



**City of El Segundo
Arts and Culture Advisory
Committee
Regular Meeting Minutes
for September 25, 2018 5:30 p.m.
at El Segundo Public Library
Rose Garden Room**

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 (arrived at 5:40), Michael Kreski, Tyler Leisher, Chairperson Sally Martin, Brian Mitchell (arrived at 5:30), George Renfro, Natalie Strong, Vice Chairperson Eva Sweeney, Neal Von Flue

Absent: Dolores McAllister

City Council Liaisons:

Dr. Don Brann - present

Chris Pimentel – absent

City Staff present:

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. David King from the City's Attorney Office described the steps and paperwork needed to form a City non-profit organization to support the arts in El Segundo. Brian asked about the affiliation of the non-profit and what the criteria would be for handling the funds. David stated that the non-profit could function as a separate legal entity from the City, but it would depend on how the non-profit is structured when created.

Councilmember Dr. Brann asked if the non-profit would be subject to the Brown Act and David said no. David also stated that current Arts and Culture Committee members may also serve on the non-profit board. Brian asked if the City would contribute funding to the non-profit and David said that the City Council could choose to contribute money in this way. Sally asked what the downside is to creating a non-profit for the Arts & Culture Committee and David sees none although there would be staff time needed in his office to help with creation of the entity.

George asked Eva if Culver City is using the same structure for their Percent for Arts program and Eva explained that Culver City uses a trust fund controlled by the City for their Percent for Arts funding. Brian remembers the Culver City representative liking the non-profit direction better to allow the committee more control over how the funds are spent. The group agreed that a non-profit structure would be easier for fundraising purposes. The concern for reporting taxes came up and David mentioned incorporating the non-profit and then filing the tax exempt paperwork.

David suggested that if the committee wants to move forward with investigating or pursuing non-profit status, committee members should discuss the topic as part of the next agenda and

vote to take a recommendation or request to City Council. Jeff asked that David provide the committee a list of all fees involved for creating a non-profit so the committee can include that information in their proposal to the City.

David said that in regards to Percent for Arts, the City would collect the funding and the City Council would decide how the funding would be distributed. If the Arts and Culture Committee suggested an ordinance to the Council, the Percent for Arts language could be specific regarding how the funds are allocated and the types of projects that qualify for funding. David mentioned that developers may want input in the types of projects the public arts program funds. He suggested the committee first get Council's support for development of a Percent for Arts proposal, and, then, the Arts & Culture Committee could go to EDAC and other commissions for feedback about how the Percent for Arts funding is used.

Tyler asked if the non-profit would be covered under the City's insurance policy at non-profit sponsored events. David stated that if the non-profit is a separate entity it may have to provide its own insurance. Melissa asked if the non-profit would still be bound by the City's contract and insurance rules for public art projects on City property. David said additional research is needed.

E. APPROVAL OF MINUTES

1. Approval of the minutes of the Arts and Culture Advisory Committee Meeting of August 28, 2018.
MOTIONED by Neal Von Flue and SECONDED by Tyler Leisher to approve the minutes of the August 28, 2018 meeting. MOTION CARRIED 11-0.

F. UNFINISHED BUSINESS

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

Jeff Cason led further discussion on a workflow for the committee to follow while working on "created projects" (projects initiated by the committee) vs "facilitated projects" (projects brought to the committee from outside sources).

Jeff Cason continued his presentation on the topic of "big committee" (Arts and Culture Committee as a whole) vs "small committee" (subcommittees focused on specific tasks) and led a group discussion to clarify which group would be responsible for what part of the Big Idea List discussions, including whether or not discussions originate from the monthly Arts and Culture Advisory Committee meetings or at the smaller subcommittee level and then are brought to the committee as a whole. Jeff also led a discussion on brainstorming ideas and whether ideas originate out of discussion from the big committee meetings, or shall subcommittees bring more formulated ideas, self-generated projects, to the big committee?

Sally reminded the group that due to the Brown Act, the Big Idea List was created as a way for the larger committee to brainstorm and openly discuss future projects. Sally would also like to see all members be able to bring ideas to the table for discussion and allow the whole committee to decide which subcommittee would take these ideas and move forward with them. Brian brought up the importance of the subcommittees meeting on a more regular basis in order to flush out ideas before bringing them to the whole committee.

