

October 5, 2016

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

**Call to Order & Roll Call**

Present: Celeste Anlauf, Vice-Chair  
Karen Gibbs, Member  
Ronnie Jayne, Member  
Jeanne Min, Member  
Bob Wayne, Member

**Scheduled Absences:**

Marcus G. Tiggs, Chair  
Randy Arizmendiz, Member

The meeting was Called to Order by Vice Chair Celeste Anlauf at 7:05 pm.

Celeste Anlauf thanked exiting members, Randy Arizmendiz and Karen Gibbs, for all they'd done for Fiesta Ballona.

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Item C-1

**Meeting Minutes**

Ronnie Jayne made a motion to approve Minutes. Jeanne Min seconded the motion.

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Item A-1

**Reports from the Committee's Subcommittees**

Commemorative T-Shirt Subcommittee Report

Bob Wayne reported that \$240 was the total from shirts sold at \$15 each. Sixteen shirts sold.

Celeste Anlauf recommended better location for shirt sales next year and to offer shirts to sponsors as a gift; discussion and agreement to retroactively give shirts away to Council Members

and sponsors; discussion regarding using Centennial theme for next year's shirt design; possibility of different colors other than white for the t-shirt.

#### Entertainment Subcommittee Report

Ronnie Jayne requested 2 hour increments or longer for volunteers choosing to help in Entertainment Tent; requested to set money in budget aside to hire a stage manager again for next year; reported that it was beneficial to have volunteers and professionals with music and video experience; requested more staff for Opening Ceremonies.

Celeste Anlauf confirmed that the stage manager for this year cost less than \$300 total for the Fiesta. It was agreed that the cost is well worth it for the entertainment stage to run smoothly. Dan Jassim acknowledged the budget request.

Jill Thomsen arrived at 7:20pm.

Ronnie Jayne said that the 90s performance was the weakest of all the eras; she suggested that there was a need to bring in newer music. Bob Wayne agreed that there should be music to attract the Millennials.

#### Marketing Subcommittee Report

Karen Gibbs reported Facebook was a success with 1,164 followers currently; started with only 350; reported that Facebook followers asked if possible to have a breastfeeding/ changing tent; recommended that City have an Instagram account for the Fiesta.

Karen also observed that the seating was good in the middle of the Fiesta but needed more throughout grounds, especially near food; Sound for bands could be better placed as well; announced that as a departing member that it was a pleasure working and learning from all involved in the Fiesta.

Susan Obrow addressed the need to have an RFP for a marketing contractor.

#### Sponsorship Subcommittee Report

Jeanne Min reported a great job done; all commitments were in; discussed new goals. Celeste expressed that she does not feel that the Sponsorship Subcommittee did well this year. Sponsors

were unresponsive except to Marcus. Questioned whether Sponsorship Subcommittee is needed next year or if the Fiesta could be made smaller. The majority unanimously agreed that Sponsorship Subcommittee is needed. Dan explained that he budgets for sponsorship and that the money brought in pays for improvements to the Fiesta and offsets costs like entertainment. Dan suggested that Marcus personally introduce Sponsors to other Sponsorship members to help foster relationships. Recommendation for sponsors to be sought out and secured earlier into the year. Jeanne added that there were more sponsors added this year even though less money was made, which might have been caused by the competing Culver City Centennial Celebration Committee. Celeste asked if City could provide the same amount that the subcommittee does. Dan advised against it, since the sponsorship program allows businesses to contribute to enhancing this community event.

#### Vendor Subcommittee Report

Dawn reported everything went well with vendors; the only issue was with one vendor coming in too early and blocking others; there were NO issues with oil being dumped; all booking done by April, \$14,665 in revenue brought in. Karen requested to have more seating put by the food trucks. Dawn pointed out that the chairs would make it difficult for food trucks to move around.

The beehive that landed on one of the vendor tables was discussed. Bees were removed by Honey Love, a bee keeping association with assistance by Karim Sahli.

Dan commented that there were less sold booths this year; proposed less booth space next year; suggested to make sure that stakes don't stick out; and there may be a need for cones to prevent trip hazards.

#### Sustainability Subcommittee Report

Julianne Zuccardi reported that all went well; the mini Material Recovery Facility was a success with student volunteers as well as staff from Environmental Programs and Operations Division; 360 lbs. of green waste, 60 lbs. of recycling and 160 lbs. of refuse were collected; the total waste was 5,181 lbs. including street sweep. Committee recognized Armando and Miguel for staying late into the night cleaning the Fiesta grounds. Dawn added that vendors left the area very clean.



Volunteer Subcommittee Report

Jill reported there were close to 90 volunteers this year with lots of return volunteers and high school students; this year there were less volunteers but more hours signed up for; an Ice Cream Social "Thank You" event was held but not many showed up, possibly because it was held long after Fiesta; and it was successful offering double hours for sustainability volunteers.

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**Public Comment - Items Not on Agenda**

Suggestions and impressions were provided by Karim Sahli and Emelie Gerard.

- T-Shirts could be included into prizes or with "premium" ticket purchases.
- Could have plasma screens announce upcoming stage acts.
- Try to book newer rides.
- Change opening Ceremonies from Saturday morning to Friday evening.
- Public would like the bar open later on Friday night.
- Make it possible for those getting food or drinks to hear the band as well.
- All of those who want to drink might not like the bands so possibly two beer gardens for options.
- Obtain better curtain or project images onto it.

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**Item From Staff**

Susan spoke on behalf of Staff, thanked Committee. Acknowledged that City cannot accomplish Fiesta without Committee. Thanked Karen for bringing something new to marketing and offering the use of her Instagram account. Since many subcommittees are composed of just one, she suggested that subcommittee members recruit more volunteers.

Dan commented that this year brought in more revenue in carnival rides than previous years; noted that the Sony parking was not necessarily needed; that the Sunday turnout was less than Saturday; commented on how full the Beer and Wine Garden was;

suggested that the Committee consider raising the fee. Dan recommended that the Committee think of ideas for the next 5 years of Fiesta.

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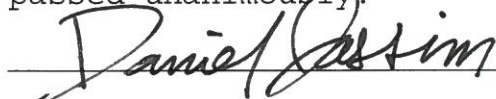
**Items from Committee Members**

Ronnie commended everyone on a wonderful Fiesta.

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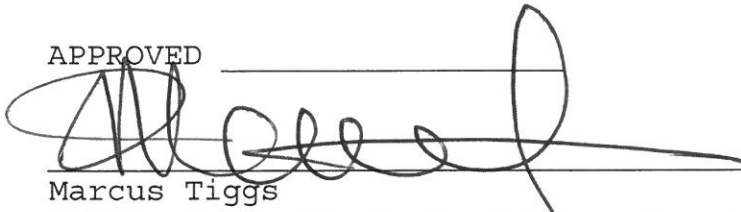
**Adjournment**

There being no further business, at 8:55 p.m. Ronnie Jayne made a motion to adjourn this Fiesta La Ballona Committee meeting until November 2, 2016. The motion was seconded by Karen Gibbs and passed unanimously.



SECRETARY of Fiesta La Ballona Committee

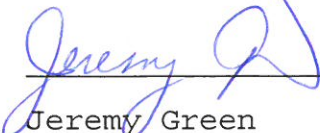
APPROVED



Marcus Tiggs

CHAIR of the 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 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  
DEPUTY CITY CLERK  
Culver City, California

26 JUN 2017

Date

