



**City of El Segundo
Arts and Culture Advisory Committee
Regular Meeting Minutes
for August 28, 2018, 5:30 p.m.
at the El Segundo Public Library
Rose Garden/Gazebo Room
111 W. Mariposa Avenue, El Segundo, CA 90245**

- A. CALL TO ORDER** – The meeting was called to order at 5:31 p.m. by Vice Chairperson Eva Sweeney.
- B. ROLL CALL** –
Members present:
Jeff Cason, Michael Kreski, Tyler Leisher, Brian Mitchell, Natalie Strong, Vice Chairperson Eva Sweeney, and Neal Von Flue
Absent: Kristen Dorsey, Chairperson Sally Martin, Dolores McAllister, and George Renfro
City Council Liaisons:
Council member Dr. Don Brann
Council member Chris Pimentel
City Staff present:
Jessie LeMay – Executive Assistant, Library Services Department
Melissa McCollum, Library Director
- 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. Economic Development Manager Barbara Voss presented three proposals received for an El Segundo Creative Economy Report after providing background about city requirements for soliciting proposals and identifying potential funding from her department's FY 2017-2018 budget.
- She led a discussion about the three proposals received, including scope of services, projected costs, and benefits of a report. The three proposals solicited by Michael Kreski, Barbara Voss, and Melissa McCollum were submitted by LAEDC (\$15K), Beacon (\$34K) and Kosmont (\$50K). It was determined by the committee that quotes for the Creative Economy Reports vary widely due to differences in proposed data collection and analysis as well as development of graphic design, publication, and presentation services offered.

The committee decided to request revised proposals from all three companies with a budget of no more than \$25K for the most important components of the Creative Economy Report at this time – Economic Research/Industry Analysis, Economic Impact of the Creative Economy, Business Attraction, and a Summary Report on PowerPoint. Barbara Voss will evaluate revised proposals when received in order to move forward.

E. APPROVAL OF MINUTES

1. Approval of the minutes of the Arts and Culture Advisory Committee Meeting of July 24, 2018.

MOTIONED by Neal Von Flue and SECONDED by Jeff Cason to approve the minutes of the July 24, 2018 meeting. MOTION CARRIED 7-0.

F. UNFINISHED BUSINESS

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

Jeff Cason referred to a matrix that he prepared listing all of the committee's projects. A copy was distributed to all in attendance, and the committee collaboratively updated the information while Jeff Cason facilitated the conversation. See attachment A for a copy of the updated project matrix.

Notable changes include:

The timeline for creation of the Creative Economy Report (particularly the data report) is end of 2018. Michael is the primary driver of this report on the committee and the key person is Barbara Voss.

Vice Chairperson Eva Sweeney gave an update on upcoming programs at ESMoA. Kristen Dorsey will curate *Matriarchs* which opens October 13 and involves only female indigenous artists. A partnership with UCLA for the "Unpanel Discussion" is in development. Tentative dates are November 8 or 17, but the time depends on availability of the UCLA speakers. ESMoA will pay the speakers' fees.

Jeff Cason asked for a clarification about the Percent for Arts Tax. To clarify, Eva said that it is not a tax but a development impact fee per the City Attorney. Jeff also inquired about the timeline for the Percent for Arts project. Per Dr. Brann, a proposal will be around spring 2019. Dr. Brann added that the funding source is developers' fees which are fees collected on commercial development projects but not residential. Regarding the committee's estimated cost of zero, Melissa advised that there would be City staff time needed because the Library, Planning Department, Public Works, Finance, EDAC, and more would be involved. Melissa also said that Sam Lee from the Planning Department ran preliminary reports indicating a one half percent fee would have raised approximately \$500K for a public art program in recent years. Due to economic factors that change year to year, the amount may go up or down. She said that there's also a report that shows what

developers would pay based on the old fees vs. the new fees. Eva said she would like the committee to ask for at least one percent.

