

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

January 6, 2021
7:00 P.M.

Call to Order and Roll Call

Chair Guzzetta called the regular meeting of the Fiesta La Ballona Committee to order at 7:01 P.M. via Webex.

Present: Greg Guzzetta, Chair
Ronnie Jayne, Member
Lila Swenson, Member*
Marcus G. Tiggs, Member
Bob Wayne, Member

*Member Swenson joined the meeting at 7:38 p.m.

Absent: Lisa Marie Parker Desai, Vice Chair

Staff: Darren Uhl, Recreation and Community Services
Manager
Stephanie DaVall, Recreation and Community
Services Coordinator
Terrica Miller, Administrative Clerk

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Pledge of Allegiance

Darren Uhl, Recreation and Community Services Manager, led the Pledge of Allegiance.

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Public Comment - Items Not On the Agenda

Chair Guzzetta invited public comment.

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

Chair Guzzetta reported that he would be leaving on Friday to work on the Presidential Inauguration doing COVID mitigation and testing tracking.

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Consent Calendar

Item C-1

Approval of Minutes of the Special Meeting of October 7, 2020

Member Tiggs pointed out that he had joined the meeting after Item C-1 and he asked that the minutes be corrected to indicate that he did not vote on that item.

MOVED BY MEMBER TIGGS, SECONDED BY MEMBER JAYNE AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE APPROVE MINUTES FOR THE SPECIAL MEETING OF OCTOBER 7, 2020 AS CORRECTED (ABSENT VICE CHAIR DESAI AND MEMBER SWENSON) .

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Order of the Agenda

No changes were made.

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Action Items

Item A-1

Selection of Chair and Vice Chair of the Fiesta La Ballona Committee

Discussion ensued between staff and Committee Members regarding the absence of the Vice Chair from the current meeting, and maintaining the Chair and Vice Chair in their current positions.

MOVED BY MEMBER TIGGS, SECONDED BY MEMBER JAYNE AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE APPOINT GREG GUZZETTA TO SERVE AS CHAIR, AND LISA MARIE PARKER DESAI TO SERVE AS VICE CHAIR OF THE FIESTA LA BALLONA COMMITTEE (ABSENT VICE CHAIR DESAI AND MEMBER SWENSON).

Discussion ensued between staff and Committee Members regarding former Director Corey Lakin and his recent promotion in the City of Irvine.

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Item A-2

Discussion Regarding Fiesta La Ballona Budget and Sponsorships

Darren Uhl, Recreation and Community Services Manager, discussed total money allocated; the amount budgeted for staffing and for maintenance and operations; he noted that nothing had been budgeted for contracts or anything else; and he suggested that sponsorships could be a source of support if the in-person event could be held.

Discussion ensued between staff and Committee Members regarding the amount of money that would need to be raised in order to hold an event of the usual size; the donated entertainment tent; the potential for required fencing; festivals planned for October; donation of COVID mitigation and validation efforts; support from new companies in the City; City budgetary issues; whether the event would be held virtually again; concern with the ability to reach previous sponsorship levels; title sponsorship; sponsorship of the Downtown Business Association (DBA) Tree Lighting by Amazon Studios; effectiveness of community outreach to Amazon vs. City outreach; holding a more scaled-down event; Halloween-themed elements; tenting costs; social distancing; community-based booths; and research to find contact information for Amazon and Apple.

Member Swenson joined the meeting.

Additional discussion ensued between staff and Committee Members regarding carnival rides; costs to run haunted houses; costs for the Tree Lighting; Amazon streaming of

Fiesta La Ballona as content; and the feeling that it was too soon to know what the configuration of the 2021 Festival would be.

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Item A-3

Discussion Regarding Relevant Ad Hoc Subcommittees for FLB 2021

MOVED BY CHAIR GUZZETTA, SECONDED BY MEMBER TIGGS AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE DEFER DETERMINATION OF RELEVANT SUBCOMMITTEES TO THE NEXT MEETING (ABSENT VICE CHAIR DESAI).

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Item A-4

Adoption of Motions Appointing Fiesta La Ballona Committee Members to 2021 Ad Hoc Subcommittees

MOVED BY CHAIR GUZZETTA, SECONDED BY MEMBER TIGGS AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE DEFER SUBCOMMITTEE APPOINTMENTS TO THE NEXT MEETING (ABSENT VICE CHAIR DESAI).

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Item A-5

Discussion Regarding Planning and Goals for Fiesta La Ballona October 29-31, 2021 and the Possibility of a Virtual Event

Discussion ensued between staff and Committee Members regarding the fact that things are so uncertain; security concerns; the vaccination distribution; the Los Angeles County Christmas Show; production values; the McCabe's Christmas Show; the importance of trying to hold a responsible, safe, live event; holding a scaled-down event; reduced attendance numbers; engaging in parallel planning; time involved; challenges for securing talent; deposits; participation in the Tree Lighting event; the need for

assistance with the technical aspects of virtual events; and support for focusing planning for a live event.

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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 Staff

Discussion ensued between staff and Committee Members regarding meeting frequency and meeting dates for 2021.

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Items from Committee Members

Discussion ensued between staff and Committee Members regarding ensuring that work on sponsorships is continuing; maintenance of old subcommittee appointments; and clarification regarding extension of the carnival contracts.

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This item was considered out of sequence.

Public Comment - Items Not On the Agenda (Continued)

Terrica Miller, Administrative Clerk, indicated that a member of the public wished to address the Committee.

Maren Neufeld, Chair of the Fiesta La Ballona Subcommittee of the Culver City Sister City Committee, indicated that their meeting time usually conflicted with the Fiesta La Ballona

Committee meeting time, but that she would keep in contact with Vice Chair Desai and Members Jayne and Wayne.

Carrie Hildebrandt indicated that she was hoping to get involved.

Chair Guzzetta felt that there would be ample opportunity for participation when it becomes clear that an in-person event can be held.

Terrica Miller, Administrative Clerk, thanked Johnnie Griffin for providing Technical support.

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Adjournment

There being no further business, at 7:53 P.M., the Fiesta La Ballona Committee adjourned the meeting to March 3, 2021 at 7:00 P.M.

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Terrica Miller
SECRETARY of the Fiesta La Ballona Committee

APPROVED March 03, 2021


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

7/12/21
Date