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

March 6, 2019

Call to Order & Roll Call

Member Ronnie Jayne, called the meeting to order at 7:05 P.M.

Present: Marcus Tiggs, Vice Chair (arrived at 7:12 P.M.)
Lisa Marie Parker Desai, Member
Ronnie Jayne, Member
Lila Swenson, Member
Robert Wayne, Member

Absent: Greg Guzzetta, Chair
Lizet Alvarez, Member

OOo

Member Ronnie Jayne called the meeting to order and took Roll Call. Vice Chair Marcus Tiggs arrived at 7:12 P.M. and accepted responsibility to chair the meeting.

Public Comment - Items NOT On the Agenda

There was no public comment.

oOo

Item C-1

Approval of the Minutes of the Fiesta La Ballona Committee Meeting of February 6, 2019

Some required corrections to the Minutes were noted; Susan Obrow will make them for the final version. Lila Swenson made a Motion to approve the revised Fiesta Committee Meeting Minutes for February 6, 2019. Robert Wayne seconded the motion, which was unanimously approved.

OOo

Action Items

Item A-1

Review of the Draft Letter to the City Council of Culver City

Marcus Tiggs shared the past history of this letter. He explained that City staff now has more responsibilities for Fiesta La Ballona. Corey Lakin, Parks, Recreation, and Community Services Department Director, informed the committee that the Department typically receives an additional 2% allocation of funds each year and he manages enhancement requests as the Department Director. Additional discussion ensued regarding inclusion of soft costs in the budget. Lila Swenson mentioned that there were additional comments and recommendations provided by Lizet Alvarez and herself as part of the process. Committee members recommended that there be another evaluation of the letter. Subsequently, it would be submitted to Corey Lakin by March 25, 2019. The final draft would be submitted to the City Council. Staff clarified that the full committee would not review the letter again prior to its submittal.

The following adjustments were suggested:

Robert Wayne suggested having a net profit noted on the chart; deleting the parenthetical for "folks like to dance;" and deleting the recommendation of a controlled entry point.

Lila Swenson recommended more language on the increased costs for the new contracts; shortening the letter, and emphasizing environmental issues.

Lisa Marie Parker Desai recommended against using "Culver Citizens" or "Guest Experience" or any parentheticals and questioned whether to re-use the "Party in the Park."

Ronnie Jayne commented on how the committee needs time for planning.

There were other comments on formatting.

Lila Swenson volunteered to make the next revisions and coordinate with Member Alvarez and Chair Guzzetta. A recommendation was made to have the group email the letter to Corey Lakin to demonstrate concurrence.

Corey Lakin informed the committee that Expenses for 2017-2018 were approximately $93,000, and Revenues were $118,070.31 and that, in 2016-2017, the Expenses were $93,037 and Revenues were

$113,634.66. He reminded the Committee Members that Fiesta Expenses and Revenues are in two fiscal years; he suggested including language regarding Revenues over Direct Expenditures.

Ronnie Jayne made a Motion to give authorization to the three Members of the Fiesta Sub-Committee working on this letter to redraft it with the recommended changes and that all three Members would sign off on it on or before March 18, 2019. Lisa Marie Parker Desai seconded the Motion, which was unanimously approved.

o0o

Item A-2

Motion to Eliminate Early Bird Fees for Food Vendor and Non-Food Vendors

Lisa Marie Parker Desai made the Motion to eliminate the Early Bird Fees and Lila Swenson seconded the Motion. The Committee voted 3-2, with Marcus Tiggs, Lila Swenson and Lisa Marie Parker Desai in favor and Ronnie Jayne and Robert Wayne against.

Discussion ensued and the Committee Members reviewed the current fees. Corey Lakin informed the Committee that fees could not be altered but the Early Bird Fees could be eliminated. There was discussion regarding the impact on non-food vendors; that City Council would need to approve new fees; that a 3-day event was required for non-food vendors this year; that non-profit organizations need staffing for each day; that information needs to be consistent between food and non-food vendors; that the reason for doing this was that the booths had under-market pricing, and that the current fee for food booths was a very good value.

Staff predicted that there would be responses from food vendors about the change and voiced a concern about their profits. Also, staff reminded the Committee on the hard deadlines from the County.

Other comments from Committee members included a desire to enhance the user experience; that vendors will have more hours to increase revenues; the idea of keeping current fees and go to the City Council to request changes next year; a possible survey in future; comparing Fiesta to events in other cities; the impact on prospective sponsors; viewing the change not as an increase but as an elimination of a tier.

o0o

Item A-3

Reports from the Fiesta La Ballona Sub-Committees

Entertainment Sub-Committee: The Los Angeles County Arts Commission grant deadline is March 11, 2019. Conjunto Oye, a nine-member band, will be one of the choices. The Sub-Committee is searching for other danceable bands and a Saturday night band.

Marketing Sub-Committee: Corey Lakin indicated that the carnival company proposed the following hours: Friday 4:30 P.M. - 10:00 P.M.; Saturday 11:00 A.M.-10:00 P.M.; and Sunday 10:00 A.M. - 8:00 P.M. The Committee reached a consensus on the following overall hours for Fiesta 2019: Friday 4:30 P.M. - 10:00 P.M.; Saturday 10:00 A.M. - 10:00 P.M., and Sunday 10:00 A.M. - 7:00 PM.

Robert Wayne made a Motion to keep the overall hours but accommodate the carnival company with separate hours. Ronnie Jayne seconded the Motion which passed unanimously.

Robert Wayne is meeting with the Academy of Visual and Performing Arts teacher next week and will share the information from that meeting with the Sub-Committee Members.

Other items discussed were banner deadlines and bus deadlines.

Vendor Sub-Committee: There was no report for this Sub-Committee.

Sponsorship Sub-Committee: Marcus reported that there is $12,000 already committed from Kane Ballmer Berkman, T-Mobile, Southern California Edison and Culver City Volvo-Mazda. Lisa Marie Parker Desai is researching in-kind sponsors.

Layout Sub-Committee: The Committee is seeking clarification on power capability for a new layout.

Sustainability Sub-Committee: Lila reported that she was working on a Green Survey for vendors.

Beer& Wine Garden Sub-Committee: Sub-Committee members reported that the Exchange Club is open to the idea of moving the Beer & Wine Garden to the tree area. The club will check the dimensions of the area; explore connecting with a craft brewing company; possibly adjusting furniture and lighting; and possibly adding music.

o0o

Public Comment – Items Not On the Agenda (Continued)
There were no further comments.

o0o

Receipt of Correspondence
No correspondence was received.

o0o

Items From Members
Robert Wayne discussed the additional Master of Ceremonies position; he is in discussions with a local music producer about his staff becoming involved, which could result in an in-kind sponsorship.

o0o

Items From Staff
Corey Lakin discussed using the Culver City Unified School District parking lots; a consensus was reached from the Committee to move forward to reserve them.

Dawn Melton announced that food vendor packets are ready to send out. Staff will send packets to the Committee Members.

Jill Thomsen reported that April 11 is a Career Fair at Culver City High School; there will be a Booth for Volunteers; in May there will be a presentation to AVPA.

Susan Obrow stated that the next Committee Meeting will be on April 11.

o0o

Adjournment

There being no further business, Ronnie Jayne made a Motion to adjourn the Fiesta La Ballona Committee Meeting. Bob Wayne seconded the Motion, which was passed unanimously.
The meeting adjourned at 9:00 p.m.

Susan Obrav

SECRETARY of the Fiesta La Ballona Committee

APPROVED 4/11/19

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
City Clerk

Date 7/16/19