

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

July 7, 2021
7:00 P.M.

Call to Order and Roll Call

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

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

*Chair Guzzetta arrived at 7:13 P.M.

**Member Swenson arrived at 7:28 P.M.

***Member Tiggs left the meeting at 8:30 P.M.

Absent: Lisa Marie Parker Desai, Vice Chair

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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Terrica Miller, Administrative Clerk, reported that the meetings are uploaded to the City website for public viewing.

Pledge of Allegiance

Member Jayne led the Pledge of Allegiance.

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Public Comment - Items Not On the Agenda

Member Tiggs invited public comment.

Terrica Miller, Administrative Clerk, indicated that no public comment had been received for Items Not on the Agenda though members of the public were in attendance.

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Consent Calendar

Item C-1

Approval of Minutes for the Special Meeting on June 16, 2021

MOVED BY MEMBER MARTIN-STRAW AND SECONDED BY MEMBER WAYNE THAT THE FIESTA LA BALLONA COMMITTEE APPROVE MINUTES FOR THE SPECIAL MEETING ON JUNE 16, 2021 AS PRESENTED (ABSENT CHAIR GUZZETTA, 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

FLBC - Receipt and Filing of the Report Regarding the Fiscal Year 2021/2022 Fiesta La Ballona Budget

Darren Uhl, Parks, Recreation and Community Services Manager, provided a summary of the material of record.

Chair Guzzetta arrived during the staff report.

Member Tiggs received clarification regarding continued use of the largest tent.

Chair Guzzetta discussed staffing costs; the feeling that the event would be well attended; costs for 2019; estimated sponsorship money for 2021; and potential profits for 2021.

Member Tiggs provided an update on sponsorship conversations with Amazon Studios.

Discussion ensued between staff and Committee Members regarding the budget presented by staff; planning that must be done; adapting and adjusting when money comes through as projected; City Council acceptance of donations; and clarification on budgeting and accounting processes.

Member Swenson joined the meeting.

Additional discussion ensued between staff and Committee Members regarding in-kind donations; reassignment of allocations; timing; contracts; planning for food vendors; the Beer Garden; the vendor booth area; the generator; use of the field lights for lighting; the ability of the Committee to ask that staff communicate requests to the City Manager; unallocated monies from other funds; recoupment of money through the mid-year budget process; achieving the Committee's vision; accounting practices; lighting costs; additional requests; string lights; tower lights; budget adjustments; the ability to accept and file the report with the caveat that Delighting be added in with additional requests; the process; responsibility for the costs of the video monitor in the Beer and Wine Garden; security; last minute add-ons; the role of Culver City Police Department (CCPD); clarification that accepting the report of the budget is accepting the bottom line numbers, not the details; the ability to adjust and adapt the budget as necessary; changes made as opportunities come in; executed agreements; deposits; non-specific vendors; Green Room expenses; Technology Artists; costs to put up the stage and dance floor; entertainment expenses; base expenditures vs. additional requests; and stage build-out expenses.

MOVED BY MEMBER JAYNE, SECONDED BY MEMBER SWENSON AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE RECEIVE AND FILE THE REPORT WITH A MODIFICATION REGARDING THE FISCAL YEAR 2021-2022 BUDGET ENSURING THE ABILITY TO MAKE MODIFICATIONS (ABSENT VICE CHAIR DESAI).

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Item A-2

FLBC - Receipt and Filing of the Report Regarding the 2021 Fiesta La Ballona Layout

Darren Uhl, Parks, Recreation and Community Services Manager, provided a summary of the material of record.

Discussion ensued between staff and Committee Members regarding lights in the Beer Garden previously provided by Delights; the importance of lighting due to the shortened days in October vs. August; the number of participating vendors; clarification that the event is curated; vendor applications; priority for Culver City based businesses and non-profits; costs for a large vendor tent vs. individual tents; lighting for enclosed spaces; Halloween-themed events; vendor trick or treating; Health Department restrictions; and placement of the Ferris wheel behind the stage.

MOVED BY MEMBER WAYNE, SECONDED BY MEMBER TIGGS AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE RECEIVE AND FILE THE REPORT WITH THE FERRIS WHEEL PLACED BEHIND THE STAGE (ABSENT VICE CHAIR DESAI).

Member Jayne received clarification that the motion for Item A-1 provided flexibility with guidance provided by the advisory committee.

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Item A-3

FLBC - Consideration of a Recommendation Regarding the Proposed 2021 Fiesta La Ballona Event Schedule

Darren Uhl, Parks, Recreation and Community Services Manager, provided a summary of the material of record.

Discussion ensued between staff and Committee Members regarding minimum hours required for the ride vendor; opening ceremonies; having the Thriller Flash Mob be the kick-off moment; the Guinness Book of World Records; involvement of the Academy of Performing Arts (AVPA); dance studios that get

money from Cultural Affairs; coordination with staff; the potential need for participants to sign a City waiver; a suggestion to charge a nominal amount to create commitment; hours for the Beer Garden; Dia de los Muertos; Latinos Unidos; outreach to other organizations; potential sponsorship; and continued consideration by the City Attorney.

