

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

August 11, 2021
7:00 P.M.

Call to Order and Roll Call

Vice Chair Desai called the special meeting of the Fiesta La Ballona Committee to order at 7:00 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 Swenson arrived at 7:42 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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Chair Guzzetta indicated that Vice Chair Desai would be leading the meeting.

Pledge of Allegiance

The Committee recited the Pledge of Allegiance in unison.

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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 Regular Meeting on July 7, 2021

Discussion ensued between staff and Committee Members regarding use of the word Delighting on page 3, paragraph 5 Line 12, DeLighting and Delight on page 4 paragraph 2, line 3, and a request that the words "the event is curated" in paragraph 3, line 5 of page 4 be rewritten to explain that not everyone who applies to participate as a vendor is chosen.

MOVED BY MEMBER JAYNE, SECONDED BY MEMBER WAYNE AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE APPROVE MINUTES FOR THE REGULAR MEETING ON JULY 7, 2021 AS AMENDED (ABSENT MEMBER SWENSON).

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Order of the Agenda

No changes were made.

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Action Items

Item A-1

FLBC - Discussion of Fiesta La Ballona Committee Virtual Meetings Versus In-Person Meetings (When Allowed) and Determination of a Future Meeting Format

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

Discussion ensued between staff and Committee Members regarding hybrid meetings; technology issues; the ability to

change formats; and the need for the Chair to participate remotely at times.

MOVED BY MEMBER WAYNE, SECONDED BY MEMBER MARTIN-STRAW AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE AGREE TO CONTINUE TO HOLD VIRTUAL MEETINGS AND IF THE CITY CLERK APPROVES, ADD AN ITEM TO EACH AGENDA MOVING FORWARD TO DETERMINE THE FORMAT FOR THE NEXT MEETING (ABSENT MEMBER SWENSON).

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Item A-2

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 proposed artwork; clarification that the image would become property of the City; use of the sombrero in marketing; feedback regarding Dia de los Muertos; feedback from the Culver City Unified School District (CCUSD); Dia de los Muertos as a side event; feedback from counsel that no altars be part of any Dia de los Muertos event; secularization of Dia de los Muertos; clarification that altars are not the same as ofrendas; folklore vs. religion; referencing a display; the name vs. actions related to the name; creation of a standalone virtual event; involvement of the Sister City Committee and Uruapan, Mexico; a group of Latino parents who want to create an event; the ability to reserve space as a community group in the display area; the need for further clarification from counsel; staff involvement in meetings with CCUSD; religious organizations that have rented booths; encouragement for the parent group to fill out an application for a vendor booth; and the need for the Committee to determine a name so that marketing can move forward.

MOVED BY MEMBER MARTIN-STRAW, SECONDED BY CHAIR GUZZETTA AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE ACCEPT THE NAME: FIESTA LA BOO-LONA FROM THE HEART OF SCREAMLAND (ABSENT MEMBER SWENSON).

MOVED BY VICE CHAIR DESAI, SECONDED BY MEMBER TIGGS AND UNANIMOUSLY CARRIED THAT THE FIESTA LA BALLONA COMMITTEE ACCEPT ARTWORK AS PRESENTED BY STAFF FOR 2021 FIESTA LA BALLONA (ABSENT MEMBER SWENSON).

Discussion ensued between staff and Committee Members regarding agreement on colors and the font, and incorporating the new text into marketing materials.

Member Swenson joined the meeting.

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Item A-3

FLBC - Discussion Regarding the Dissolution of the 2021 Fiesta La Ballona Back-up Plan Ad Hoc Subcommittee

Terrica Miller, Administrative Clerk, introduced the item.

Discussion ensued between staff and Committee Members regarding the likelihood of the Fiesta going virtual; whether vaccination cards would have to be checked; the surge of infections with the Delta variant; the built-in 30-day cancellation notice; the drop dead date for decision-making; a suggestion to keep the Ad Hoc Back-Up Plan Subcommittee until after the drop dead date; the need to hold Subcommittee meetings to come up with potential ideas for a Plan B; clarification that Members Tiggs, Jayne, and Chair Guzzetta serve on the Subcommittee; and agreement to maintain the Ad Hoc Back-Up Plan Subcommittee.

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Item A-4

FLBC - Discussion Regarding Sponsorship Tiers and Donor Rewards for the Fiesta La Ballona 2021 Event

Dani Cullens, Recreation and Community Services Supervisor, discussed inquiries about what sponsors receive; previous tiers for sponsorship; costly options; and viable options available.

Discussion ensued between staff and Committee Members regarding vetting by the Ad Hoc Sponsorship Subcommittee vs.

by the full Committee; the need to put tiers on the website; and the process.

MOVED BY MEMBER SWENSON, SECONDED BY MEMBER WAYNE AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE DIRECT THE AD HOC SPONSORSHIP SUBCOMMITTEE TO WORK WITH STAFF TO FINALIZE THE PLANS FOR SPONSORSHIP TIERS AND REWARDS AND IMPLEMENT WITHOUT FURTHER APPROVAL FROM THE COMMITTEE.

