin-Straw had joined the Committee.

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Receipt of Correspondence

Terrica Miller, Administrative Clerk, indicated that Committee Members should have received an email sent out on April 1 with a link to complete Ethics training by April 30, 2021.

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Items from Staff

Darren Uhl, Recreation and Community Services Manager, indicated that he respected the creativity of the Committee.

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Items from Committee Members

Member Jayne reminded everyone that there were volunteer opportunities available to members of the public.

Vice Chair Parker Desai volunteered her space for outdoor meetings.

Discussion ensued between staff and Committee Members regarding resumption of in-person meetings, and the summer concert series.

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Adjournment

There being no further business, at 8:52 P.M., the Fiesta La Ballona Committee adjourned the meeting to May 5, 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