

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

May 5, 2021  
7:00 P.M.

**Call to Order and Roll Call**

Vice Chair Desai called the regular meeting of the Fiesta La Ballona Committee to order at 7:03 P.M. via Webex.

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

\*Chair Guzzetta joined the meeting at 7:12 P.M.

Absent: Lila Swenson, Member

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

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**Pledge of Allegiance**

Vice Chair Desai led the Pledge of Allegiance.

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**Public Comment - Items Not On the Agenda**

Vice Chair Desai 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 of the Regular Meeting of April 7, 2021**

MOVED BY MEMBER MARTIN-STRAW, SECONDED BY MEMBER TIGGS AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE APPROVE MINUTES FOR THE REGULAR MEETING OF APRIL 7, 2021 AS PRESENTED (ABSENT CHAIR GUZZETTA AND MEMBER SWENSON).

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**Order of the Agenda**

Item A-4 was heard before Item A-1 and after Item A-3.

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**Action Items**

The following item was considered out of sequence.

Item A-4

**Reports from Fiesta La Ballona Subcommittees**

Vice Chair Desai noted that the Site Layout Subcommittee had not met.

Member Martin-Straw indicated that the Marketing Subcommittee had nothing to report as they cannot move forward until they are aware of a date and venue.

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Item A-1

**Discussion Regarding the Budget for Fiesta La Ballona 2021**

Darren Uhl, Recreation and Community Services Manager clarified that funds would be allowed to be carried over from

the previous year, and he expressed hope that the budgeted amount would remain \$27,350.

Discussion ensued between staff and Committee Members regarding the basis for the figure; enhancements; money allotted to Fiesta for 2020; the inability to ask for more in the overall budget than what was approved for the past fiscal year; the need to take money from other parts of the budget to fund Fiesta; and the amount of money to be used for sound and lights.

Chair Guzzetta joined the meeting.

Additional discussion ensued between staff and Committee Members regarding the need for specifics before seeking sponsorships; moving forward with Fiesta in the park; clarification as to whether monies brought in would be counted above the money budgeted; concern with money being absorbed into the General Fund; confirmation that the date for the Fiesta would be October 29-31; conversations with Amazon; reasonable expectations of sponsorships; the reference in the minutes indicating that staff was to inform the City Council of their desire to move the event downtown; the need for a motion in order to move forward; the difficulty for the City to accept cash; benefits to having the sponsor directly cover the costs of a stage, build-out, sound system and entertainment; the need for the City to be co-insured; donations given by smaller sponsors; in-kind sponsorships and donations; the need to cover cash expenses; costs for the build-out; added costs; fencing in the entire event; entry and exit points; emergency access; additional lighting; and restrooms and hand-washing stations.

Chair Guzzetta invited public comment.

The following member of the public addressed the Committee:

Stephen Hadland, Culver City Observer, discussed costs for tents and expenses already covered.

Discussion ensued between the speaker, staff and Committee Members regarding the amount budgeted; City-wide budget cuts; upfront payment to the tent vendor; money that goes into and

comes out of a single Fiesta account; City accounting; and concern with the General Fund eating up money from Fiesta.

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Item A-2

**Discussion Regarding the Event Planning, Location, and Timeline for FLB 2021**

Discussion ensued between staff and Committee Members regarding consensus to hold the event at Veterans Park on Halloween weekend 2021.

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Item A-3

**Clarification of 2021 Event from PRCS Staff Focus**

Darren Uhl, Recreation and Community Services Manager discussed portions of the Fiesta that have no cost, and revenue generators.

Discussion ensued between staff and Committee Members regarding community stages vs. professional talent; stage, lights and payment for professional musicians with an Amazon sponsorship; t-shirts; staff members that coordinate the community stage; the feeling that Fiesta is not acceptable without professional talent; total costs; the county grant; clarification regarding how much entertainment is to be provided; DJ music between sets; required budget expenditures; meeting schedule; in-person meetings; vaccination status; meeting location; Brown Act Rules; and the Beer Garden.

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Item A-4  
(Continued)

**Reports from Fiesta La Ballona Subcommittees**

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

bringing in a mobile bar; utilizing a professional bartender; signature drinks; transparency; accounting; working to elevate the event; concern that for the past two years the Exchange Club has run out of beer each night; the ability of the Marketing Subcommittee to move forward now that a specific date and location has been set; Marketing vs. Sponsorship; design; AVPA students; theme; branding; religion vs. culture; Dia de la Fiesta; cultural appropriation; the inability to move forward with entertainment without knowing what kind of budget is available; and whether Amazon sponsorship would include their influence on entertainment choices.

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**Public Comment - Items Not On the Agenda (Continued)**

Terrica Miller, Administrative Clerk, indicated no requests to speak.

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**Receipt of Correspondence**

Terrica Miller, Administrative Clerk, reported receipt of the Historical Society Newsletter for Chair Guzzetta who indicated that he would come by to pick it up.

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**Items from Staff**

None.

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**Items from Committee Members**

Discussion ensued between staff and Committee Members regarding agreement to push the meeting in June one week later to allow additional time for information gathering.

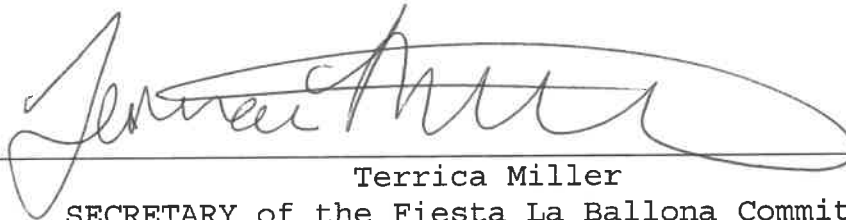
MOVED BY MEMBER MARTIN-STRAW, SECONDED BY MEMBER JAYNE AND UNANIMOUSLY CARRIED THAT THE FIESTA LA BALLONA COMMITTEE MOVE THE DATE OF THE REGULAR MEETING TO JUNE 16, 2021 (ABSENT MEMBER SWENSON) .

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**Adjournment**

There being no further business, at 8:17 P.M., the Fiesta La Ballona Committee adjourned the meeting to June 16, 2021 at 7:00 P.M.

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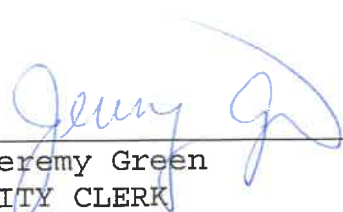
Terrica Miller  
SECRETARY of the Fiesta La Ballona Committee

APPROVED 5/5/2021



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