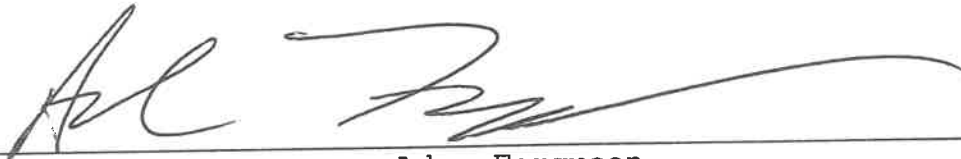


Adjournment

There being no further business, at 9:34 P.M., the Fiesta La Ballona Committee adjourned to a regular meeting to be held on July 6, 2022 at 7:00 P.M.

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Adam Ferguson

SECRETARY of the Fiesta La Ballona Committee

APPROVED

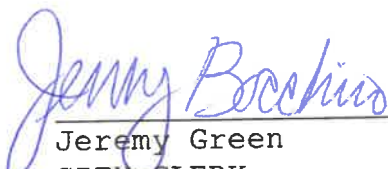
8/3/2022



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

1/26/2023
Date

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

June 1, 2022
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. at the Culver City Senior Center.

Present: Lisa Marie Parker Desai, Vice Chair
Colleen Jones, Member
Lila Swenson, Member
Nancy Trujillo, Member
Bob Wayne, Member

Absent: Greg Guzzetta, Chair
Roshni Mejia, Member

Staff: Dani Cullens, Recreation and Community Services
Manager
Adam Ferguson, PRCS Associate Analyst

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Pledge of Allegiance

Eric Gray led the Pledge of Allegiance.

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Public Comment for Items NOT On the Agenda

This item was deferred to the end of the meeting.

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Receipt of Correspondence

Adam Ferguson, Associate Analyst, read public comment received from Darrel Menche expressing concern with allowing

the National Rifle Association (NRA) to have a booth at Fiesta La Ballona.

MOVED BY MEMBER SWENSON AND SECONDED BY MEMBER WAYNE THAT THE FIESTA LA BALLONA COMMITTEE RECEIVE AND FILE CORRESPONDENCE.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: DESAI, JONES, SWENSON, TRUJILLO, WAYNE

NOES: NONE

ABSENT: GUZZETTA, MEJIA

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Consent Calendar

Item C-1

Approval of Minutes for the Regular Fiesta La Ballona Committee Meeting of May 4, 2022

Vice Chair Desai deferred consideration of this item to the end of the meeting.

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Order of the Agenda

Public Comment for Items NOT On the Agenda was heard after Item A-1, and the Consent Calendar was considered after Public Comment for Items NOT On the Agenda.

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Action Items

Item A-1

FLBC – [Standing Item; Any or All of the Following Actions, if Desired] (1) Receipt and Filing of Updates from the Members of the Fiesta La Ballona Committee (FLBC) Ad Hoc Subcommittees (2) Formation of New and/or Dissolution of Existing Ad Hoc Subcommittee(s); and, (3) Appointment of Two FLBC Members to Newly-Formed Ad Hoc Subcommittee(s)

Site Layout Ad Hoc Subcommittee: Vice Chair Desai indicated nothing to report.

Marketing Ad Hoc Subcommittee: No update was available.

Entertainment Ad Hoc Subcommittee: Discussion ensued between staff and Committee Members regarding time slots; the schedule; community acts; school groups; money budgeted for karaoke; the offer from Patrick Meighan to host the karaoke; and clarification that so far there is a little bit of money left in the budget.

Sponsorship Ad Hoc Subcommittee: This item was deferred to later in the meeting pending the possible arrival of Marcus Tiggs.

Sustainability Ad Hoc Subcommittee: Discussion ensued between staff and Committee Members regarding water stations and potential sponsorship by Tito's Tacos.

Special Activities Ad Hoc Subcommittee: No update was available.

Volunteer T-Shirt Ad Hoc Subcommittee: Discussion ensued between staff and Committee Members regarding renderings received from one artist; use of the regular logo on the t-shirts; acknowledging the submission; the fact that there were not enough submissions to have a contest; directing modifications to the design; and placing an acknowledgement of the art received in the program and a certificate or a mention from the stage.