As a guideline, Jeff suggested answering a set of questions in relation to proposed projects and big vs subcommittee responsibilities, including "Who? What? When? Where? Why?" Group concurred that the subcommittees should work out these details and that the subcommittees would also be responsible for the hands-on work in completing specific projects, or come to the big committee if additional people are needed to get the work done. The whole committee also agreed that proposing or selecting new projects would happen if it ties in to the Big Idea List or be placed on the agenda for future discussion. Facilitating

external projects suggested from outside of the committee would also be placed on the agenda for the project originators to present to the Arts and Culture Committee.

Promoting projects to the community at large is in transition as the City develops a new marketing plan and website. Councilmember Dr. Brann discussed The Phelps Group's possible interaction with the committee to help with publicity, but expects the City to reduce the use of external marketing firms and shift some responsibility to Economic Manager Barbara Voss and her team. Melissa mentioned that the City is putting more resources into communication through both the City Manager's office as well as Economic Development, and there is a new Hotel and Tourism website sponsored in part by EDAC that the committee could possibly link into for publicity. Melissa also informed the committee that the City's new website is still early in the redesign phase, and, until the City's website upgrades are complete, the committee will need to rely on an interim method of digital publicity in partnership with the City.

Jeff Cason asked about securing funding for Arts and Culture projects and should funding be the responsibility of the big committee or instead, should the subcommittees bring funding suggestions to the big committee? Councilmember Dr. Brann suggested the big committee write a proposal to the City for funding individual projects, similar to the Art Walk funding that was contributed last summer through TOT funds.

George Renfro mentioned if the Arts and Culture Advisory Committee establishes a nonprofit for securing funding that would help to avoid conflicts of interest. George also suggested the committee consider something similar to the Coffee with the Mayor program, to allow community members the opportunity to sit down with the committee to foster a greater awareness of the Arts and Culture Advisory Committee and its efforts. Until the non-profit status has been established, Jeff recommended taking all funding requests to the big committee rather than subcommittees.

Regarding City liaising, Jeff asked if subcommittees need to get a better understanding of how City Council members might feel on a certain topic or project, would it be the responsibility of the subcommittee to take it to Council, will we be designating someone to take that information to Council or will it be the City liaisons' responsibility? Neal Von Flue suggested that subcommittees share the information with Melissa and then to the Council. Melissa agreed that it is helpful to be informed about committee members' communications with City Council members as they contact her for additional information about committee items. Melissa also stated she is willing to facilitate contact with City Council members and City staff as needed.

Jeff Cason recapped the workflow points discussed and outcome of committee decisions:

- brainstorming ideas structured as big to small committee communications
- discussing big ideas at first with committee as a whole and then filtering down to the subcommittees
- answering the 7 structured guideline questions for each project would be done at the subcommittee level
- selecting new projects to be done both at the big committee and subcommittee level
- facilitating external/other people's projects is through the big committee with an agenda item
- managing active projects is to be done at the subcommittee level
- executing projects/hands on work is to be done at the subcommittee level
- raising money for projects would be subcommittee to big committee with subcommittee setting parameters and scope of what the project will be
- promoting projects to the community at large is to be determined with the possibility of setting up an additional publicity subcommittee - in the meantime, promoting will be big committee to subcommittee
- communicating with City leadership will be at the subcommittee level

G. NEW BUSINESS

Holly Socrates requested feedback about plans for expanding the El Segundo Chamber of Commerce's Holiday Open House.

Holly mentioned that the Chamber of Commerce reached out to her to re-envision the Holiday Open House. Holly would like creative suggestions from the Art and Culture Advisory Committee to build on this event, adding a "small town holiday Christmas" theme. Some of Holly's thoughts included an outdoor ice skating rink or an Elf on the Shelf scavenger hunt to encourage people to visit all stores and to keep it a charming and fun event for the community to come out and enjoy the businesses and restaurants. Sally asked how the Chamber will help to promote the event. Holly feels the marketing and rebranding of the event needs to be updated. Eva likes the idea of taking existing City events and making them better and sees the Art & Culture Advisory Committee being able to help improve those events.

