

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

June 5, 2019

Call to Order & Roll Call

Chair Greg Guzzetta called the meeting to order at 7:04 P.M.

Present: Greg Guzzetta, Chair
Marcus Tiggs, Vice Chair
Bob Wayne
Lila Swenson
Lizet Alvarez
Lisa Marie Parker Desai

Absent: Ronnie Jayne

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Greg Guzzetta called the meeting to order and took Roll Call.

Public Comment - Items NOT On the Agenda

Judith Martin-Straw of the Culver City Crossroads newspaper stated her interest in a vendor booth.

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Item C-1

**Approval of the Minutes of the Fiesta La Ballona Committee
Meeting of May 1, 2019**

Bob Wayne made a Motion to approve the revised Fiesta Committee Meeting Minutes for May 1, 2019. Lila Swenson seconded the motion, which was unanimously approved.

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Action Items

Item A-1

Reports from the Fiesta La Ballona Sub-Committees

Entertainment Sub-Committee: Susan Obrow reported on the status of the Opening Ceremony and the participation of the Culver City Unified School District was discussed; Joymode's participation

was also discussed as well as the Los Angeles County Arts Commission substitute band; Bob Wayne reviewed the groups that are already scheduled as well as alternates for the Los Angeles County Arts Commission selection. Lila Swenson reported on some of the Family Fun Time performances.

Sponsorship Sub-Committee: Marcus Tiggs reported that we have \$23,000 of Business Ads committed, as well as a \$5,000 commitment from Westfield and \$8,400 from CSS of in-kind services; there was also discussion of Joymode participation.

Marketing Sub-Committee: Lizet Alvarez updated the Committee on the App and the demo of it, finalizing use of it, negotiation of gamification (the ability of the app to host features of a scavenger hunt); also that the vendor could load it in and the Committee just design it; she also stated that the Committee could design the app to include maps, feedback, surveys, ROI for sponsors and a push notification feature.

Volunteer Sub-Committee: Jill Thomsen reported that she and Patrick Gardner had been working on the volunteer efforts, encouraging volunteer sign-ups from staff, the AVPA meeting, recruiting volunteers and recruiting Fiesta-Palooza bands.

Discussion ensued regarding the Fiesta La Ballona Volunteer t-shirts; It was suggested that the City of Culver City logo be clearer this year; it was also decided that the shirts would be yellow, with the front showing "Culver City's Fiesta La Ballona" in black print, with the back showing "Volunteer" in black print and the winning artwork displayed below. The Committee asked if it was possible to see one sample, if only just the fabric selected.

Sustainability Sub-Committee: The Committee suggested using Trash World on Saturday; the use of Todd Banks, a trash artist who creates sculptures based on trash and would use all recyclable artwork material in a space by the Teen Center, placing the art piece between trees and/or under canopies; it was suggested this would be interactive and fun for attendees; reDiscover and the Allen Company were discussed; a request for funding Todd Banks' work for \$1,000 was approved; discussion ensued about places to take videos; Cathi Vargas indicated that a recycler will come out; also that Bike Valet, headed by Culver

City Bike Coalition, will close 30 minutes after Fiesta closes each night.

Layout Sub-Committee: Greg Guzzetta offered a review of the layout progress. Corey Lakin met with the Culver City Fire Department and discussed the requirements for Fiesta 2019 to create more space behind for gas fumes. Some concerns about adjustments were raised, including the positions of non-food vendors; additional commentary was offered on putting those vendors in strips or with 4 corners; the responses by the vendors; the loss of vendors and impact of that on budgets; the possibility of raising vendor booth prices in future; managing the budget expenditures and a question about art booths.

Beer & Wine Garden Sub-Committee: Lisa Marie Parker Desai reported on meeting with someone who runs a bar within an airstream trailer which is both mobile and modular, suggesting that they meet with a representative of the Exchange Club. Dawn Melton discussed the Beer & Wine Garden contract; there was a reminder of serious deadlines. Lisa Marie Parker Desai will pass along a contact to the Beer & Wine supplier to review with the Exchange Club.

Special Activities Sub-Committee: There was no report at this time.

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Public Comment - Items Not On the Agenda (Continued)

There was no public comment.

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Receipt of Correspondence

No correspondence was received.

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Items From Members

Greg Guzzetta reported that \$30,000 from the Special Event Grant Program was not allocated this year since the Exchange Club's 4th of July show was cancelled. Questions arose about whether there could be a Fireworks display staged behind the Entertainment tent. There were comments on whether the money was available.

Also, Bob Wayne discussed the possibility of money for MCs who can work from the stage.

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Items From Staff

The Committee expressed interest in Corey's update on the budget; Corey announced that the Council will finalize \$15,000 for this year. Lisa Marie Parker Desai expressed disappointment that the Committee wrote a letter and that the Council may not have received it. She expressed serious concern that the letter had been requested by the Council and that Committee members put in time and effort preparing the letter. She questioned the role of the Committee and not being heard. She also discussed the layout plans, indicating there had been votes by the Committee but this subject was still under discussion. She cited the request to place the vendors in lines. Corey Lakin informed the Committee that he would ask the City Manager whether the letter went to the City Council or not.

Discussion ensued regarding the request made for \$15,000. Corey Lakin informed the Committee that he examined the total budget for the Parks, Recreation, and Community Services Department; reviewed Fiesta spending which occurs in two fiscal years; and made a presentation to the City Manager. The City Manager makes the final decision as to what to recommend to the City Council. Discussion ensued about tent expenses, app expenses, and Trash World's Todd Banks.

Bob Wayne asked that there be a sign for Band Merchandising, as this creates an incentive for bands.

Corey Lakin reviewed the City and Department working with confinements. He stated that the Committee's input is respected and many suggestions are being acted upon. He mentioned doubling the size of shade, moving the Ferris wheel front and center, multiple seating in the entertainment tent, moving the Beer & Wine Garden, changes to other locations, and having some vendors on Fridays. Some Committee members expressed excitement over these changes.

Dawn Melton is ready to go to the County Health Department.

Lizet Alvarez will send examples of the App to Corey Lakin and he will send it to the Committee.

The next meeting is July 10, 2019.

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Adjournment

There being no further business, Marcus Tiggs made a Motion to adjourn the Fiesta La Ballona Committee Meeting. Lila Swenson seconded the Motion, which was passed unanimously. The meeting adjourned at 9:03 p.m.

Husan Obrow

SECRETARY of the Fiesta La Ballona Committee

APPROVED

7/10/19

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