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Item A-5

FLBC - Reports from Fiesta La Ballona Ad Hoc Subcommittees

Discussion ensued between staff and Committee Members regarding clarification that the Ad Hoc Site Layout and Ad Hoc Marketing Subcommittees had not met but would be moving forward soon.

Member Tiggs reported on the work of the Ad Hoc Sponsorship Subcommittee; discussed efforts to define levels and edit the solicitation letter; the upcoming meeting with the Chief Executive Officer (CEO) of the Chamber of Commerce; the upcoming meeting with Amazon Studios to clarify details; in-kind vs. cash donations; and the confirmation letter.

Additional discussion ensued between staff and Committee Members regarding clarification that the City Council must approve any cash or in-kind donations over \$30,000; volunteers; allocation of donations; the budget; the need to find out whether there is any money to spend on entertainment; the need to have something in writing; concern that there will be no time to draft contracts and book entertainment; the Ad Hoc Entertainment Subcommittee; the ability to place an item on a City Council agenda; determining a reasonable entertainment budget; matching the 2019 budget; other items to be covered by the Amazon advance; lighting costs; money needed to get other sponsors; and the ability to hold a special meeting.

MOVED BY MEMBER SWENSON, SECONDED BY MEMBER TIGGS AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE HOLD A SPECIAL MEETING ON AUGUST 23 AT NOON TO DISCUSS THE SPONSORSHIP BUDGET.

Further discussion ensued between staff and Committee Members regarding the need to receive the confirmation letter before the special meeting; the Ad Hoc Sustainability Subcommittee; and the efforts of Cathy Vargas to secure a donation of clear trash liners and \$5,000 worth of day labor toward the Zero Waste program from Image Cleanse.

Vice Chair Desai invited public comment.

The following members of the public addressed the Committee:

John Cohn, The Exchange Club, discussed their desire to be a supportive partner and offered to provide a \$10,000 loan to enable the Ad Hoc Entertainment Subcommittee to move forward with booking entertainment.

Discussion ensued between Mr. Cohn, staff and Committee Members regarding appreciation for the offer; concern with the ability of the City to take a loan; sponsorship; consideration by the Chief Financial Officer and the City Attorney; the importance of getting a letter in writing from all donors; and additional discussion with The Exchange Club, staff and the Ad Hoc Donor Subcommittee.

Discussion ensued between staff and Committee Members regarding clarification that the Ad Hoc Special Activities Subcommittee and the Ad Hoc Vendor Subcommittee had not met; possibilities for the Beer and Wine Garden; offering a night to different non-profit organizations; establishing capabilities; creation of a transparent process with an application and criteria to help staff select the appropriate non-profit to operate the Beer and Wine Garden; a suggestion to ask The Exchange Club to provide a proposal for the next meeting; the need for a meeting with the Ad Hoc Beer and Wine Garden Subcommittee; the feeling that The Exchange Club should be used this year due to the lateness in the process; and whether another non-profit could apply for 2021.

Jeff Cooper, The Exchange Club, reported that The Exchange Club had secured a trailer and he discussed the benefits of using The Exchange Club.

John Cohn, The Exchange Club, discussed the lead time necessary for The Exchange Club to put on a Beer and Wine

Garden; and he noted that delays would compromise their ability to put on a successful event.

Additional discussion ensued between staff and Committee Members regarding allowing other organizations to make a pitch for The Beer and Wine Garden; providing enough time for people to put together a proposal; other interested organizations; City Manager and City Attorney input regarding the selection process; creating a transparent process; City Council purview; input from the Ad Hoc Beer and Wine Garden Subcommittee; the importance and responsibility of running the Beer and Wine Garden; formulation of simple standardized criteria; solicitation of pitches; businesses vs. non-profits; establishing criteria that clarifies that the event is exclusive to non-profits; logistics; defining the process and criteria with the Subcommittee; ensuring that information is shared with everyone; providing a framework for the submission of proposals; the staff recommendation to move forward with The Exchange Club due to time constraints; concern with potential backlash if The Exchange Club is not used; the ability of the City to recommend where the proceeds are donated to; and previous discussion of the item.

Member Wayne proposed a motion to move forward with The Exchange Club for 2021 and Member Tiggs seconded the motion.

John Cohn, The Exchange Club, discussed groups that the organization donates to; openness to suggestions to donations to certain organizations; and the Culver City Education Foundation.

