

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

June 3, 2020
7:00 P.M.

Call to Order & Roll Call

Chair Guzzetta called the regular meeting of the Fiesta La Ballona Committee to order at 7:04 P.M. via video conference.

Present: Greg Guzzetta, Chair
Lisa Marie Parker Desai, Vice Chair
Lizet Alvarez, Member
Ronnie Jayne, Member
Lila Swenson, Member
Marcus G. Tiggs, Member
Bob Wayne, Member

Staff: Corey Lakin, Parks, Recreation and Community
Services Director
Stephanie DaVall, Recreation & Community Services
Coordinator
Darren Uhl, Recreation & Community Services
Manager
Jeannine Houchen, Recreation & Community Services
Supervisor
Jill Thomsen, Recreation & Community Services
Supervisor
Terrica Miller, Administrative Clerk
Michele Williams, Chief Information Officer

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Pledge of Allegiance

Ronnie Jayne sang the Star Spangled Banner.

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Public Comment - Items Not On the Agenda

Chair Guzzetta invited public comment.

Terrica Miller, Administrative Clerk, explained meeting procedures and indicated that no public comment had been received.

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Consent Calendar

Item C-1

Approval of Minutes of the Regular Meeting of March 4, 2020

Member Tiggs provided a correction to the minutes noting that on the bottom of page 5, in the small paragraph after the motion, "food trucks" should be changed to indicate "non-food truck vendors".

MOVED BY CHAIR GUZZETTA, SECONDED BY VICE CHAIR PARKER DESAI AND UNANIMOUSLY CARRIED, THE FIESTA LA BALLONA COMMITTEE APPROVED MINUTES FOR THE REGULAR MEETING OF MARCH 4, 2020 AS AMENDED.

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Order of the Agenda

No changes were made.

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Action Items

Item A-1

Sharing of the Fiesta La Ballona 2020 Cancellation Press Release

Discussion ensued between staff and Committee Members regarding transmission of the press release and potential

involvement of the Committee in any decisions related to holding a virtual Fiesta La Ballona event.

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Item A-2

**Discussion Regarding Fiesta La Ballona Committee Meeting
Hiatus**

Darren Uhl, Recreation and Community Services Manager, indicated that as a result of the cancelation of Fiesta La Ballona 2020, it was not necessary for the Committee to continue meeting until the event is able to return; he discussed receipt of input from Committee Members for a virtual Fiesta La Ballona, but no official meetings to discuss that; and individual input vs. input as a Committee.

Discussion ensued between staff and Committee Members regarding whether individuals can continue to meet informally without burdening staff; Brown Act issues; informal input to staff on holding a virtual Fiesta; staff workload; staff time for meeting preparation; monthly emailed updates from staff; launching the event on the first day of Fiesta and having it run all weekend; holding a scavenger hunt; finding ways to engage sponsors and stakeholders; existing resources; the City Historian; support for continuing the sense of community; clarification that subcommittees are permitted to meet and offer suggestions; sponsorships; the budget; virtual roller coasters; nominal costs; giving back to previous sponsors and vendors; drawing traffic for past supporters; having bands do Facebook live events; linking to Youtube content; providing coupons; content regarding the history of the event; sustainability and recycling videos; level of staffing necessary for Committee meetings; scheduling; items for discussion to provide advice to the City Council or direction to staff; updates regarding virtual Fiesta provided to Committee Members by email; City Council discretion regarding dissolving the Committee; and volunteers who assist staff vs. the Committee.

MOVED BY MEMBER SWENSON, SECONDED BY VICE CHAIR PARKER DESAI AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE MEET ON WEDNESDAY, SEPTEMBER 2, 2020.

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Public Comment - Items Not On the Agenda (Continued)

Terrica Miller, Administrative Clerk, indicated that no public comment had been received.

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Receipt of Correspondence

Terrica Miller, Administrative Clerk, indicated that no correspondence had been received.

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Items from Committee Members

Vice Chair Parker Desai read an email she had received from Darrel Menthe regarding finding a way to celebrate Fiesta Weekend despite the cancellation of Fiesta La Ballona 2020; he proposed coordinated restaurant promotions and selling Fiesta posters or lawn signs as a fundraiser for COVID-19; and he felt that Fiesta at Home could be a thing.

Discussion ensued between staff and Committee Members regarding the annual art contest; coordination with students; costs; the need for a sponsorship to move forward with lawn signs; efforts to limit contact with the public; distribution of the signs and money raised; costs for street banners; available in-house services; and utilizing the print shop to make posters for the Chamber to distribute.

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Items from Staff

Darren Uhl, Recreation and Community Services Manager, discussed the group of arts organizations working with Cultural Affairs regarding positive messaging.

Discussion ensued between staff and Committee Members regarding official cancellation notices to bands; Youtube

links for the virtual Fiesta; community acts that might like to do a live performance; the number of links posted as dependent on the platform utilized; changes due to the pandemic; appreciation to staff for their continued work; Committee Members who are being termed out this year; the ability of individuals to email the City Council and City Clerk about extending the term for the two termed out Committee Members due to cancellation of Fiesta 2020; and willingness of termed out Committee Members to continue to serve or to continue to help as community Members rather than Committee Members.

Corey Lakin, Parks, Recreation and Community Services Director, discussed the 13.5% cut to the departmental budget noting that no staff or programming had been eliminated; difficulties faced and best efforts to provide service to the community; meal and grocery delivery during the pandemic; Senior Safe at Home guides provided to community members as well as postcards sent out, and check-in calls to community members; creation of the virtual recreation center; staff efforts to create social distancing at parks; participation in reopening teams and the Economic Recovery Task Force; Local Business Ambassadors; park staff working to educate people and remind everyone of social distancing rules and mask wearing; and he expressed pride in the way everyone had stepped up during difficult times.

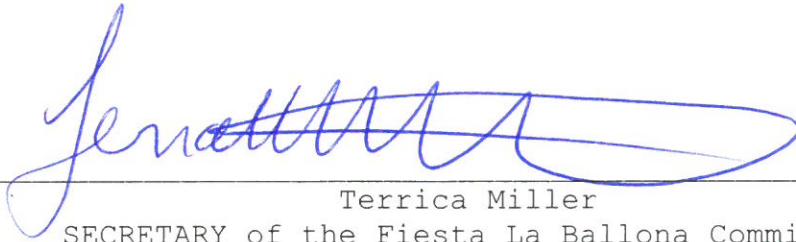
Terrica Miller, Administrative Clerk, thanked Michele Williams and the Information Technology (IT) Department for their help in making the meeting possible.

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Adjournment

There being no further business, at 8:14 P.M., the Fiesta La Ballona Committee adjourned the meeting to September 2, 2020 at 7:00 P.M.

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Terrica Miller

SECRETARY of the Fiesta La Ballona Committee

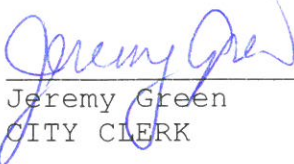
APPROVED Dec. 16, 2020



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

01/11/2021
Date