



City of Culver City

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Staff Report

File #: 23-661, **Version:** 1

Item #: A-4.

(1) Drafting of a Fiesta La Ballona Committee Biannual Report to the City Council, including Accomplishments During the Period July through December 2022, and a Status Update on the Scheduled Activities Plan; and (2) Authorization of Transmittal of the Report to the City Council.

Meeting Date: February 15, 2023

Contact Person/Dept: Adam Ferguson/PRCS

Phone Number: (310) 253-6685

Fiscal Impact: Yes ☐ No ☒

General Fund: Yes ☐ No ☐

Public Hearing: ☐

Action Item: ☒

Attachments: ☒

Public Notification: (E-mail) Fiesta La Ballona (2/13/2023); (E-Mail) Culver City News and Events (2/13/2023); (E-mail) Parks, Recreation & Community Service Department Updates (2/13/2023)

Department Approval: Armando Abrego, PRCS Director (12/21/2022)

RECOMMENDATION

Staff recommends that the Fiesta La Ballona Committee (FLBC) (1) draft a FLBC Biannual Report to the City Council, including accomplishments during the period July through December 2022, and a status update on the Scheduled Activities Plan; and (2) 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 agendas of all CBCs in January or February 2023.

The written report to the City Council must list the FLBC's accomplishments during the previous six-months and include a status update on the Scheduled Activities Plan. The report should be created in January 2023. City Clerk's Office staff will then compile all of the work plans, draft a City Council

staff report, and place it on the agenda as a “Receive and File” report. The previous report (Attachment 1) was presented to the City Council on January 24, 2022, along with those of the other CBCs. The FLBC opted to not provide an update to City Council for the September 19, 2022, City Council meeting.

DISCUSSION

Accomplishments During the Period July through December 2022

From staff’s perspective, some of the FLBC highlights during this period include:

- Advised City Staff for a successful Fiesta La Ballona in August 2022 with a turn-out of roughly 10,000 people.
- The Committee through the *Vendor Ad Hoc Subcommittee* continues to work with staff to confirm the terms and guidelines for vendors.
- *Beer and Wine Garden Ad Hoc Subcommittee* worked with staff to guide the Beer and Wine Garden vendor to pre-select three charities to receive the proceeds.
- *Entertainment Ad Hoc Subcommittee* worked with staff to select Professional and Community performer.
- Reviewed and supported staff’s new logo and marketing campaign for Fiesta La Ballona.

FLBC Scheduled Activities Plan

Below is the Scheduled Activities Plan (aka Work Plan) created by the FLBC on January 5, 2022. As before, staff will make note of status updates as provided by Committee Members. These items will also be reviewed and approved by the City Council Ad Hoc Subcommittee for Fiesta La Ballona, once two City Council members have been appointed. If the Committee Members wish to include additional items on the Scheduled Activities Plan, there is an opportunity to do so at this evening’s meeting.

- Develop and implement the selection procedure for the Fiesta La Ballona’s Beer and Wine Garden.

Status:

- Review and recommend new pricing in all Fiesta La Ballona categories.

Status:

- Review and revise the process for Fiesta La Ballona vendor selection and enforcement of the terms of the agreement.

Status:

- Better engage the community in the process of planning Fiesta La Ballona.

Status:

FISCAL ANALYSIS

There is no fiscal impact associated with this discussion.

ATTACHMENT

1. 2023-02-15 - ATT 1 FLBC 2021 Accomplishments and 2022 Work Plans

MOTIONS

That the Fiesta La Ballona Committee:

1. Draft a Fiesta La Ballona Committee Biannual Report to the City Council, including accomplishments during the period July through December 2022, and a status update on the Scheduled Activities Plan; and,
2. Authorize transmittal of the report to the City Council.