



City of El Segundo
Arts and Culture Advisory Committee
Meeting Minutes
for May 23, 2017 5:30 p.m.
at El Segundo Museum of Art
208 Main Street, El Segundo, CA 90245

A. CALL TO ORDER – The meeting was called to order at 5:30 p.m. by Chairperson Jay Hoeschler.

B. ROLL CALL –

Present: Jay Beynon, Councilmember Dr. Don Brann, Chairperson Jay Hoeschler, Vice Chairperson Sally Martin, Dolores McAllister, Brian Mitchell, Eva Sweeney (via phone)

Absent: Councilmember Carol Pirsztuk, Michael Schreiber

Also present:

Arecia Yee, Recreation Superintendent

Monse Palacios, Senior Administrative Analyst

C. PUBLIC COMMUNICATIONS (Related to Committee business only and that is within the subject matter under the jurisdiction of the Committee – 5 minutes per person; 30 minutes total)

None

D. PRESENTATIONS

George Renfro talked about the 2017 Art Walk, which will take place on the third Thursday of June, July, and August. He needs help getting a connection at El Segundo High School.

E. APPROVAL OF MINUTES

APPROVAL OF MINUTES of the April 25, 2017 meeting of the Arts and Culture Advisory Committee.

MOTIONED by Brian Mitchell and SECONDED by Vice Chairperson Sally Martin to approve the minutes of the April 25, 2017 Arts and Culture Advisory Committee meeting.

MOTION carried 5-0.

F. UNFINISHED BUSINESS

1. Discuss research findings on the term “Gundo Love” and revisit Vision Statement.

MOTIONED by Vice Chair Sally Martin and SECONDED by Chairperson Jay Hoeschler to use “Gundo Love” as hashtag as needed for marketing purposes. MOTION FAILED

MOTIONED revised by Brian Mitchell and SECONDED by Jay Beynon to consider using “Gundo Love” as hashtag for as needed for marketing purposes, but not as the Committee’s Mission Statement. MOTION CARRIED 4-0-1 (Dolores McAllister abstained)

MOTIONED by Brian Mitchell and SECONDED by Vice Chairperson Sally Martin to accept the vision “We are the Canvas”. MOTIONED CARRIED 5-0

2. Update from Subcommittee on Arts & Culture Calendar Project.

The Subcommittee (Chairperson Jay Hoeschler, Jay Beynon, and Dolores McAllister) updated the Advisory Committee on their ideas to create a calendar to include all City events.

G. NEW BUSINESS

The Committee agreed to change the order of the agenda items.

2. Identify existing art groups in El Segundo.

MOTIONED by Chairperson Jay Hoeschler and SECONDED by Vice Chairperson Sally Martin to form a subcommittee consisting of Eva Sweeney, Chairperson Jay Hoeschler, and Vice Chairperson Sally Martin to develop a list of questions to ask on a survey, and bring it back to the Committee next month. MOTION CARRIED 5-0

3. Discussion on changing the El Segundo Arts and Culture Advisory Committee’s name to El Segundo Creative Team.

MOTIONED by Chairperson Jay Hoeschler and seconded by Jay Beynon Chairperson Jay Hoeschler to move this agenda item to the next meeting. MOTION CARRIED 5-0

4. Open discussion about putting aesthetic controls on structure remodels in El Segundo.

MOTIONED by Chairperson Jay Hoeschler and SECONDED by Jay Beynon to ask staff from the Planning Department to come to a meeting and talk about this topic. MOTION CARRIED 5-0

1. Discuss the Committee’s strategies and goals and 5. Review the Prospective Project List

Arecia Yee suggested creating by-laws be the first item on the list.

MOTIONED by Brian Mitchell and SECONDED by Vice Chairperson Sally Martin to form a Subcommittee consisting of Chairperson Jay Hoeschler, Brian Mitchell, and Eva Sweeney to research the possibility of establishing a “Percent for Art” program. MOTION CARRIED 5-0

H. ADVISORY COMMITTEE MEMBER COMMENTS

Vice Chairperson Sally Martin: Shared what she learned at the LA City Arts & Culture event at ESMoA.

Dolores McAllister: Thinks everybody should bring a list of speaking points to the next meeting for the newspaper article; she would like to know if there will still be seven people on the Committee.

Jay Beynon: Would like Councilmember Dr. Brann to ask the PR people about “Gundo”.

Eva Sweeney: Would like to see visible improvements in the Community, such as a sculpture; suggested having a competition.

Brian Mitchell: None

Councilmember Dr. Don Brann: Brought Western City Magazine to show how other cities are bringing money to their cities; he is trying to have the City’s seal changed to the one the City is using for the Centennial

I. CITY LIAISON COMMENTS

Arecia Yee: Asked Dr. Brann to ask staff from Planning to speak at the next meeting. July 4th would be a good time to put the survey out.

J. ADJOURNMENT

NEXT MEETING: The fourth Tuesday of every month, June 27, 2017 at 5:30 p.m. at the El Segundo Museum of Art (ESMOA), 208 Main Street, El Segundo, CA 90245. The meeting was adjourned at 7:50 p.m.