



# City of Culver City

Mike Balkman  
Council Chambers  
9770 Culver Blvd.  
Culver City, CA 90232  
(310) 253-5851

## Staff Report

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**File #:** 22-617, **Version:** 1

**Item #:** A-5.

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**FLBC - (1) Create Fiesta La Ballona Committee Work Plans; (2) Draft a Written Report to the City Council Regarding the Work Plans; and (3) Authorize Transmittal of the Report to the City Council.**

**Meeting Date:** January 5, 2022

**Contact Person/Dept:** Dani Cullens/PRCS

**Phone Number:** (310) 253-6471

**Fiscal Impact:** Yes ☒ No ☐

**General Fund:** Yes ☐ No ☒

**Public Hearing:** ☐ **Action Item:** ☐ **Attachments:** ☒

**Public Notification:** (Email) Meetings and Agendas - Fiesta La Ballona Committee (12/30/2021); (Email) Parks, Recreation & Community Service Department Updates (12/30/2021)

**Department Approval:** Armando Abrego, PRCS Director (12/30/2021)

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### **RECOMMENDATION**

Staff recommends that the Fiesta La Ballona Committee (1) create Fiesta La Ballona Committee Work Plans; (2) draft a written report to the City Council regarding the Work Plans; and (3) authorize transmittal of the report to the City Council.

### **BACKGROUND**

City Council Policy 3002, *City Commissions, Boards and Committees; Appointed Representatives to Outside Agencies and Boards* (CBC Policy), Section VI (page 7), states (in part): "Periodically, but no less than biannually, each CBC shall submit to the City Council a written report on their respective activities." In order to prepare for this requirement, the City Clerk's Office has directed staff to place this item on the January agendas of all CBCs.

The written report to the City Council must list the Fiesta La Ballona Committee accomplishments during the previous calendar year and include a Work Plan for the period January through December 2022. The report is due to the City Clerk's Office by no later than February 1, 2022. City Clerk's Office staff will then compile all the work plans, draft a City Council staff report, and place it on the agenda as a "Receive and File" report.

### **DISCUSSION**

#### **Calendar Year 2021 Accomplishments**

Some of the 2021 FLB Committee highlights include:

- Assisted City Staff in coordinating a successful Fall themed Festival during a pandemic.
- Sponsorship Ad Hoc Subcommittee worked with City Staff to receive generous donations including one of the largest ever from Amazon Studios. Sponsorship totals were equivalent to \$59,650.00
- Entertainment Ad Hoc Subcommittee worked with City Staff to have a very successful line-up of Professional and Community performers.
- Marketing Ad Hoc Subcommittee worked with City Staff to request community feedback for the name of the fall themed 2021 Fiesta La Ballona event. With the name chosen as *"Fiesta La Boo-llona From the Heart of Screamland"*.
- Special Activities Ad Hoc Subcommittee worked with City Staff to produce the first ever Contest Corner for the public to participate in a variety of contests along with Fall-themed activities.

#### Staff Suggestions for FLB Committee 2022 Work Plans

This is the first time that FLBC Members have been given the opportunity to create Work Plans at their discretion and submit them to the City Council for approval. Staff recommends the Committee consider adding the following to their 2022 Work Plans:

- Develop and implement selection procedure for Fiesta La Ballona's Beer and Wine Garden

#### **FISCAL ANALYSIS**

There is no fiscal impact associated with this discussion.

#### **ATTACHMENTS**

None.

#### **MOTIONS**

That the Fiesta La Ballona Committee:

1. Create FLB Committee Work Plans.
2. Draft a written report to the City Council regarding the Work Plans; and,
3. Authorize transmittal of the report to the City Council.