

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

May 5, 2021
7:00 P.M.

Call to Order and Roll Call

Vice Chair Desai called the regular meeting of the Fiesta La Ballona Committee to order at 7:03 P.M. via Webex.

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

*Chair Guzzetta joined the meeting at 7:12 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

o0o

Pledge of Allegiance

Vice Chair Desai led the Pledge of Allegiance.

o0o

Public Comment - Items Not On the Agenda

Vice Chair Desai invited public comment.

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

o0o

Consent Calendar

Item C-1

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

MOVED BY MEMBER MARTIN-STRAW, SECONDED BY MEMBER TIGGS AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE APPROVE MINUTES FOR THE SPECIAL MEETING OF MARCH 3, 2021 AS PRESENTED (ABSENT CHAIR GUZZETTA AND MEMBER SWENSON).

o0o

Order of the Agenda

Item A-4 was heard before Item A-1 and after Item A-3.

o0o

Action Items

The following item was considered out of sequence.

Item A-4

Reports from Fiesta La Ballona Subcommittees

Vice Chair Desai noted that the Site Layout Subcommittee had not met.

Member Martin-Straw indicated that the Marketing Subcommittee had nothing to report as they cannot move forward until they are aware of a date and venue.

o0o

Item A-1

Discussion Regarding the Budget for Fiesta La Ballona 2021

Darren Uhl, Recreation and Community Services Manager clarified that funds would be allowed to be carried over from

the previous year, and he expressed hope that the budgeted amount would remain \$27,350.

Discussion ensued between staff and Committee Members regarding the basis for the figure; enhancements; money allotted to Fiesta for 2020; the inability to ask for more in the overall budget than what was approved for the past fiscal year; the need to take money from other parts of the budget to fund Fiesta; and the amount of money to be used for sound and lights.

Chair Guzzetta joined the meeting.

Additional discussion ensued between staff and Committee Members regarding the need for specifics before seeking sponsorships; moving forward with Fiesta in the park; clarification as to whether monies brought in would be counted above the money budgeted; concern with money being absorbed into the General Fund; confirmation that the date for the Fiesta would be October 29-31; conversations with Amazon; reasonable expectations of sponsorships; the reference in the minutes indicating that staff was to inform the City Council of their desire to move the event downtown; the need for a motion in order to move forward; the difficulty for the City to accept cash; benefits to having the sponsor directly cover the costs of a stage, build-out, sound system and entertainment; the need for the City to be co-insured; donations given by smaller sponsors; in-kind sponsorships and donations; the need to cover cash expenses; costs for the build-out; added costs; fencing in the entire event; entry and exit points; emergency access; additional lighting; and restrooms and hand-washing stations.

Chair Guzzetta invited public comment.

The following member of the public addressed the Committee:

Stephen Hadland, Culver City Observer, discussed costs for tents and expenses already covered.

Discussion ensued between the speaker, staff and Committee Members regarding the amount budgeted; City-wide budget cuts; upfront payment to the tent vendor; money that goes into and

comes out of a single Fiesta account; City accounting; and concern with the General Fund eating up money from Fiesta.

o0o

Item A-2

Discussion Regarding the Event Planning, Location, and Timeline for FLB 2021

Discussion ensued between staff and Committee Members regarding consensus to hold the event at Veterans Park on Halloween weekend 2021.

o0o

Item A-3

Clarification of 2021 Event from PRCS Staff Focus

Darren Uhl, Recreation and Community Services Manager discussed portions of the Fiesta that have no cost, and revenue generators.

Discussion ensued between staff and Committee Members regarding community stages vs. professional talent; stage, lights and payment for professional musicians with an Amazon sponsorship; t-shirts; staff members that coordinate the community stage; the feeling that Fiesta is not acceptable without professional talent; total costs; the county grant; clarification regarding how much entertainment is to be provided; DJ music between sets; required budget expenditures; meeting schedule; in-person meetings; vaccination status; meeting location; Brown Act Rules; and the Beer Garden.

o0o

Item A-4

(Continued)

Reports from Fiesta La Ballona Subcommittees

Discussion ensued between staff and Committee Members regarding the Beer and Wine Subcommittee; the Exchange Club;

bringing in a mobile bar; utilizing a professional bartender; signature drinks; transparency; accounting; working to elevate the event; concern that for the past two years the Exchange Club has run out of beer each night; the ability of the Marketing Subcommittee to move forward now that a specific date and location has been set; Marketing vs. Sponsorship; design; AVPA students; theme; branding; religion vs. culture; Dia de la Fiesta; cultural appropriation; the inability to move forward with entertainment without knowing what kind of budget is available; and whether Amazon sponsorship would include their influence on entertainment choices.

o0o

Public Comment - Items Not On the Agenda (Continued)

Terrica Miller, Administrative Clerk, indicated no requests to speak.

o0o

Receipt of Correspondence

Terrica Miller, Administrative Clerk, reported receipt of the Historical Society Newsletter for Chair Guzzetta who indicated that he would come by to pick it up.

o0o

Items from Staff

None.

o0o

Items from Committee Members

Discussion ensued between staff and Committee Members regarding agreement to push the meeting in June one week later to allow additional time for information gathering.

MOVED BY MEMBER MARTIN-STRAW, SECONDED BY MEMBER JAYNE AND UNANIMOUSLY CARRIED THAT THE FIESTA LA BALLONA COMMITTEE MOVE THE DATE OF THE REGULAR MEETING TO JUNE 16, 2021 (ABSENT MEMBER SWENSON).

o0o

Adjournment

There being no further business, at 8:17 P.M., the Fiesta La Ballona Committee adjourned the meeting to June 16, 2021 at 7:00 P.M.

o0o

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