Discussion ensued between Exchange Club representatives, staff and Committee Members regarding use of volunteers from other organizations to help The Exchange Club in exchange for donations; sweat equity vs. merit; the need for transparency in the participation of The Exchange Club in the Beer and Wine Garden; allowing the Committee to be part of where the money is allocated; money raised through events; allocation of money based on need, not where it was earned; concern with who benefits from The Beer and Wine Garden; the bylaws and charter of The Exchange Club; willingness to provide information regarding costs and money taken in; making donations based upon merit; groups in need; maintaining the 501c3 status; concern with running out of beer again; putting

in a stipulation that if beer runs out, The Exchange Club is not allowed to run the event again; consideration of the situation at previous meeting; Committee purview; creating added synergy by using volunteers from other organizations; fostering goodwill; helping CCUSD and Feed Culver; concern with liability insurance with the use of other volunteers; City requirements; City insurance; stand-alone insurance for the Beer and Wine Garden; and a suggestion to collaborate with another organization by designating a night where a percentage of the proceeds is allocated to them.

Vice Chair Desai proposed an alternate motion to request that The Exchange Club submit a proposal based on designating a special night to benefit another organization.

MOVED BY MEMBER WAYNE AND SECONDED BY MEMBER TIGGS THAT THE FIESTA LA BALLONA COMMITTEE RECOMMEND THAT THE CITY COUNCIL GRANT THE EXCHANGE CLUB THE RIGHT TO OPERATE THE BEER AND WINE GARDEN FOR FIESTA LA BALLONA 2021 AND THAT OTHER ORGANIZATIONS BE ALLOWED TO BID FOR 2022.

THE MOTION FAILED BY THE FOLLOWING VOTE:

AYES:	JAYNE, TIGGS, WAYNE
NOES:	NONE
ABSTAIN:	DESAI, GUZZETTA, MARTIN-STRAW, SWENSON

Member Swenson proposed a motion to grant The Exchange Club the right to operate the Beer and Wine Garden for 2021 in partnership with the Fiesta La Ballona Committee, provided that The Exchange Club make an effort to reflect Committee discussion about incorporating community volunteers, provide transparency in accounting after the event, consider guidance from the Committee on who benefits from the proceeds, and that other organizations be allowed to bid for 2022.

Additional discussion ensued between staff and Committee Members regarding granting the right to operate the Beer and Wine Garden with the Committee offering guidance on who benefits; use of volunteers; liability; insurance; opening up the process to other organizations next year; transparency in accounting after the event; allocating a pre-determined portion of the sales to a non-profit in the City; use of volunteers for tasks that do not involve contact with alcohol;

review by the Exchange Club Committee; trusting that the Exchange Club will make an effort to implement items discussed; concern that too much control is being sought; Committee purview; whether the decision has to be made at the current time; and support for allowing people to make a pitch at the next regularly scheduled meeting.

Vice Chair Desai moved to open up the process to other organizations at the next regularly scheduled meeting at which time a recommendation would be made.

Member Swenson withdrew her previous motion.

Further discussion ensued between staff and Committee Members regarding staff consultation with the City Manager about the process; timing; programs sponsored by The Exchange Club; the need for an application and criteria; and support for seeing pitches in three weeks.

The motion proposed by Vice Chair Desai did not receive a second.

MOVED BY MEMBER WAYNE AND SECONDED BY MEMBER TIGGS THAT THE FIESTA LA BALLONA COMMITTEE RECOMMEND THAT THE CITY COUNCIL GRANT THE EXCHANGE CLUB THE RIGHT TO OPERATE THE BEER AND WINE GARDEN FOR FIESTA LA BALLONA 2021 AND TO RENEGOTIATE FOR 2022 FROM THE GROUND UP.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES:	GUZZETTA, JAYNE, SWENSON, TIGGS, WAYNE
NOES:	NONE
ABSTAIN:	DESAI, MARTIN-STRAW

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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

Armando Abrego, Parks, Recreation and Community Services Director, thanked everyone for their patience and he indicated that he would forward information regarding masking requirements to the Committee as he receives it from the City Manager.

Chair Guzzetta discussed leveraging guidance and use of apps to validate vaccinations and do questionnaires; WiFi; and he agreed to provide information to staff for their review.

Discussion ensued between staff and Committee Members regarding the AD Hoc Special Events Subcommittee; pumpkin carving, painting or decorating; holding a costume contest; locations for special events; and staff agreement to reach out to the Ad Hoc Special Events Subcommittee.

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Adjournment

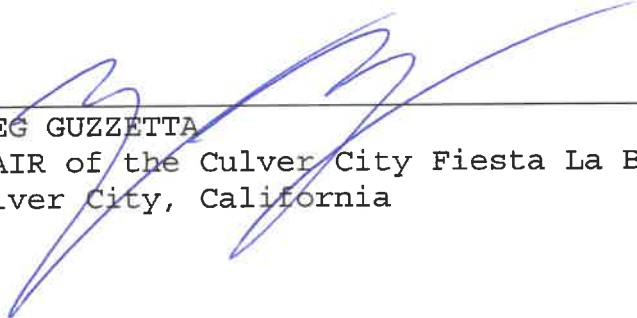
There being no further business, at 9:19 P.M., the Fiesta La Ballona Committee adjourned to a special meeting on August 23, 2021 at 7:00 P.M.

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Terrica Miller
SECRETARY of the Fiesta La Ballona Committee

APPROVED August 11, 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