

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

August 3, 2022
7:00 P.M.

Call to Order and Roll Call

Chair Guzzetta called the regular meeting of the Fiesta La Ballona Committee to order at 7:09 P.M. at the Culver City Senior Center.

Present: Greg Guzzetta, Chair
Lila Swenson, Member
Nancy Trujillo, Member
Bob Wayne, Member

Absent: Lisa Marie Parker Desai, Vice Chair
Colleen Jones, Member

Staff: Armando Abrego, Parks, Recreation and Community
Services Director
Dani Cullens, Recreation and Community Services
Manager
Adam Ferguson, PRCS Associate Analyst

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Pledge of Allegiance

The Fiesta La Ballona Committee recited the Pledge of Allegiance.

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Public Comment for Items NOT On the Agenda

Adam Ferguson, Associate Analyst, reported that no public comment had been received for Items NOT On the Agenda.

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Receipt of Correspondence

Adam Ferguson, Associate Analyst, reported that correspondence had been distributed to Committee Members.

THE FIESTA LA BALLONA COMMITTEE PASSED A MOTION TO RECEIVE AND FILE CORRESPONDENCE (ABSENT MEMBER JONES AND VICE CHAIR DESAI).

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Consent Calendar

Item C-1

Approval of Minutes for the Regular Fiesta La Ballona Committee Meeting of June 1, 2022

Chair Guzzetta received clarification that an item that had been requested to be placed on a City Council agenda for June 27, 2022 had been delayed pending a request from the City Attorney for additional information.

MOVED BY MEMBER WAYNE, SECONDED BY MEMBER SWENSON AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE APPROVE MNUTES FOR THE REGULAR FIESTA LA BALLONA COMMITTEE MEETING OF JUNE 1, 2022 (ABSENT MEMBER JONES AND VICE CHAIR PARKER DESAI).

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Item C-2

Approval of Minutes for the Special Fiesta La Ballona Committee Meeting of July 25, 2022

Responding to inquiry, Adam Ferguson, Associate Analyst, reported that Member Trujillo had resigned from the Committee.

Member Wayne expressed concern with the general nature of the minutes as he felt that his comments about the resolution had not been reflected adequately, and he asked that the minutes note on page 2 that Rod Shingio is with the NRA (National Rifle Association).

MOVED BY MEMBER SWENSON, SECONDED BY CHAIR GUZZETTA AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE DIRECT STAFF TO BRING BACK REVISED MINUTES FOR THE JULY 27, 2022 FIESTA LA BALLONA COMMITTEE MEETING FOR CONSIDERATION AT

THE NEXT MEETING WITH ADDITIONAL DETAIL ADDED TO MEMBER WAYNE'S COMMENTS AND NOTING ROD SHINGIO'S AFFILIATION WITH THE NRA (ABSENT MEMBER JONES AND PARKER DESAI).

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Order of the Agenda

No changes were made.

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Action Items

Item A-1

FLBC - (1) Drafting a Fiesta La Ballona Biannual Report to the City Council, including Accomplishments for the Period January through June 2022, and a Status Update on the 2022 Work Plans; and (2) Authorize Transmittal of the Written Report to the City Council

Armando Abrego, Parks, Recreation and Community Services Director, provided a summary of the material of record.

Discussion ensued between staff and Committee Members regarding Committee accomplishments; providing an update on the work plan; the interim plan for the Beer and Wine Garden; new pricing; bureaucracy and fiscal constraints that prevented the Committee from making recommendations; revisiting pricing review for 2023; structural decisions that could make the need to revisit pricing irrelevant; craft booths; review and revision of the vendor selection process to include arts and crafts as opposed to retail products and manufactured items; enforcing the terms of the agreement; and community feedback.

Adam Ferguson, Associate Analyst, read back agreed upon items:

1. Formulate an interim plan for this year.

2. Bureaucracy and fiscal constraints that prevented the Committee from making recommendations and larger structural decisions that may make changes irrelevant.

3. We are going to try to include arts and crafts as opposed to manufactured items, see comment A about bureaucracy.

4. Complete a survey and receive community feedback.

Additional discussion ensued between staff and Committee Members regarding interim solutions; response to community concerns; and accomplishments.

MOVED BY MEMBER TRUJILLO AND SECONDED BY MEMBER WAYNE THAT THE FIESTA LA BALLONA COMMITTEE DIRECT STAFF TO PROVIDE 2022 WORK PLAN UPDATES TO THE CITY CLERK'S OFFICE.

