

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

June 16, 2021
7:00 P.M.

Call to Order and Roll Call

Chair Guzzetta called the special meeting of the Fiesta La Ballona Committee to order at 7:01 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

*Member Tiggs arrived at 7:08 P.M.

Absent: Lila Swenson, Member

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

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Pledge of Allegiance

Member 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, indicated that no public comment had been received for Items Not on the Agenda.

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Consent Calendar

Item C-1

Approval of Minutes of the Regular Meeting of May 5, 2021

Member Jayne received clarification regarding the order of items considered at the meeting of May 5, 2021.

MOVED BY MEMBER JAYNE, SECONDED BY VICE CHAIR DESAI AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE APPROVE MINUTES FOR THE REGULAR MEETING OF MAY 5, 2021 AS PRESENTED (ABSENT MEMBERS SWENSON AND TIGGS).

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Order of the Agenda

No changes were made.

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Action Items

Item A-1

Discussion Regarding Fall Specific Design for Fiesta La Ballona 2021

Chair Guzzetta introduced the item noting that they were closer to being able to set up an event than they were at the beginning.

Member Tiggs joined the meeting.

Discussion ensued between staff and Committee Members regarding adjusting the branding to reflect changes this year; a suggestion to involve Elvira in the event; having entertainers do Halloween themed songs; emphasizing Dia de los Muertos; addressing what everyone has been through; elegance vs. goofiness; the history of the City; using the

Fiesta as a remembrance; other fall events; school fundraisers; spiritual events vs. religious events; input from the City Attorney; the intent to bring people together; having a two-day Fiesta vs. a three day Fiesta; using a different theme for each day; the importance of letting people know that the date has changed and why; outreach; the inclusion of live professional music; having one band do two sets to save money; themed music; creating an offrenda to remember the dead; making a *Thriller* flash mob; giving the schools a slot at the entertainment tent; having a parade; and allowing time and space for a school fundraiser.

Member Martin-Straw read a draft of a letter she had composed to schools to encourage collaboration, and she indicated that they would consult the City Attorney regarding the offrenda.

Discussion ensued between staff and Committee Members regarding creating an inclusive and satisfying event; acknowledging losses; celebrating the future; collaboration; the NPR StoryCorps Project; next steps; the process; City Council approval; and agendized items.

MOVED BY MEMBER JAYNE, SECONDED BY VICE CHAIR DESAI AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE CONTINUE THE DISCUSSION OF FALL SPECIFIC DESIGN AT THE NEXT MEETING (ABSENT MEMBER SWENSON).

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Item A-2

Reports from Fiesta La Ballona Subcommittees

Chair Guzzetta discussed the Site Layout Ad Hoc Subcommittee and the intent to make the event different while maintaining most elements.

Discussion ensued between staff and Committee Members regarding vendor booths; the need to decide on activities before the layout; full Committee consideration of site layout; staff agreement to return with proposed activities; different tent scenarios to address vendors unhappy with their placement; and the process to change fees.

Member Martin-Straw discussed the Marketing Ad Hoc Subcommittee; she requested access to the history of posters and t-shirts for the past ten years; discussed the Academy of Visual and Performing Arts (AVPA); Party in the Park vs. Fiesta and Dia de los Muertos; creation of a press release; the Car Show; graphic design; and fall festivals run by schools.

Discussion ensued between staff and Committee Members regarding distribution of the press release; the flash mob; lead time necessary for t-shirts; costs associated with re-branding; a suggestion to skip t-shirts this year; using Halloween colors with the previous artwork; and changing the name of the event to reflect a Halloween theme.

Terrica Miller, Administrative Clerk, read a comment from John Cohn of the Exchange Club encouraging the Committee to make use of Killer Pumpkins for design services.

Additional discussion ensued between staff and Committee Members regarding agreement that Member Martin-Straw handle marketing; responsibility for updating the website and Facebook page; staff agreement to clarify the 2021 dates on social media; formalizing a marketing timeline at the next meeting; the Fiesta La Ballona website; and the Parks, Recreation and Community Services department website.

Member Jayne discussed work of the Entertainment Ad Hoc Subcommittee; incorporating schools; thematically appropriate entertainment; and she received clarification regarding school carnivals.

Member Tiggs reported on the Sponsorship Ad Hoc Subcommittee and discussed agreement by Amazon to provide \$50,000 for Fiesta a Ballona.

Discussion ensued between staff and Committee Members regarding the process to accept the money; spending restrictions; tracking; and interest earned on the money.

MOVED BY VICE CHAIR DESAI, SECONDED BY MEMBER TIGGS AND UNANIMOUSLY CARRIED, THAT THE FIESTA BALLONA COMMITTEE AGENDIZE A BUDGET DISCUSSION AT THE NEXT MEETING (ABSENT MEMBER SWENSON).

Further discussion ensued between staff and Committee Members regarding previous sponsorships and the importance of developing a budget for the Amazon money.

Chair Guzzetta proposed deferring reports from the Sustainability Ad Hoc Subcommittee and the Special Activities Ad Hoc Subcommittee to the next meeting.