MOVED BY MEMBER SWENSON AND SECONDED BY VICE CHAIR DESAI THAT THE FIESTA LA BALLONA COMMITTEE USE THE FIESTA LOGO FOR THE VOLUNTEER T-SHIRT THIS YEAR AND ACKNOWLEDGE RECEIPT OF THE ONE CONTEST ENTRY FROM THE STAGE, WORK THE SUBMISSION INTO THE PROGRAM, AND PROVIDE AN ENLARGEMENT OF THE DESIGN AT FIESTA LA BALLONA ON AN EASEL NEAR CITY CENTER.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: DESAI, JONES, SWENSON, TRUJILLO, WAYNE
NOES: NONE
ABSENT: GUZZETTA, MEJIA

Additional discussion ensued between staff and Committee Members regarding support for a suggestion to make a t-shirt for the artist who submitted the design.

Beer and Wine Ad Hoc Subcommittee: Discussion ensued between staff and Committee Members regarding difficulty setting up meetings; City Council consideration of the application process; vendor consideration; the resolution that goes forward after the vendor is chosen; the limit of one group on a resolution and discouragement of doing more than one resolution; the goal to allow for more participation; finding a vendor that shares profits with other non-profit groups; establishing guidelines for profit-sharing; previous attempts to engage in profit sharing; the resolution giving permission to serve beer and wine; providing equity; dispersal of money raised; earmarking; participation by representatives from other organizations; clarification that there is sufficient time to find another vendor; the importance of transparency; control of the funds; concern with the complete control by The Exchange Club; rental fees paid by the Exchange Club; and other vendors at the event that are purely for-profit.

MOVED BY MEMBER SWENSON AND SECONDED BY MEMBER TRUJILLO THAT THE FIESTA LA BALLONA COMMITTEE NEGOTIATE WITH THE EXCHANGE CLUB THE IDEA OF RUNNING THE BEER AND WINE GARDEN AS A CENTRAL VENDOR COORDINATING WITH OTHER NON-PROFITS BY EARMARKING 50% OF THE PROFITS FOR DISTRIBUTION BY THE COMMITTEE TO OTHER NON-PROFITS.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: DESAI, SWENSON, TRUJILLO, WAYNE
NOES: NONE
ABSENT: GUZZETTA, MEJIA
ABSTAIN: JONES

Vendors Ad Hoc Subcommittee: Member Swenson discussed email from the City Attorney's Office; the NRA issue; parameters set for staffing requirements for booths; lack of documentation

of what booths were being staffed for 2021; the inability to prohibit participation without proper documentation that requirements were not met; precedent for declining an application based on community opposition; the subcommittee recommendation that only community-based non-profits be allowed to participate; exclusion of non-profits with a national presence; and consideration of requiring full staffing of all vendor booths during the Fiesta with notice in writing to the City seven days ahead of time to request a two-hour relief, and direction to City staff to document booth staffing each hour throughout the entire Fiesta.

Discussion ensued between staff and Committee Members regarding participation by community-based organizations; participation by the gun store; agendizing a discussion of excluded categories; determining what is acceptable for a family-friendly festival; creating an overall policy for non-profits to implement for this year; work done to address the issue over years; and frustration with being unable to work effectively.

MOVED BY MEMBER SWENSON AND SECONDED BY VICE CHAIR DESAI THAT THE FIESTA LA BALLONA COMMITTEE REQUEST THAT THE CITY COUNCIL PLACE AN ITEM ON THE JUNE 27, 2022 AGENDA TO CONSIDER REQUIRING THAT ONLY LOCAL COMMUNITY-BASED NON-PROFIT VENDORS WITHOUT A NATIONAL PRESENCE BE ALLOWED TO PARTICIPATE IN FEISTA LA BALLONA 2022 AND MOVING FORWARD.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: DESAI, JONES, SWENSON, TRUJILLO, WAYNE
NOES: NONE
ABSENT: GUZZETTA, MEJIA

MOVED BY MEMBER SWENSON AND SECONDED BY VICE CHAIR DESAI THAT THE FIESTA LA BALLONA COMMITTEE:

