



**REGULAR MEETING OF THE  
CITY OF EL SEGUNDO  
ARTS and CULTURE ADVISORY COMMITTEE  
AGENDA**

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MEETING DATE: Tuesday, March 27, 2018  
MEETING TIME: 5:30 p.m.  
MEETING PLACE: El Segundo Museum of Art  
208 Main Street  
El Segundo, CA 90245

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The Arts and Culture Advisory Committee, with certain statutory exceptions, can only take action upon properly posted and listed agenda items. Unless otherwise noted in the Agenda, the public can only comment on City-related business that is within the subject matter jurisdiction of the Arts and Culture Advisory Committee, and items listed on the Agenda during the **Public Communications** portion of the meeting. The time limit for comments is five minutes per person, maximum 30 minutes.

Before speaking to the Arts and Culture Advisory Committee, please state: Your name and residence and the organization you represent, if desired. Please respect the time limits.

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**In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact the City Clerk (310) 524-2305. Notification 48 hours before the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.**

**A. CALL TO ORDER**

**B. ROLL CALL**

Vice Chairperson Eva Sweeney via phone from  
135 Kapihaa Dr, Lanai City, HI 96763  
Cellphone: 310 930-1141

- |   |   |
|---|---|
| <input type="checkbox"/> Jeff Cason               | <input type="checkbox"/> Brian Mitchell               |
| <input type="checkbox"/> Kristen Dorsey           | <input type="checkbox"/> George Renfro                |
| <input type="checkbox"/> Michael Kreski           | <input type="checkbox"/> Vice Chairperson Eva Sweeney |
| <input type="checkbox"/> Chairperson Sally Martin | <input type="checkbox"/> Julie Todd                   |
| <input type="checkbox"/> Dolores McAllister       | <input type="checkbox"/> Neal Von Flue                |

CITY COUNCIL LIASIONS

- |  |   |
|--|---|
| <input type="checkbox"/> Councilmember Don Brann | <input type="checkbox"/> Councilmember Carol Pirsztuk |
|--|---|

**C. PUBLIC COMMUNICATIONS** (Related to city business only and for which the Advisory Council is responsible – 5 minutes per person; 30 minutes total).

**D. PRESENTATIONS –**

Beautify El Segundo – Elizabeth Russell

## **E. APPROVAL OF MINUTES**

1. Approval of the minutes of the Regular Arts and Culture Advisory Committee of February 27, 2018.  
Recommendation: Approval

## **F. UNFINISHED BUSINESS –**

1. Ongoing discussion involving items on the Big Idea List. (list attached)

## **G. NEW BUSINESS**

1. Discussion to possibly create and implement a new Poet Laureate program for the City of El Segundo  
Recommendation: Discussion and possible action
2. Attendance and Commitment  
Recommendation: Discussion
3. New Member Candidate Request  
Recommendation: Discussion
4. Discussion to consider proposal regarding selling of goods involving the water tank art by Van Hamersveld (percentage of profits)  
Recommendation: Discussion and possible action

## **H. SUBCOMMITTEE UPDATES**

1. Calendar and Events
  - Art Walk
2. Grants
  - NEA Update
3. Percent for the Arts
4. Project Committee
  - Centennial Park Call for Artist
  - Downtown Improvement Call for Artist
  - Water Tank

## **I. GOVERNANCE**

1. Update from Arcia Hester

## **J. ADVISORY COMMITTEE MEMBER COMMENTS**

Jeff Cason  
Kristen Dorsey  
Michael Kreski  
Chairperson Sally Martin  
Dolores McAllister

Brian Mitchell  
George Renfro  
Vice Chairperson Eva Sweeney  
Julie Todd  
Neal Von Flue

CITY COUNCIL LIAISON COMMENTS

Councilmember Don Brann

Councilmember Carol Pirsztuk

**K. CITY LIAISON UPDATES –** Arecia Hester

**L. ADJOURNMENT**

NEXT MEETING: Regular meeting on April 24, 2018 at 5:30 p.m., at El Segundo Museum of Art, 208 Main Street, El Segundo, CA 90245.

Posted: 03-23-18  
1:30 pm  
By: J. Day



**City of El Segundo**  
**Arts and Culture Advisory Committee**  
**Regular Meeting Minutes**  
**for February 27, 2018 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 Sally Martin.

**B. ROLL CALL –**

Members present: Kristen Dorsey, Chairperson Sally Martin, Dolores McAllister, George Renfro, Vice Chairperson Eva Sweeney, Julie Todd, Neal Von Flue  
Absent: Jeff Cason, Michael Kreski, Brian Mitchell  
City Council Liaisons present: Dr. Don Brann, Carol Pirsztuk  
City Staff present:  
Arecia Yee, Recreation Superintendent  
Jackie Day, Senior Administrative Specialist

**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** - None

**E. APPROVAL OF MINUTES**

1. Approval of the minutes of the Arts and Culture Advisory Committee Meeting of January 23, 2018.  
MOTIONED by Neal Von Flue and SECONDED by Chairperson Sally Martin to approve the minutes as amended of the January 23, 2018 meeting. MOTION CARRIED 6-0. (George Renfro not present for approval of minutes.)

