

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

JANUARY 2, 2019

Call to Order & Roll Call

Chair Greg Guzzetta called the meeting to order at 7:00 P.M.

Present: Greg Guzzetta, Chair
Lizet Alvarez, Member
Lisa Marie Parker Desai, Member
Ronnie Jayne, Member
Robert Wayne, Member

Absent: Marcus Tiggs, Vice Chair
Lila Swenson, Member

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Public Comment - Items NOT On the Agenda

There was no public comment.

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Item C-1

**Approval of the Minutes of the Special Fiesta La Ballona
Committee Meeting of December 13, 2018**

Robert Wayne made a Motion to approve the Fiesta Committee Meeting Minutes for December 13, 2018. Ronnie Jayne seconded the Motion, which passed with unanimous approval.

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Action Items

Item A-1

Discussion of Recommendations for the 2019 Fiesta La Ballona

Entertainment

The following items relating to entertainment were recommended:

1. An idea for a Sunday Brunch featuring live music.
Discussion ensued about the participation of the Exchange Club and Rotary Club.
2. Additional Master of Ceremonies on stage, roaming and interviewing performers.
3. A sturdier pulley system for the stage curtain. The stage curtain itself would be an additional cost for the budget.
4. Better outreach to the community for band selections and increased transparency on how performers are selected.

Marketing

The following items were suggested by Committee Members:

1. Produce a less expensive volunteer and commemorative t-shirt.
2. The Culver City High School's Academy of Visual and Performing Arts should be acknowledged in the printed program.
3. Rename the Aquacade; possibly create a Pool Party; and develop more targeted branding for Aquacade as well as more targeted marketing for Family Fun Time. Direct door to door marketing was recommended to target Culver City residents.
4. Bring back the theme of "Party in the Park".
5. Add a digital app (such as eventsquid) to offer data collection, digital surveys, etc. and push to use the app for registration. The app cost is \$3,500.00.
6. Create a social media wall or booth and/or use other location. The wall would be branded for social media and sponsored.

Sponsorship

There were three recommendations suggested:

1. There should be better value for sponsors.
2. Increase the outreach to local businesses.
3. Increase the sponsorship dollars.

Site Layout

Committee Members recommended the following:

1. Re-design the layout to include more shade; spread out the carnival rides and games; re-design the Beer & Wine Garden; create a main entrance and a lobby area.
2. Enhance Fiesta La Ballona lighting at night.
3. Spread out the Fiesta La Ballona site in the park.

Vendors

Committee members recommended that the current animal attractions be eliminated and replaced with attractions from animal rescue organizations.

Other Ideas

Committee Members suggested that a Sunday Brunch or Happy Hour performance could feature special menus.

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Item A-2

Discussion Regarding Scopes of Service for Fiesta La Ballona Marketing, Audio/Visual, and Tent Contractors

Audio/Visual Production Services

The Entertainment Subcommittee reviewed the scope for the Audio/Visual Production Services and confirmed the equipment list including the stage curtain. Prospective companies shall receive the approved budget fee as part of the scope; however, they may suggest different or equivalent equipment.

Tent

The Committee Members discussed seeking quotes using the current scope, but keeping the possibility of an alternative layout. More discussion will follow on this topic.

Marketing

The scope is still under review and discussion ensued about the need to identify someone who would buy the advertising; setting a meeting with City staff to discuss the marketing plan; and removing the production of the T-shirt from the marketing budget.

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Item A-3

Review of Proposed Layout for the 2019 Fiesta La Ballona

Layout

There was discussion regarding the positioning of shade structures; having picnic tables on the outside edges replacing the food tent; a possible performance area featuring entertainment for young children; the PA system; moving carnival rides for young children closer to the playground area; activities on the basketball court; keeping the band parking in Parking Lot 2; the placement of the Beer & Wine Garden and the stage; City equipment being provided; staff costs; and directional signage.

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Item A-4

Appointments to the Ad Hoc 2019 Fiesta La Ballona Vendor Subcommittee

Greg Guzzetta, Lisa Marie Parker Desai and Lizet Alvarez volunteered to serve on the Vendor Subcommittee. Ronnie Jayne made a Motion to approve. Bob Wayne seconded the Motion, which passed unanimously.

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Item A-5

Reports From the Fiesta La Ballona Subcommittees

Entertainment Subcommittee

Ronnie Jayne and Bob Wayne announced that they shall attend Concert Share on January 30, 2019; Susan Obrow will coordinate the community performers for this Fiesta; the subcommittee is waiting for the Los Angeles County Arts Commission artist roster for the Free Concerts in Public Sites program; and there was encouragement for more Hip hop music to be included at Fiesta.

Marketing Subcommittee

Lizet Alvarez presented more information about the eventsquid.com app and she announced that a live demonstration could be presented to the Committee. There was discussion of possible data collection.

Vendor Subcommittee

Lizet Alvarez conveyed information that the vendors who participated at the last Culver City Arts District event are the same vendors who regularly participate in the Abbott Kinney events and that it could be too repetitive to include them at Fiesta too. Also, there was input on vendor set-up, vendor lists and food trucks.

Sponsorship Subcommittee

There was no report at this time. An idea was offered to expand the targeted list beyond past sponsors.

Sustainability Subcommittee

There was not a report for this month.

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Public Comment - Items Not On the Agenda (Continued)

There were no further comments.

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Receipt of Correspondence

No correspondence was received.

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Items From Members/Staff

Committee Members shared more comments about the Beer & Wine Garden. There was consensus to add this item on the upcoming Agenda and invite representatives of the Beer & Wine Garden to attend and speak. Also, Chair Guzzetta suggested that the Committee consider having a celebrity Grand Marshal, with ties to Culver City, for Fiesta La Ballona.

Staff was asked to put other items on the February Agenda including items to set the dates and times for the 2019 event; Opening Ceremonies including the Opening Night, a Grand Marshal, music, and a TGIFF (Thank Goodness its Fiesta Friday) theme; and discussion of the annual letter to City Council with budget recommendations.

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Adjournment

There being no further business, Lisa Marie Parker Desai made a Motion to adjourn the Fiesta La Ballona Committee Meeting. Bob Wayne seconded the Motion, which was passed unanimously. The meeting adjourned at 9:19 P.M.

Musan Obrow

SECRETARY of the Fiesta La Ballona Committee

APPROVED 2/6/19

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
Jeremy Green
City Clerk

7/16/19
Date