1. RECOMMEND REVISION OF VENDOR APPLICATIONS BY THE CITY ATTORNEY'S OFFICE TO SPECIFY THAT VENDOR BOOTHS MUST BE STAFFED FOR ALL HOURS OF FIESTA LA BALLONA ON SATURDAY AND SUNDAY WITH THE SOLE EXCEPTION THAT IF THE VENDOR PROVIDES SEVEN DAY ADVANCED WRITTEN NOTICE TO THE CITY, THE BOOTH MAY BE VACANT FOR A PERIOD NOT TO EXCEED TWO HOURS TOTAL DURING FIESTA LA BALLONA; AND,

2. CITY STAFF WILL MONITOR BOOTH STAFFING LEVELS HOURLY THROUGH THE 2022 EVENT AND BEYOND; AND,

3. WRITTEN NOTICE OF ATTENDANCE WILL BE PRESENTED TO THE COMMITTEE THE FOLLOWING MONTH; AND,

4. ANY VENDOR THAT DOES NOT FOLLOW THE RULES WILL BE PROHIBITED FROM PARTICIPATING IN FIESTA LA BALLONA THE FOLLOWING YEAR.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: DESAI, JONES, SWENSON, TRUJILLO, WAYNE

NOES: NONE

ABSENT: GUZZETTA, MEJIA

Further discussion ensued between staff and Committee Members regarding potential difficulties for small organizations being able to fully staff their booths; the importance of outreach to ensure that non-profits are aware of the requirements; length of time an organization is not permitted to participate after non-compliance; concern with a discretionary process; a proposed amendment to the motion to prohibit participation indefinitely by those violating the staffing provisions; difficulty keeping the booths staffed at all times; and the need to be responsive to community concerns.

MOVED BY MEMBER WAYNE AND SECONDED BY MEMBER SWENSON THAT THE FIESTA LA BALLONA COMMITTEE RECOMMEND THAT NON-COMPLIANCE WITH BOOTH STAFFING PROVISIONS WILL RESULT IN A PROHIBITION ON PARTICIPATION FOR A PERIOD OF FIVE YEARS.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: DESAI, JONES, TRUJILLO, WAYNE

NOES: NONE

ABSENT: GUZZETTA, MEJIA

ABSTAIN: SWENSON

Further discussion ensued between staff and Committee Members regarding Committee consensus to agendaize a discussion of excluded categories; requesting guidance from the City Attorney; City Council consideration on June 27, 2022; and the ability to make public comment as an individual at City Council meetings.

Vice Chair Desai invited public comment.

The following member of the public addressed the Committee:

Eric Gray provided background on himself noting that he was a solo artist interested in applying to perform at Fiesta La Ballona, but not to serve on the Committee.

Discussion ensued between Eric Gray, staff, and Committee Members regarding encouragement to apply next year; clarification that the Committee usually hires bands that play danceable music; the Entertainment Subcommittee; the process to identify bands; use of Concert Share; and a suggestion to have an open mic night for Culver City residents.

MOVED BY MEMBER WAYNE AND SECONDED BY MEMBER SWENSON THAT THE FIESTA LA BALLONA COMMITTEE RECEIVE AND FILE SUBCOMMITTEE REPORTS.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: DESAI, JONES, SWENSON, TRUJILLO, WAYNE
NOES: NONE
ABSENT: GUZZETTA, MEJIA

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Public Comment – Items Not On the Agenda (Continued)

Vice Chair Desai invited public comment.

The following members of the public addressed the Committee:

Lauren Neilson provided background on herself; expressed concern with the NRA presence at Fiesta La Ballona over many years; discussed her experience as a vendor; placement of the booth; and the volatile nature of the situation.

Discussion ensued between staff and Committee Members regarding the advisory nature of the Committee; review of the vendor booth layout; and staff discretion to follow or not follow Committee recommendations.