**F. UNFINISHED BUSINESS** - None

**G. NEW BUSINESS**

1. Big Idea List  
Discussion and development of ideas included on the Arts and Culture Advisory Committee's list of prospective future projects.

Vice Chairperson Eva Sweeney shared the web page George Renfro created, [www.esartsandculture.com](http://www.esartsandculture.com) and the Committee provided feedback and suggestions.

The following item was added to the Big Idea list:  
Rec Park Basketball Wall

**H. SUBCOMMITTEE UPDATES**

The committee agreed to hear the Project Subcommittee update on the water tank before the Calendar and Events Subcommittee update.

4. Project Subcommittee – Eva, George, Jeff, Julie, Neal

Vice Chairperson Eva Sweeney shared the artist's rendering of the wrap for the water tank, which will be revised to include smoke stacks. Barbara Voss will work with public relations at DWP on an unveiling date and the Arts and Culture Advisory Committee will help create an event for the unveiling. Vice Chairperson Eva Sweeney will find out from the artist if the committee can use the water tank art work for promotional merchandise.

George Renfro arrived, making 7 committee members present.

1. Calendar and Events Subcommittee – Brian, Dolores, Jeff, Kristen

George Renfro shared the history of the Art Walk and his ideas and goals for this year's event. This year is the fourth year and it is held on the third Thursday in June, July, and August from 5-9pm and has become a social and cultural destination event.

He would like to ask City Council for \$45,000 to support the event. Councilmember Dr. Don Brann suggested getting the request on the City Council agenda soon to get it funded. He explained there are two great sources of funds: over three million dollars from the transient occupancy tax and three million dollars from budgeted positions that were not filled.

Arecia will prepare a staff report requesting funds and George Renfro will prepare a presentation for the April 3 City Council meeting.

Kristen gave an update on her research for Indigenous Peoples Month and Black History Month.

Dolores McAllister left, making 6 committee members present

2. Grants Subcommittee – Jeff, Eva, Julie

Vice Chairperson Eva Sweeney provided information on the National Endowment for the Arts (NEA) Artworks grant. She and Jeff Cason would like to apply for the grant under the Visual Arts category for a project to be called Time Games. This is a matching grant, with NEA funding 50% and matching funds being cash or a combination of in-kind contributions.

MOTIONED by Chairperson Sally Martin and SECONDED by Neal Von Flue to move forward with applying for the grant. MOTION CARRIED 6-0.

3. Percent for the Arts Subcommittee – Brian, Eva, Sally

Eva was unable to connect with Long Beach. She will try to meet with the cultural affairs people in West Hollywood and the City of Los Angeles.

4. (Continued) Project Subcommittee – Eva, George, Jeff, Julie, Neal

George Renfro said the Centennial Park artist application is almost complete. Dr. Brann said the budget is about \$25,000.

Neal Von Flue provided an update on the Rec Park Basketball Wall. The designers like the idea of smoothing the wall, but it will not be included in their price. They will paint the wall if we buy the paint. The next step is to find a construction company to skim and smooth the wall.

Vice Chairperson Eva Sweeney said she and Michael Kreski will prepare a proposal for the light poles and present it to the Committee.

**I. GOVERNANCE – Arcia Hester**

1. Arcia scheduled a Governance meeting for March 19 at 11:00 am.

**J. ADVISORY COMMITTEE MEMBER COMMENTS**

George Renfro: He worked with freelance journalists on an article about the shifting culture in town and is trying to figure out where to publish it. He would like to put it on the Arts & Culture webpage. Arcia said she would have to see it first.

Vice Chairperson Eva Sweeney: ESMOA is hosting an open forum with city council candidates on March 8 at 6:30 pm.

Julie Todd: She is meeting with Holly and Barbara from ESMOA to discuss future collaboration between ESMOA and the El Segundo Library.

Councilmember Don Brann: Asked for an update on where we are with replacing Jay Hoeschler. Arcia will check in it. Jeff Cason's production company Soundstage, is presenting Little Mermaid at El Segundo High School. He thinks Jeff should create the opening ceremony for the Olympics when they come to Los Angeles.

**K. CITY LIAISON COMMENTS – Arcia Hester**

Arcia would like to add both a youth and adult Poet Laureate to represent the Arts and Culture Advisory Committee.

**L. ADJOURNMENT**

Meeting adjourned at 7:30 pm.

NEXT MEETING: Regular meeting on March 27, 2018 at 5:30pm at the El Segundo Museum of Art, 208 Main Street, El Segundo, CA 90245

## Arts & Culture Committee Idea List

Create website

Centennial Park

Grants

Art Walk

Civic Center Plaza

Relationship with ES Arts Association

Fairy Doors at Library Park – ESHS AP Art Class

Collaboration with ES Historical Committee

2018 Indigenous People Month

2019 Black History Month

Imperial and Main Signage

El Segundo Bl and Pacific Coast Highway Signage

Connect West and East sides of ES via Bike Path – Collaborate with Planning Commission

Water tank wrap

Make Grand Avenue to beach more park-like

Event promotion and communication

Social media accounts

Basketball Wall

Light Poles

Poet Laureate