Discussion ensued between staff and Committee Members regarding the Vendors Ad Hoc Subcommittee; placing all the vendors in one big tent; segmenting; bringing order to the process; cost savings; creating a communal atmosphere with a Vendor Hall; reservations; adjusting the footprint based on how many people pay for space; the vendor contract; and the timeline.

Chair Guzzetta invited public comment.

John Cohn, Exchange Club, expressed disappointment that Fiesta was not able to be held; discussed the importance of the communal aspects of the Beer and Wine Garden; the relationship with Fiesta; things that can be done to improve the Beer and Wine Garden; the importance of the fundraising aspect; money put back into the community; support for the reconfiguration last year; benefits of the additional space; steps taken to ensure that supplies do not run out; incorporating the Halloween theme; coordination and promotion; and willingness to support the event.

Jeff Cooper discussed steps taken to ensure that there is enough beer and wine available; the importance of community gathering; and charitable projects supported by the event.

Chair Guzzetta indicated that the Beer and Wine Ad Hoc Subcommittee did not have a report.

Discussion ensued between staff and Committee Members regarding agreement to dissolve the Back Up Plan Ad Hoc Subcommittee.

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Public Comment - Items Not On the Agenda (Continued)

Terrica Miller, Administrative Clerk, indicated no additional requests to speak had been received.

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Receipt of Correspondence

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

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Items from Staff

Armando Abrego, Parks, Recreation and Community Services Director, expressed appreciation for the work of the Committee Members and he offered his support.

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Items from Committee Members

Chair Guzzetta expressed appreciation for the work of the Parks, Recreation and Community Services Department; discussed the opportunity to honor what has been lost during the pandemic; participation; and optimism for a successful event.

Member Jayne thanked Member Tiggs and Chair Guzzetta for their efforts; discussed the importance of being able to bring the people of Culver City together; she suggested that the subcommittees meet before the next meeting; and noted the importance of budget creation.

Discussion ensued between staff and Committee Members regarding meeting schedule; remote participation; appreciation to staff for their depth of knowledge; the schedule to resume in-person meetings; hybrid meetings; meeting location; and walking the park to discuss locations.

MOVED BY VICE CHAIR DESAI, SECONDED BY MEMBER MARTIN-STRAW AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE MOVE THE DATE AND LOCATION OF THE AUGUST MEETING TO AUGUST 11 AT VETERANS PARK TO ALLOW FOR A WALK-THROUGH (ABSENT MEMBER SWENSON) .

Member Wayne discussed the technical aspects of the sound; speed of change-over; and subcommittee work vs. general consideration.

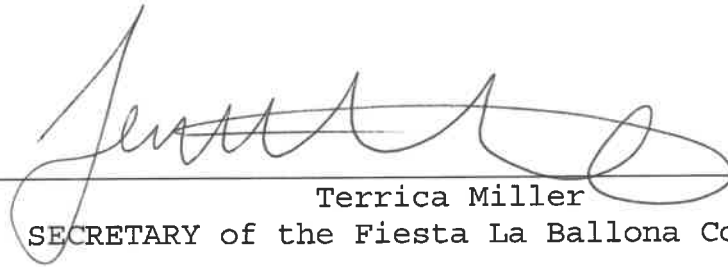
Discussion ensued between staff and Committee Members regarding the contract with Technology Artists; quotes; and the Summer Concert Series.

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Adjournment

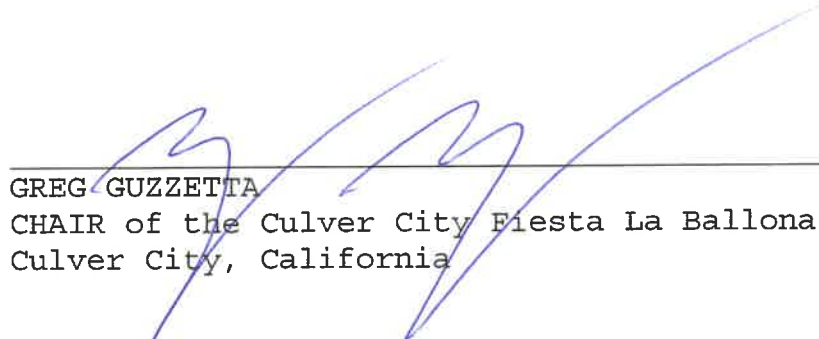
There being no further business, at 8:47 P.M., the Fiesta La Ballona Committee adjourned the meeting to July 7, 2021 at 7:00 P.M.

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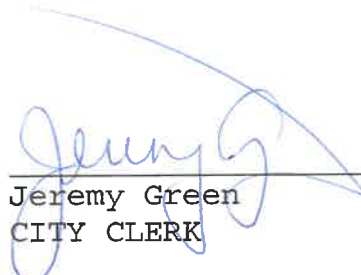
Terrica Miller
SECRETARY of the Fiesta La Ballona Committee

APPROVED June 16, 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