Brian asked Melissa where the funds (from a Percent for Arts Program) reside. Melissa said cities handle it differently, but developers in West Hollywood choose to complete their own projects (in coordination with the City), or contribute to a public art trust fund administered by the city. In El Segundo, she said that a trust fund may work better. The committee likes the trust fund idea.

Eva commented that perhaps the committee prepare a proposal with information where the funds should be spent. Dr. Brann mentioned about a report done by an ESMoA intern who researched how this is being implemented in places like Manhattan Beach. It would be good data to show the City Council when the committee asks for 1%. Melissa commented that this would be a good discussion for the subcommittee.

Jeff Cason asked who will be on the sub-committee. Brian, Sally, Michael and Eva volunteered as well as Melissa who will be the City liaison. Eva will take the lead.

Jeff Cason asked for a schedule of other "Indigenous Peoples Month" programs. Eva announced that the beading workshop would be done at ESMOA maybe in January. She added that ESMOA will fund the stipends for the artists and some arts and crafts material.

The idea to partner with the Autrey for a performance in Library Park during "Indigenous Peoples Month" is no longer possible at this time because it is cost prohibitive. Melissa added that the Author Fair programs have been finalized for this year. Eva commented that an alternative program will be developed and she will work with Kristen.

Eva said that funds have not been identified yet for a mural proposal at the Teen Center. The proposed artist charges \$9.5K for the wall, including materials, and a 3 or 4-day workshop is \$40/hour. Kristen reached out to select indigenous nations for scholarships but was unsuccessful while Eva has reached out to Indigenous casinos but was turned down for various reasons. Natalie will review her emails and determine if any of the local business owners she had contact with from a previous project are inclined or interested to help.

Eva started a discussion about finding different funding sources for the mural project, including crowd-sourcing, non-profit grants, City of El Segundo's Recreation & Parks budget, and sponsorships/donations. As all options require consultation with the Director of Recreation and Parks, the Recreation and Parks Commission, and the City Attorney's office, Jeff Cason moved this forward as an action item. The timeline of this project is November or December.

Neal reported that the Recreation and Parks Commission approved the proposal for a new Basketball Mural. Neal asked about next steps needed, and Melissa informed Neal that Arcia Hestor will continue to be his contact for the project since Recreation and Parks is taking the lead due to the mural's location. Council members Dr. Brann and Chris Pimentel said a report about the Basketball Mural, for

Council approval, could go on the consent agenda. Funding for the project (\$10,000) was donated by Bill Ruane and includes masonry smoothing and a mural.

Eva asked if Neal could help with the mural for the indigenous people and Neal consented. Natalie also volunteered to help.

Eva submitted a Times Gates Project Grant in mid-July to the National Endowment of the Arts with a request for \$98K. A grant decision can be expected as early as April 2019, but the project can't be started until June 1, 2019. The maximum amount of grant money is \$200K. Eva will forward the grant to Melissa for electronic distribution to the committee.

Melissa sent four artist contracts for Centennial Art Project Proposals on August 27, and proposals are due on September 29. The artists' presentations will be on October 11 between 5 p.m. and 9 p.m. in City Hall's West Conference Room. For the artists who can't travel, they can join via Skype or Facetime. The jury will consider their final selection on the same night, and the finalist will be advised before the end of the year after City Council approval. The artists will be given their \$1000 stipends once their contracts and proof of insurance and business license are submitted and processed. The project's budget is \$26K and funded by the Centennial Committee. Target date of installation is 2019.

As questions about funding arose during discussions about the project matrix, the Committee decided to seek the assistance of the City Attorney's office. Melissa will ask David King to make a presentation at the next meeting about fundraising options, including creating a nonprofit entity for the City or crowdsourcing to collect donations for public art projects.

