

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

December 4, 2019
7:00 P.M.

Call to Order & Roll Call

Vice Chair Desai called the regular meeting of the Fiesta La Ballona Committee to order at 7:06 P.M. at the Culver City Senior Center.

Present: Lisa Marie Parker Desai, Vice Chair
Ronnie Jayne, Member
Lizet Alvarez, Member
Bob Wayne, Member

Absent: Greg Guzzetta, Chair
Lila Swenson, Member
Marcus G. Tiggs

Staff: Corey Lakin, Parks, Recreation & Community
Services Director
Susan Obrow, Special Events Coordinator
Stephanie DaVall, Recreation & Community Services
Coordinator
Terrica Miller, Administrative Clerk
Jill Thomsen, Acting Recreation & Community
Services Supervisor
Darren Uhl, Recreation & Community Services
Manager

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Pledge of Allegiance

Corey Lakin, Parks, Recreation and Community Services Director, suggested that a flag be brought to the meeting in the future so that the Pledge could be done as it is recited at most Committee, Board and Commission meetings.

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Public Comment – Items Not On the Agenda

Vice Chair Desai invited public comment.

No cards were received and no speakers came forward.

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Consent Calendar

Item C-1

Approval of Minutes of the Regular Meeting of November 11, 2019

MOVED BY MEMBER WAYNE AND SECONDED BY MEMBER JAYNE THAT THE FIESTA LA BALLONA COMMITTEE APPROVE MINUTES FOR THE REGULAR MEETING OF NOVEMBER 6, 2019.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: ALVAREZ, DESAI, JAYNE, WAYNE
NOES: NONE
ABSENT: GUZZETTA, SWENSON, TIGGS

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Order of the Agenda

No changes were made.

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Action Items

Item A-1

Review of 2019 Fiesta La Ballona Revenues and Expenditures

Corey Lakin, Parks, Recreation and Community Services Director, noted that overtime from certain departments was not included in the reports; discussed providing a true reflection of what the event costs; increased costs; changes made for the better; and the decrease in non-food vendors and increase to the number of food vendors.

Discussion ensued between staff and Committee Members regarding additional staffing costs; overtime; the labor component; data from different departments; clarification that additional revenue would not be coming in at this point; comparisons between 2018 and 2019 staffing expenses; the \$4,000 loss; other items that were not included in 2018; improved documentation; clarification that Sanitation is now included in the budget; lighting costs; the challenge of bringing in enough revenue to offset expenses; and the Beer and Wine Garden.

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Item A-2

Discussion Regarding Planning and Goals for Fiesta La Ballona (August 21- August 23, 2020)

Discussion ensued between staff and Committee Members regarding restructuring the agreement with the Exchange Club for the Beer and Wine Garden; the ad hoc subcommittee; renegotiating the contract or adding an additional license for another Beer and Wine Garden; treatment of the Exchange Club as a vendor; the ABC license from the county; the ability of the City to work with any non-profit; running the Beer and Wine Garden as a partnership; a suggestion that the subcommittee formulate a recommendation; profit sharing; environmental concerns; having the benefit go to something that is important to the City; operating the event at a loss; scholarships provided to students in need; enhancements made to the Fiesta that helped the Beer and Wine Garden; a suggestion to draft a formal letter from the Committee to request figures from the Exchange Club by a specific date; work to enhance the user experience; and the fact the Beer and Wine Garden ran out of beer both nights.

Additional discussion ensued between staff and Committee Members regarding children's activities; the Beat Buds; the AVPA Art Program; honoring the contest winners; and establishing parameters for the t-shirt art.

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Item A-3

Appointment of Committee Members to Ad Hoc Subcommittees

None.

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Item A-4

Reports from Fiesta La Ballona Subcommittees

Vice Chair Desai indicated nothing to report on the Site Layout subcommittee.

Marketing Sub-Committee: Lizet Alvarez noted that 2020 Fiesta collateral needs to include app information; access to WIFI. Vice chair Desai suggested adding having WIFI to the agenda for January meeting. 4 nodding heads agreed.

Vice Chair Desai indicated nothing to report on the Special Activities subcommittee.

Vice Chair Desai indicated nothing to report on the Vendor subcommittee.

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Item A-5

Consideration of a "Taste of Culver City" Event for Fiesta La Ballona 2020

Susan Obrow, Special Events Coordinator, received Committee consensus that the item be tabled to the January meeting when Chair Guzzetta could be present.

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Public Comment - Items Not On the Agenda (Continued)

No cards were received and no speakers came forward.

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Receipt of Correspondence

No correspondence was received.

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Items from Committee Members

None.

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Items from Staff

Jill Thomsen, Acting Recreation & Community Services Supervisor, wished everyone Happy Holidays.

Corey Lakin, Parks, Recreation & Community Services Director, thanked Susan Obrow for her dedication over the years and for her work to train those to take her place, and he wished her well in her retirement.

Darren Uhl, Recreation & Community Services Manager, discussed improvements and enhancements made to Fiesta La Ballona, and he expressed excitement to be involved in the Committee.

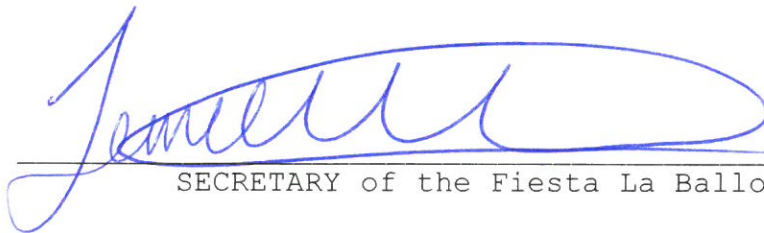
Susan Obrow, Special Events Coordinator, indicated that it had been a pleasure to work with everyone on Fiesta La Ballona.

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Adjournment

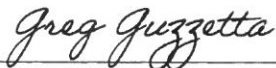
There being no further business, at 7:44 P.M., the Fiesta La Ballona Committee adjourned.

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SECRETARY of the Fiesta La Ballona Committee

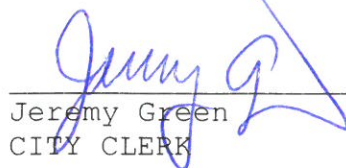
APPROVED August 19, 2020



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

29 AUG 2020

Date