THE MOTION FAILED BY THE FOLLOWING VOTE:

AYES: GUZZETTA, TRUJILLO, WAYNE

ABSENT: JONES, PARKER DESAI

ABSTAIN: SWENSON

Adam Ferguson, Associate Analyst, stated that there were not enough votes to move the item forward to the City Clerk's office.

Further discussion ensued between staff and Committee Members regarding the need for unanimous agreement; the deadline to submit the report to the City Council; reflecting that the item was discussed but a motion was not passed; frustration with being unable to move forward with certain items; adding a clause; the request for a report on what has been achieved; challenges faced by the Committee; providing insight to the City Council as to the feeling of Committee Members that the body does not work very well; changes that can result from sharing frustrations with the City Council; listing reasons that items were not accomplished; the ability of Members to communicate with the City Council whenever they want to; making a statement as a team; the policy that each Committee, Board and Commission (CBC) submit annual workplans in January of each year and provide mid-year updates; the option to select a Member to write a paragraph to be added; frustration with being unable to move forward and address issues; the ability to update things at any time; and agreement to indicate that the

Committee is not prepared to make a statement at the current time.

MOVED BY MEMBER SWENSON, SECONDED BY MEMBER WAYNE AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE REPORT TO THE CITY COUNCIL THAT THE COMMITTEE IS NOT PREPARED TO MAKE A STATEMENT AT THE CURRENT TIME (ABSENT MEMBER JONES AND VICE CHAIR PARKER DESAI).

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Item A-2

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

Chair Guzzetta indicated that Marcus Tiggs was present to provide an update on the Ad Hoc Sponsorship Subcommittee.

Marcus Tiggs discussed the latest report on sponsorships and he questioned whether he could engage Amazon to get some extra money for the event.

Armando Abrego, Parks, Recreation and Community Services Director, indicated that he would speak with the City Manager and follow up with Mr. Tiggs.

Discussion ensued between Mr. Tiggs, staff, and Committee Members regarding communication with Amazon; the sponsorship deadline; setting a precedent by making an exception; the inability to prevent an organization from being able to become a sponsor; concern that donating money is being equated with freedom of speech; the NRA (National Rifle Association); the duty of the City to provide access for all; the determination made by the City Attorney; appreciation to Marcus Tiggs for his efforts in the process; closing a sponsorship that has been in process; logistics with in-kind donation sponsorships; organizations trying to come in after the deadline; different categories; the School District; consistency; concern with fixed deadlines; the ability of the Ad Hoc Sponsorship Subcommittee to work with staff to make changes to the guidelines for the future; different types of sponsorships;

allowing time to prepare materials; updates to the website; workarounds; department deadlines; equity and transparency; being inclusive rather than exclusive; clarification that the Committee is an advisory body to the City Council; different guidelines for governmental agencies; the proposed in-kind donation of rehearsal space; clarification that the City cannot be selective about sponsors for Fiesta La Ballona; creation of acceptable guidelines for sponsorship; regulation of sponsorship levels; a suggestion to make a new level of sponsorship called the Partnership Level; the inability to make changes for the 2022 Fiesta; rolling over funds to the next year; exclusion of the dispensary; the ordinance that disallowed animals at the Fiesta; and a suggestion to request a report from the City Manager or City Attorney's Office to provide information on the basis by which sponsors and vendors have been excluded within the past 20 years.

MOVED BY MEMBER SWENSON, SECONDED BY CHAIR GUZZETTA AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE REQUEST A REPORT FROM THE CITY ATTORNEY OR CITY MANAGER'S OFFICE ON THE BASIS BY WHICH SPONSORS OR VENDORS HAVE BEEN EXCLUDED WITHIN THE PAST 20 YEARS, EXAMPLES INCLUDE BIRD SCOOTERS AND DISPENSARIES, WITH THE REPORT PROVIDED BY THE NEXT MEETING (ABSENT MEMBER JONES AND VICE CHAIR PARKER DESAI).

Chair Guzzetta asked about charities selected by The Exchange Club to benefit from revenue generated by the Beer and Wine Garden.

Discussion ensued between staff and Committee Members regarding the commitment from The Exchange Club; revenue distribution; and advertising.

Additional discussion ensued between staff and Committee Members regarding the Ad Hoc Vendor Subcommittee and participating vendors and food trucks.

