



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

MEETING DATE: Tuesday, July 24, 2018

MEETING TIME: 5:30 p.m.

MEETING PLACE: El Segundo City Hall
West Conference Room
350 Main Street
El Segundo, CA 90245

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.

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

- | | |
|---|---|
| <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"/> Natalie Strong |
| <input type="checkbox"/> Chairperson Sally Martin | <input type="checkbox"/> Vice Chairperson Eva Sweeney |
| <input type="checkbox"/> Dolores McAllister | <input type="checkbox"/> Neal Von Flue |

CITY COUNCIL LIASIONS

- | | |
|--|---|
| <input type="checkbox"/> Councilmember Don Brann | <input type="checkbox"/> Councilmember Chris Pimentel |
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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 –

1. City Attorney David King will talk about conflicts of interest and use of public funds.

E. APPROVAL OF MINUTES

1. Approval of the minutes of the Regular Arts and Culture Advisory Committee of June 26, 2018. Recommendation: Approval

F. UNFINISHED BUSINESS –

- 1. Discussion and possible consideration to implement a specified workflow for completing projects.
Recommendation: Discussion and possible action.
- 2. The Percent for the Arts Subcommittee will make a presentation on the Creative Economy Report.
Recommendation: Discussion and possible action.
- 3. Ongoing discussion involving items on the Big Idea List. (list attached)

G. NEW BUSINESS

- 1. Discussion and possible consideration to form a Public Relations Subcommittee to oversee the Arts & Culture Advisory Committee’s website, social media accounts, event promotion, and communication.
Recommendation: Discussion and possible action

H. SUBCOMMITTEE UPDATES

- 1. Calendar and Events
- 2. Grants
- 3. Percent for the Arts
- 4. Project Committee

I. GOVERNANCE

- 1. Update from Melissa McCollum

J. ADVISORY COMMITTEE MEMBER COMMENTS

Jeff Cason	Brian Mitchell
Kristen Dorsey	George Renfro
Michael Kreski	Natalie Strong
Chairperson Sally Martin	Vice Chairperson Eva Sweeney
Dolores McAllister	Neal Von Flue

CITY COUNCIL LIAISON COMMENTS

Councilmember Don Brann	Councilmember Chris Pimentel
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K. CITY LIAISON UPDATES – Julie Todd

L. ADJOURNMENT

NEXT MEETING: Regular meeting on August 28, 2018 at 5:30 p.m., location to be determined.

Posted by: Jackie Day
Date & Time: July 19, 2018 3:30 pm



City of El Segundo
Arts and Culture Advisory Committee
Regular Meeting Minutes
for June 26, 2018 5:30 p.m.
at El Segundo Public Library
Rose Garden Room
111 E. Mariposa Ave, 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:

Jeff Cason, Kristen Dorsey, Michael Kreski, Dolores McAllister, George Renfro, Vice Chairperson Eva Sweeney, Natalie Strong, Neal Von Flue

Absent: Chairperson Sally Martin, Brian Mitchell

City Council Liaisons:

Dr. Don Brann - absent

Chris Pimentel - absent

City Staff present:

Greg Carpenter, City Manager

Meredith Petit, Director of Recreation & Parks

Melissa McCollum, Library Director

Jackie Day, Senior Administrative Specialist

Julie Todd, Library Liaison

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)

- City Manager Greg Carpenter spoke about the change in City oversight of the Arts & Culture Advisory Committee from Recreation & Parks to the Library. Greg distributed a Strategic Planning Survey for committee members to complete and return to Melissa McCullum.
- Natalie Strong, new Arts & Culture Advisory Committee member, introduced herself to the committee.

D. PRESENTATIONS

Gabriel Meyer, Poet Laureate was scheduled to speak to the committee, but did not show up.

E. APPROVAL OF MINUTES

1. Approval of the minutes of the Arts and Culture Advisory Committee Meeting of May 22, 2018.
MOTIONED by Neal Von Flue and SECONDED by Jeff Cason to approve the minutes of the May 22, 2018 meeting. MOTION CARRIED 8-0.

F. UNFINISHED BUSINESS

1. Ongoing discussion involving items on the Big Idea List (list attached)
The Committee discussed forming a Public Relations Subcommittee to oversee their website, social media accounts, event promotion and communication.

Vice Chairperson Sweeney provided an update on the Centennial Park project. She would like this item on the next agenda for the Project Subcommittee to make final proposal.

Michael Kreski suggested combining some items on the Big Idea List to one item: El Segundo Bl and Pacific Coast Highway Signage, Connect West and East sides of El Segundo via bike path, Make Grand Avenue to beach more park-like.

Further discussion ensued about items on the Big Idea List. Meredith Petit suggested the Advisory Committee prepare a budget to present to City Council and what will be done with the funds.

G. NEW BUSINESS

Vice Chairperson Eva Sweeney changed the order of New Business.

2. Discussion and possible consideration to have an El Segundo Creative Economy Report Completed.

Chairperson Sally Martin, Vice Chairperson Eva Sweeney, Michael Kreski, and Neal Von Flue will prepare a presentation for City Council requesting funding for the El Segundo Creative Economy Report. They will bring the report to the next Arts & Culture Advisory Committee meeting for feedback.

