

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

October 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 7:09 P.M. via Webex.

Present: Greg Guzzetta, Chair
Lisa Marie Parker Desai, Vice Chair
Ronnie Jayne, Member*
Judith Martin-Straw, Member
Lila Swenson, Member
Marcus G. Tiggs, Member
Bob Wayne, Member**

*Member Jayne joined the meeting at 7:48 P.M.

**Member Wayne joined the meeting at 7:27 P.M.

Staff: Armando Abrego, Parks, Recreation and Community
Services Director
Darren Uhl, Parks, Recreation and Community
Services Manager
Dani Cullens, Recreation and Community Services
Supervisor
Terrica Miller, Administrative Clerk

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Pledge of Allegiance

Chair Guzzetta led the Pledge of Allegiance.

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Public Comment

Chair Guzzetta invited public comment.

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

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Consent Calendar

Item C-1

Approval of Minutes for the Special Meeting of September 22, 2021

MOVED BY MEMBER TIGGS, SECONDED BY VICE CHAIR DESAI AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE APPROVE MINUTES FOR THE SPECIAL MEETING OF SEPTEMBER 22, 2021 AS SUBMITTED (ABSENT MEMBERS JAYNE AND WAYNE).

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Order of the Agenda

No changes were made.

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Action Items

Item A-1

FLBC - Reports from Fiesta La Ballona Ad Hoc Subcommittees

Member Tiggs provided a report on the Ad Hoc Sponsorship Subcommittee; indicated that GM Chevrolet was unable to provide support this year; discussed Echo Horizon; participation by Ting on Friday; the in-kind sponsorship with the Culver City Chamber; the new sponsorship with Behind the Lens; the media sponsorship with the Culver City Observer; Amazon Studios; ensuring that sponsorships are reflected on the website; the banners; he indicated that he and Member Swenson were making sponsorship announcements at Commission, Board and Committee meetings; he asked for the logo for sponsorship of the bike corral; and direction regarding a request that a booth be included with the donation from West Basin Water District and that the Director be allowed to make

remarks regarding water conservation at the opening ceremonies.

Darren Uhl, Parks, Recreation and Community Services Manager, indicated that details of the bike valet are still pending; he clarified that vertical banners were not available as an option; noted that one banner is up and the other would be installed once the Artwalk banner comes down after that event; and he agreed to provide branding information for the bike valet when available.

Terrica Miller, Administrative Clerk, read comments provided by Member Swenson in the chat function adding input to the Committee discussion and indicating that the audio was not working.

Discussion ensued between staff and Committee Members regarding prizes needed for the games; in-kind donations from sponsors; and verification of Costume Contest age groups and categories.

Member Wayne joined the meeting.

Additional discussion ensued between staff and Committee Members regarding prizes for scariest, and most original costume; the judges; communication with the Chamber for coordination of prizes; the MC hired; and creation of a press release for distribution to the schools.

Audio issues were resolved for Member Swenson.

Further discussion ensued between staff and Committee Members regarding other prize requirements; elected officials already speaking for the opening ceremonies; and staff agreed to consult with the City Manager's Office as to whether Scott Houston, Director of the West Basin Water District can make remarks as part of the opening ceremonies.

Member Martin-Straw indicated that she would create a press release for the Costume Contest to be reviewed by staff before distribution to schools; she expressed appreciation for the updated website; discussed social media; and outreach to the greater community.

Discussion ensued between staff and Committee Members regarding outreach to Spectrum News; handbills; distribution; postcards ready to be printed; highlighting Amazon Studios as a sponsor; branding; activation; the approved logo; changing out the incorrect Amazon logo on the website to the correct logo; and daily posts online to promote the event.

Member Wayne provided an update from the Entertainment Subcommittee; discussed bands; the Scaryoke DJ; the MC; stage plots; suggested Halloween songs; and he indicated that the Tina Aldana band agreed to play "Remember Me" from Coco." and he remarked upon their excellent rendition of the song.

Member Jayne joined the meeting.

Discussion ensued between staff and Committee Members regarding ensuring that there is someone to cover Stage Manager duties; band wrangling; the volunteers; moving equipment; staff agreement to ensure that everything is set up at the correct location; and load-in.

Member Swenson indicated that the bike valet overlapped with the Sustainability Subcommittee.

Discussion ensued between staff and Committee Members regarding participation by Transportation and Environmental Services, and the booth near the bike valet.

Vice Chair Desai provided a report on the Special Activities Subcommittee, and reported being contacted by community member Anne Frederick who requested extra policing due to the large number of trick or treaters and traffic issues.

Darren Uhl, Parks, Recreation and Community Services Manager, noted that staff had similar concerns; he discussed a recent interdepartmental meeting to discuss issues; and the plan for increased police presence.

Chair Guzzetta indicated nothing to report from the Vendor Subcommittee.

Discussion ensued between staff and Committee Members regarding the Beer and Wine Garden; the Exchange Club;

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Public Comment – Items Not On the Agenda (Continued)

Terrica Miller, Administrative Clerk, reported that no public comment had been received for Items Not on the Agenda.

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Receipt of Correspondence

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

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Items from Members/Staff

Member Martin-Straw reported that Culver Creates from the School District wanted to have a booth specifically for a hands-on creative Dia de los Muertos activity, and she received clarification that they would need to apply and pay for a booth or they could share with the School District.

Discussion ensued between staff and Committee Members regarding size of the Fiesta La Balloa postcards distributed; posters for local merchant windows; timing of the banner installation; appreciation to Recreation Coordinator Adam Ferguson for his work to rejuvenate the website; student volunteers; and a reminder that all press releases must be reviewed by staff before distribution.

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Adjournment

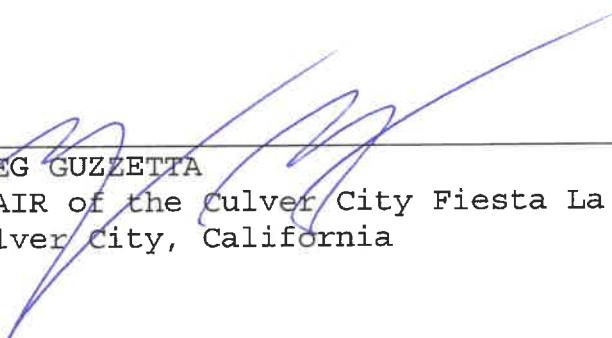
There being no further business, at 8:07 P.M., the Fiesta La Ballona Committee adjourned to a regular meeting on December 1, 2021 at 7:00 P.M.

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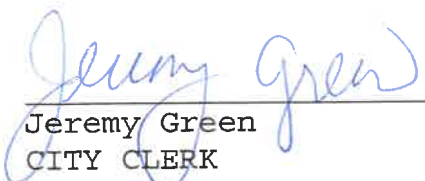
Terrica Miller
SECRETARY of the Fiesta La Ballona Committee

APPROVED 10 / 6 / 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

28 FEB 2022
Date