Member Swenson discussed the Ad Hoc Sustainability Subcommittee; water stations; and she received clarification from staff regarding the ability of the Committee to request allocation of money in the budget to buy water stations.

Member Wayne provided an update from the Ad Hoc Entertainment Subcommittee noting that a band had dropped out, but he had been able to secure a replacement.

Further discussion ensued between staff and Committee Members regarding contracts; business licenses; backline requirements; the budget for performers; donations; allowing the City to pay for the performers up front; community acts; updates to the website; the schedule; announcements; marketing; and appreciation for Mike Cohen and the length of time he has been the announcer at Fiesta La Ballona.

Additional discussion ensued between staff and Committee Members regarding the Ad Hoc Marketing Subcommittee; the t-shirts; the e-blast to the sponsors; City Council direction; booths; the Ad Hoc Site Layout Subcommittee; the Freedom of Speech Area; and the bike valet.

MOVED BY MEMBER SWENSON, SECONDED BY CHAIR GUZZETTA AND UNANIMOUSLY CARRIED, THAT THE FIESTA LA BALLONA COMMITTEE RECEIVE AND FILE REPORTS FROM THE AD HOC SUBCOMMITTEES (ABSENT MEMBER JONES AND VICE CHAIR PARKER DESAI).

Chair Guzzetta questioned whether City dispensaries would be allowed to participate since they now have their City licenses.

Discussion ensued between staff and Committee Members regarding Bird Scooters and research on previous exclusions from participation.

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Public Comment - Items Not On the Agenda (Continued)

Chair Guzzetta invited public comment.

The following members of the public addressed the Committee:

Mike Cohen received clarification regarding operating hours for the Sony shuttle on Saturday and Sunday; distribution of programs to attendees; mask requirements; participation by Todd Johnson and Cathy Vargas; environmental components of the event; availability of ATMs at the Carnival site; information on the archive and resource center; which Committee Members serve on which ad hoc subcommittees; and staff duties at the event.

Discussion ensued between staff and Committee Members regarding communication with Ronnie Jayne and participation by the Mayor of Urupan.

Denise Neal provided background on herself; discussed her efforts to learn how the arts work; race and equity; difficulties experienced by Eric Gray in being able to participate in artistic endeavors in the City; music in the Beer Garden; lack of representation by African American musicians; she asked the Committee to communicate with the City Council; wanted to see Eric Gray perform at the Beer Garden at Fiesta La Ballona; and she commented on the late cancellation of a performer.

Discussion ensued between Ms. Neal, staff and Committee Members regarding clarification that Mr. Gray had been informed at the previous meeting that the Fiesta uses bands rather than individual performers; purview over the Beer and Wine Garden; and concern with sound from the Beer and Wine Garden bleeding over into the Main Stage.

Ms. Neal discussed sound levels; the instrumental acoustic music played by Mr. Gray; and she indicated that Eric Gray's music was available on Spotify.

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Items from Members/Staff

None.

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Adjournment

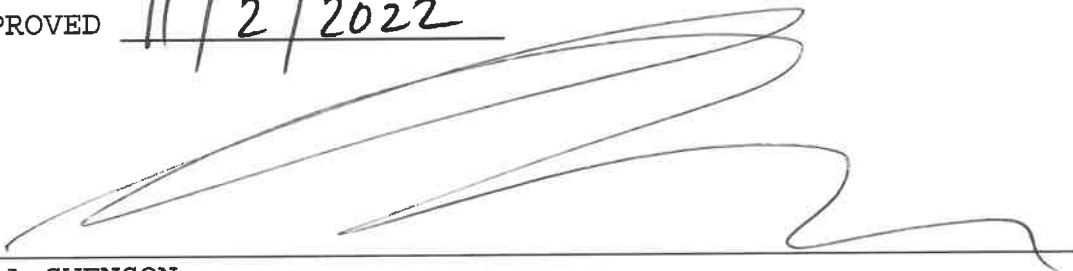
There being no further business, at 8:52 P.M., the Fiesta La Ballona Committee adjourned to a regular meeting to be held on September 7, 2022 at 7:00 P.M.

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Adam Ferguson
SECRETARY of the Fiesta La Ballona Committee

APPROVED 11/2/2022



LILA SWENSON
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 Bocchino
CITY CLERK

3 March 2023
Date