1. Discussion and possible consideration to implement a specified workflow for completing projects.

Jeff Cason presented questions to the Committee about how they think the committee should operate from a strategic standpoint. He asked committee members if they think the group's role should be as facilitators or creators of projects in the City. Jeff presented the following questions for the Committee to consider and discuss at the next meeting.

- How many projects have we already said "yes" to so far?
- How much total money/budget have we committed to find?
- How many total person-hours have we committed to?
- Who outside of this committee is going to help do the work?
- What else can we responsibly say "yes" to? What might we have to cut or postpone to keep workload manageable?

3. Discussion and possible consideration to request financial assistance for the Indigenous Peoples Art Show scheduled at ESMoA in November 2018.

Vice Chairperson Eva Sweeney said this item was miscommunicated and she was not asking for financial assistance for the Indigenous Peoples Art Show scheduled at ESMoA in November 2018. This item was not discussed as presented on the agenda.

Dolores McAllister met with Lisa Blanchard from the Autry Museum and read information to the committee about a show they can host for Indigenous Peoples month.

Lisa Blanchard thinks the cost will be \$5,000 - \$10,000. Dolores said Lisa would like some kind of answer by tomorrow. The show would be on October 20 from 2:30 pm – 3:30 pm at Library Park. The committee agreed this would be a good event for the Arts & Culture Advisory Committee and answered the questions Dolores posed regarding Library Park and the scope of the event. Dolores will forward this information to Lisa Blanchard. Vice Chairperson Eva Sweeney suggested they can raise funds from local businesses. Melissa McCollum will be the City's contact for this project.

4. Review and possible consideration to approve the design for the Basketball Wall Art.

Neal Von Flue shared design ideas from Brandon Stewart from the Marketing Arm. Brandon has found someone to smooth, paint and pay for the mural for the basketball wall at Recreation Park. Neal presented two designs to the committee. The committee liked the design that included an airplane. Neal will work with Brandon on a presentation to bring back to the Arts & Culture Advisory Committee, or the Recreation & Parks Commission, or the City Council, whatever is necessary. Bill Ruane is the sponsor.

MOTIONED by Neal Von Flue and SECONDED by Michael Kreski to approve the proposed design for the Basketball Wall Art. MOTION CARRIED 7-0. (George Renfro left the meeting prior to the vote)

H. SUBCOMMITTEE UPDATES

1. Calendar and Events Subcommittee:
Vice Chairperson Eva Sweeney said this was already talked about when they discussed Indigenous People Month.
2. Grants Subcommittee
Vice Chairperson Eva Sweeney reported there is no news to share.
3. Percent for the Arts Subcommittee
Vice Chairperson Eva Sweeney said they already talked about this and they are going to reunite and make a proposal to the City Council for the Creative Economy Report.
5. Project Subcommittee
 - Basketball Wall – Agenda item already discussed
 - Centennial Park Call for Artists – Vice Chairperson Sweeney said this was already discussed.
 - Downtown Improvement Call for Artists – Vice Chairperson Eva Sweeney said she and Michael Kreski are working with the Downtown Committee on this.

I. GOVERNANCE – Arcia Hester

Melissa McCollum mentioned Arcia and Jackie will be here for the month of July, during the transition, then she and Julie will take it over in the month of August.

Vice Chairperson Eve Sweeny said she, Arcia and Chairperson Sally Martin met but it was mostly to discuss the Call for Artists.

J. ADVISORY COMMITTEE MEMBER COMMENTS

Jeff Cason: None

Kristen Dorsey: Acknowledged George Renfro and the Art Walk team for a great job. She may not be at the next meeting and her Uncle Brian will deliver any news.

Michael Kreski: None

Dolores McAllister: None

Vice Chairperson Eva Sweeney: She agrees with Kristen about the Art Walk. She will miss Julie but it is good she is still here. She welcomed Natalie.

Neal Von Flue: None

Natalie Strong: She is involved in the El Segundo Scene Magazine and would like to do an article on the Committee. Vice Chairperson Eva Sweeney told her to run it through Melissa McCollum first.

K. CITY LIAISON COMMENTS – Julie Todd

Julie reported they had about 100 people at their first Art Walk. She noticed there were more people on the north end of town and that was nice. She talked about the free Library programming. It is always nice to see Dolores and her mother at the events.

Dolores McAllister commented Julie does a great, great job on these programs. She is kind, patient, and efficient. She has been great on the Committee and she is glad Julie will still be here. She is a great asset and is really wonderful.

L. ADJOURNMENT

NEXT MEETING: Regular meeting on July 24, 2018 at 5:30pm at a location to be determined. Meeting adjourned at 7:31 p.m.

Arts & Culture Committee Idea List

Create website

Centennial Park

Grants

Civic Center Plaza

Relationship with ES Arts Association

Fairy Doors at Library Park – ESHS AP Art Class

Collaboration with ES Historical Committee

2018 Indigenous Peoples 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

Make Grand Avenue to beach more park-like

Event promotion and communication

Social media accounts

Basketball Wall

Light Poles

Poet Laureate

99 Cent Only Store wall on Richmond Street