



City of El Segundo
Arts and Culture Advisory Committee
Regular Meeting Minutes
for July 24, 2018 5:30 p.m.
at City Hall
West Conference Room
350 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:

Jeff Cason, Kristen Dorsey, Michael Kreski, George Renfro (arrived at 5:35pm), Natalie Strong, Neal Von Flue

Absent: Dolores McAllister, Brian Mitchell, Vice Chairperson Eva Sweeney

City Council Liaisons:

Dr. Don Brann - absent

Chris Pimentel – present (arrived at 5:37pm and had to leave early)

City Staff present:

Jackie Day, Senior Administrative Specialist

Arecia Hester, Recreation Superintendent

Melissa McCollum, Library Director

Julie Todd, Senior Librarian

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

1. City Attorney, David King, talked about conflicts of interest and use of public funds. Arecia Hester mentioned that if there are any further questions regarding conflict of interest, please forward them to Melissa McCollum.

E. APPROVAL OF MINUTES

1. Approval of the minutes of the Arts and Culture Advisory Committee Meeting of June 26, 2018.

MOTIONED by Michael Kreski and SECONDED by Neal Von Flue to approve the minutes of the June 26, 2018 meeting. MOTION CARRIED 5-0-1. (Chairperson, Sally Martin abstained. Not present at the June 26, 2018 meeting.)

F. UNFINISHED BUSINESS

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

Jeff Cason discussed further from last month's meeting the topic of the committee in relation to Created Projects vs Facilitated Projects. Jeff read from the original committee formation document in regards to the committee's duties to the City. Chairperson Sally Martin met with Mayor Boyles recently and Mayor Boyles indicated that his expectations for the committee are still aligned with the original description.

Jeff Cason posed seven questions to move forward as the committee decides on projects. These questions include:

- What is the scope of the project?

- What is the cost of the project and how will it be funded?
- Who on the committee is the driver of the project; who will see the project from start to finish?
- Which committee members or outside persons will be helping the driver to execute the project?
- What is the timetable for the project and how many total person hours do we expect it will take?
- What is the desired outcome of the project?
- What are the concrete milestones to getting the project completed?

Committee discussed adopting Jeff's posed questions as a method to move forward and will continue discussion next month. Jeff read from the current projects list that the committee has said "yes" to. For clarification, Arcia mentioned that the Indigenous Women Artists' exhibit at ESMoA for Indigenous People's Month is ESMoA's project and not a committee project.

2. Two members of the Percent for the Arts Subcommittee, Neal Von Flue and Michael Kreski, presented on the concept of a Creative Economy Report. Michael Kreski gave a background on Culver City's Creative Economy Report and explained why a similar report would be of value for the City of El Segundo. Michael and Neal plan to present the Creative Economy Report concept to EDAC and eventually City Council. The committee discussed the importance of being able to show Council the return on investment in a Creative Economy Report. Chairperson Sally Martin MOTIONED to edit the presentation on Creative Economy, include data and take it to EDAC's September 19th meeting prior to presenting to Council at a later date. Michael Kreski SECONDED the motion. MOTION CARRIED 6-0.
3. Ongoing discussion involving items on the Big Idea List. (list attached)

None

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. Chairperson Sally Martin met with Mayor Boyles and Mayor Boyles suggested that the committee's Public Relations should be the responsibility of a City staff member. Library Director, Melissa McCollum, mentioned that the City is in the middle of a major redesign of the City's website. Sally mentioned that Mayor Boyles spoke of a 6-9 month timeframe for the website redesign. Jeff Cason asked if until the new website is complete, the committee can flow public relations, social media postings and event promotion through the library staff. Melissa agreed that the committee can send committee related public relations and promotional communications through either Melissa or Julie until the new website is live. Melissa will coordinate with George Renfro who is currently managing a website for the committee.

H. SUBCOMMITTEE UPDATES

1. Calendar and Events Subcommittee:
None
2. Grants Subcommittee
Jeff Cason talked about the National Endowment for the Arts (NEA) grant that Vice Chairperson Eva Sweeney recently submitted. "Time Gates: Making the Past Present in El Segundo" is the title of the public art piece by artist Rebecca Lowry that may be funded through this grant. April 2019 will be the earliest notification from the NEA on the grant's acceptance or denial.

3. Percent for the Arts Subcommittee
None
4. Project Subcommittee
None

I. GOVERNANCE – Melissa McCollum

Melissa thanked Arecia Hester and Jackie Day for their service as City Liaisons on the Art & Culture Committee.

J. ADVISORY COMMITTEE MEMBER COMMENTS

Jeff Cason: None

Kristen Dorsey: None

Michael Kreski: Will be in Japan August 7-26.

Chairperson Sally Martin: Sally met with Mayor Boyles, attended EDAC's meeting with Melissa and will continue to attend EDAC's meetings. Sally also attended an arts leaders' breakfast with Senator Ben Allen.

George Renfro: None

Natalie Strong: As president of the El Segundo Art Association, she would like to learn more about the Art Association's relationship with the Art & Culture Committee.

Neal Von Flue: None

K. CITY LIAISON COMMENTS – Julie Todd

Julie reported that she spoke with Dolores McAllister regarding the Autry Museum's possible presentation during the Library's Author Fair that corresponds with Indigenous People's Month. As the Autry's cost estimate is prohibitive (\$5,000-\$10,000) and plans for the Author Fair need to be finalized, the program will not be scheduled at this time.

L. ADJOURNMENT

NEXT MEETING: Regular meeting on August 28, 2018 at 5:30pm at the El Segundo Public Library, Rose Garden Room.

Meeting adjourned at 7:23p.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