MOVED BY MEMBER MARTIN-STRAW, SECONDED BY MEMBER JAYNE AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE RECEIVE AND FILE THE REPORT REGARDING THE PROPOSED FIESTA LA BALLONA 2021 SCHEDULE WITH THE TIME FRAME AS WRITTEN, THE ADDITION OF THE FLASH MOB ON FRIDAY NIGHT, AND VERIFICATION OF THE SCHEDULE WITH THE CARNIVAL VENDORS (ABSENT VICE CHAIR DESAI).

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Item A-4

FLBC - Consideration of a Recommendation Regarding (1) the 2021 Fiesta La Ballona Theme/Name; and, (2) the Design of the 2021 Fiesta La Ballona Artwork.

Darren Uhl, Parks, Recreation and Community Services Manager, provided a summary of the material of record.

Discussion ensued between staff and Committee Members regarding concern with use of the word Spooktacular; adding a generic Halloween reference that can be carried on in future years; continued work on a new title; marketing and framing; a suggestion for a brainstorming subcommittee to consider the name; agreement on a Halloween theme; use of the original Fiesta logo with fall colors; City Attorney feedback regarding a tie-in with Dia de los Muertos; ensuring respectfulness rather than appropriation; protocol; sending out a call for ideas; elementary school fundraisers; bringing the School District in to make a larger event rather than being a competitive event; and agreement that the item return to the next meeting.

Member Tiggs exited the meeting.

MOVED BY MEMBER MARTIN-STRAW, SECONDED BY MEMBER JAYNE AND UNANIMOUSLY CARRIED, THAT ITEM A-4 BE CARRIED OVER TO THE AUGUST FIESTA LA BALLONA COMMITTEE MEETING (ABSENT VICE CHAIR DESAI AND MEMBER TIGGS).

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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 Members/Staff

Member Martin-Straw asked for permission to promote the event at City Council meetings to start encouraging people to think about costumes and she asked about the process for musicians to be considered.

Discussion ensued regarding clarification that musical submissions go through staff before Committee consideration and the different circumstances for securing entertainment this year.

Member Jayne discussed the upcoming Entertainment Subcommittee meeting to consider alternatives for moving forward depending on what is available.

Member Swenson received clarification regarding coordination of the Community Stage and she noted the potential for school fundraising.

Member Wayne suggested a postcard notification to let people know that the date of Fiesta has been changed.

Member Martin-Straw suggested that she could submit her comments to staff before making them at the July 12 City Council meeting.

Discussion ensued between staff and Committee Members regarding procedures for spreading the word on social media;

interacting as an individual vs. as a Committee; support for spreading general information about the event; agreement that the sombrero is no longer used to market the event; and use of the graphics as a place holder on the website.

Darren Uhl, Parks, Recreation and Community Services Manager, indicated that staff would review a draft press release for distribution and he reminded Committee Members that the City needs to review correspondence with outside groups and sponsors.

Discussion ensued between staff and Committee Members regarding communication with bands; concern with slowing down the process; creating formatted letters; use of City email for communication; representation of the City and the Committee; outside counsel consideration of Dia de los Muertos; and appreciation to staff for their work.

Terrica Miller, Administrative Clerk, discussed the need to agendize removal of the Backup Plan Subcommittee from the list of subcommittees and changing the role of Member Wayne in the Marketing Subcommittee, and she thanked the Committee for their patience with more formalized procedures.


Additional discussion ensued between staff and Committee Members regarding coordination of t-shirts with the High School; the lack of a budget for t-shirts; bright orange vests that can be used; costumes for the event this year; use of a single glittered glove; agreement of the Committee to add dissolving the Backup Plan Subcommittee to the next agenda; plans to resume in-person meetings; and the August meeting as an in-person walk-through meeting.

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Adjournment

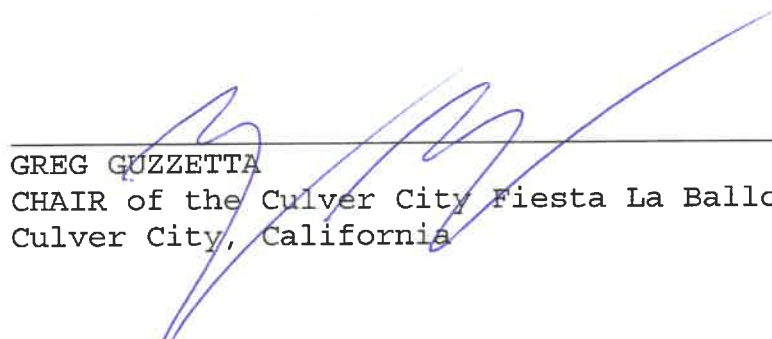
There being no further business, at 9:05 P.M., the Fiesta La Ballona Committee adjourned to August 11, 2021 at 7:00 P.M.

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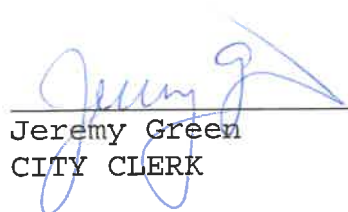
Terrica Miller
SECRETARY of the Fiesta La Ballona Committee

APPROVED July 7, 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