Jeff Cason proposed that the remainder of the workflow discussion be done at next month's meeting, but he posed a few final questions: 1) How do we feel about the scope of work?, 2) Do we feel this is the right amount?, 3) Do we have the bandwidth to take on anything in addition to these projects in Fiscal Year 2018-2019 or 4) Alternatively, do we have to make any cuts so we can put our full attention to see these projects through with the updated timelines?

Comments from the committee: 1) Eva thinks there should have more projects to come since the IPM projects will be done within a couple of months. 2) Natalie thinks that it might be good to develop some ideas and make plans for other projects since none of these projects extends past the middle of next year and she wants to keep the momentum going. 3) Neal's idea is to set everything in place first, i.e. find the sources of funds, get it secured, figure out how to use it and the process on how/what projects to take on next, before making decisions about new projects to add. He does want to keep the committee's current commitments. Dr. Brann and Brian concurred.

Jeff Cason announced that the committee will talk more about big committee and sub-committee responsibilities at the next meeting.

G. NEW BUSINESS – NONE

H. SUBCOMMITTEE UPDATES

1. Calendar and Events Subcommittee: None. It has been discussed in this meeting.
2. Grants Subcommittee: None. It has been discussed in this meeting.
3. Percent for the Arts Subcommittee: None. It has been discussed in this meeting.
4. Project Subcommittee

Jeff Cason suggested that perhaps the project subcommittee could report back about particular projects on the idea list that they would like to move forward. Eva thinks it is a good idea.

I. GOVERNANCE – Melissa McCollum

1. Holly Socrates asked to make a presentation to the committee at the next meeting regarding ideas for expanding the Chamber's Holiday Open House.
2. Members of the Arts and Culture Advisory Committee need to begin using City email addresses as soon as possible. City policy is to use city emails for future delivery of agendas/minutes beginning next meeting. Please use the email accounts when communicating with Melissa and Julie about all Arts and Culture Advisory Committee work as well.

Melissa will follow up with the City Clerks' office regarding Tyler's email account as he has not received information about it yet.

J. ADVISORY COMMITTEE MEMBER COMMENTS

Jeff Cason: None

Michael Kreski: Reported about his Japan trip, including a visit to the countryside of Echigo-Tsumari with an astounding installation of 386 artworks.

Tyler Leisher: Introduced himself as the newest member of the committee. Tyler grew up in El Segundo and graduated from El Segundo High School. He is a filmmaker and screenwriter by profession.

Brian Mitchell: Brian and Sally went to an IT workshop about three weeks ago. They talked about technology priorities in El Segundo and will likely reach out to Charles Mallory regarding outcomes from the meeting since art and technology today are interconnected.

Natalie Strong: The El Segundo Art Association show is coming up and they're looking for a judge or two. The show is on the first week of November and the theme is "Homecomings."

Eva Sweeney: Eva invites everybody to a panel discussion called "LAX Talk" at ESMoA on September 8 from 2-4 p.m. The panelists include Mayor Boyles, LAX World Airports CEO Deborah Flint, two curators and others. There will be El Segundo TV coverage.

Neal Von Flue: On Friday, Neal attended the Teen Center's art show which was organized by a Teen Center intern as a school project. He commented that it was a great show.

Council member Dr. Brann: None

Council member Chris Pimentel: None

K. CITY LIAISON COMMENTS – Melissa McCollum

Melissa announced that budget sessions are in progress. The next opportunity to provide input is the City Council meeting on Tuesday, September 4. There's also a possibility that an additional budget session will be scheduled on Tuesday afternoon.

Upcoming library events include the Author Fair on October 20 and Living Library on October 26, 27 and 28 in partnership with ESMoA. Living Library provides an opportunity for patrons to checkout a person instead of a book in order to challenge stereotypes and promote empathy and will take place at ESMOA on October 25, at a local school on October 26, and at the Library on October 27.

L. ADJOURNMENT

Meeting adjourned at 7:15 p.m.

NEXT MEETING: Regular meeting is on Tuesday, September 25, 2018 at 5:30 p.m. at the El Segundo Public Library, Rose Garden Room.