MOVED BY MEMBER SWENSON AND SECONDED BY VICE CHAIR DESAI THAT THE FIESTA BALLONA COMMITTEE BE PRESENTED WITH THE PROPOSED LIST OF INCLUDED VENDORS AND THEIR LOCATION ASSIGNMENT FOR REVIEW AND COMMENT BY THE AUGUST MEETING.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: DESAI, JONES, SWENSON, TRUJILLO, WAYNE
NOES: NONE
ABSENT: GUZZETTA, MEJIA

Denise Neal provided background on herself; noted that she was a Culver City resident located in the portion of the City that is sometimes considered Los Angeles; discussed her efforts to participate in City activities; marginalization of micro-businesses; room in the budget; she proposed having a backup list of performers and live music in the Wine Garden to fill empty slots and including Eric Gray in the Fiesta; she received encouragement to participate as a vendor; and she questioned whether there was an ad hoc subcommittee for diversity, equity, and inclusion.

Discussion ensued between Ms. Neal, Mr. Gray, staff, and Committee Members regarding coordination of music in the Wine Garden with the Main Stage; the need to get more information out earlier in the process about how to apply to be a vendor; dance bands used on the Main Stage at Fiesta La Ballona; equitable process; vendor participation; establishing a waiting list; length of time for ideas to come to fruition; encouragement to apply to the Committee; the Brown Act; Ms. Neal and Mr. Gray were invited to attend a Marketing Subcommittee meeting; the need to include diversity, equity, and inclusion in each subcommittee; and consideration of establishing a subcommittee to make general recommendations regarding equity and inclusion at the next meeting.

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Consent Calendar

Item C-1
(Out of Sequence)

**Approval of Minutes for the Regular Fiesta La Ballona
Committee Meeting of May 4, 2022**

MOVED BY MEMBER SWENSON AND SECONDED BY MEMBER WAYNE THAT THE FIESTA LA BALLONA COMMITTEE APPROVE MINUTES FOR THE REGULAR FIESTA LA BALLONA COMMITTEE MEETING OF MAY 4, 2022 AS WRITTEN.

THE MOTION CARRIED BY THE FOLLOWING VOTE:

AYES: DESAI, JONES, TRUJILLO, SWENSON, WAYNE

NOES: NONE

ABSENT: GUZZETTA, MEJIA

Eric Gray thanked the Committee for their consideration and encouraged them to check out his music.

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Items from Members/Staff

Discussion ensued between staff and Committee Members regarding Committee dissatisfaction with the way things have changed and the way Committee efforts are being received; concern that efforts are being wasted; acting as an advisory role to Parks and Recreation; concern that the opinion of the Committee does not matter; obstructionist behavior; lack of transparency; changes in procedures; staff oversight of the subcommittees; volunteer expertise; vetting of emails by the City; the need for Committee Members to feel respected; City processes; the directive from the City Attorney to email; the advisory nature of the Committee; staff job duties; support vs. obstruction; the feeling that there is a power struggle between the City and Committee Members; the need for a more functional relationship; the feeling that staff does not listen to the Committee; final approvals; guarding against contentious issues for the City; frustration; finding a way to support each other; clarification that staff has taken everything to the City Council that has been requested; the process for consideration of the letter by Heather Baker; concessions for the Committee; COVID protocols; the response from the City Attorney; other groups that did not staff their booths last year and would have to be excluded with potential provisions imposed to exclude the NRA; excluding the NRA as a public safety concern this year; work with the City Attorney; recommendations made by the Committee; communications with the City staff; work that falls on City staff; help from the

Committee; the feeling that there is no point to the Committee if they have there is no say in the situation; clarification that the Committee can make a recommendation that they run the event; creation of a foundation; events that are not run by the City; Special Event Grants; changes in the process in recent years; the feeling that staff does not want the Committee; changes in staffing; previous participation by the Director and other staff members; efforts to reel in the process by staff; lack of a budget; gaining input from the City Council as to what is expected from the Committee; benefits of the Committee; difficulties with being unable to meet with the Entertainment Subcommittee; frustration with subcommittees being required to meet during the day; lack of flexibility with staff; direction given to staff to be present at subcommittee meetings; rules and structure tied to City committees; City directives; making a request to the City Council for clarification regarding Committee parameters; the ability of Committee Members to address the City Council as individuals; concern that staff is not open and does not consider the work done by Committee Members; and work to make changes in the Beer and Wine Garden over the past three years.

Further discussion ensued between staff and Committee Members regarding relationships; commitment of Members; subcommittees that need to meet; whether subcommittees can meet without staff; and staff efforts to be more responsive.

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