Melissa suggested that Holly Socrates talk with Barbara Voss about the possibility of the City helping to promote the Holiday Open House online. Natalie expressed concern about having the Holiday Open House on the evening of the Farmer's Market due to the market booths, electrical boxes and cords that will interfere with accessibility to the businesses. Discussions suggested looking into a different date besides November 29th. Holly also proposed December 6th, after the Holiday Parade would be a nice possibility for an alternate date. Natalie suggested featuring high-end, hand-crafted boutique style items that people could use for holiday gift shopping rather than the traditional art that is on display during the Art Walk.

Neal asked if the Events Subcommittee should continue working with Holly on the Holiday Open House. Melissa suggested an alternative due to timing. She said individuals may reach out to Holly if they would like to help rather than acting as part of the Arts and Culture Advisory Committee. Sally agreed that individuals should reach out to Holly if interested in helping with this year's event.

H. SUBCOMMITTEE UPDATES

1. Calendar and Events Subcommittee:
Eva mentioned ESMoA's Indigenous People's Month panel talk in collaboration with UCLA's Native Department will take place on November 8th at ESMoA.
2. Grants Subcommittee: None
3. Percent for the Arts Subcommittee:
Michael Kreski mentioned that Economic Development Manager Barbara Voss will be at the next committee meeting to talk about the Creative Economy Report.
4. Project Subcommittee:
Neal Von Flue gave updates on the basketball wall mural project. Neal and the mural artist met with Arecia Hester to discuss contracts. The mural should be complete by the end of 2018.

I. GOVERNANCE – Melissa McCollum

1. Barbara Voss selected Beacon's proposal for a Creative Economy Report in FY 2018-2019.
2. Centennial art proposals are due 9/29, and we expect at least two. Artist presentations will be Thursday, October 11 at the West Conference Room at City Hall. You will receive an

invitation (and details) via email closer to the date, but we expect artist presentations at 5 PM and 6 PM.

3. Reminder that committee members need to set up their City of El Segundo email accounts this month. Beginning in October, agendas, minutes, and updates will be sent to City emails only. Please communicate with Julie and Melissa via City email accounts regarding any committee business (including setting up subcommittee or governance meetings).

J. ADVISORY COMMITTEE MEMBER COMMENTS

Jeff Cason: None

Kristen Dorsey: Curating Matriarchs at ESMoA. Invited all to join in celebrating the opening on October 13th. Eva distributed the Matriarchs postcards. Would like to re-establish regular meetings of the Calendar of Events subcommittee. The Indigenous Artist's Teen Center mural will have to be pushed back to a different month, to be determined.

Michael Kreski: None

Tyler Leisher: Expressed interest in joining a subcommittee. Also shared about the Richmond Street Fair organized by the El Segundo Kiwanis. Kiwanis also donated a box of historic photos and memorabilia dating back to 1929 to the History Room at the library that will be on display. Mentioned the library's Author Fair on October 20th and encouraged members to attend.

Chairperson Sally Martin: Complimented the last meeting's well detailed minutes. Recently returned from England, where she visited the Russell-Cotes Art Gallery and Museum. Also visited the Prado in Madrid.

Dolores McAllister: None

Brian Mitchell: Mentioned the non-profit filing and suggests moving forward with the process.

George Renfro: None

Natalie Strong: Interested in becoming involved in a subcommittee. Calendar and Events is an interest of hers.

Vice Chairperson Eva Sweeney: Reminded members to attend the Matriarchs opening on October 13th at ESMoA. Introduced her brother, Bernhard Zunkeler, co-founder of ESMoA.

Neal Von Flue: None

Councilmember Dr. Brann: Mentioned that the Arts and Culture Committee is one of his favorite things to do associated with the City. Complimented the progress that the committee has made in moving forward with policies and procedures and is looking forward to exciting things to come out of the Arts and Culture Committee.

K. CITY LIAISON COMMENTS – Julie Todd

Julie reported that the library's Author Fair will take place on Saturday, October 20th, 10am to 5pm. About 16 authors will participate on various panels and signings, including a mixed genre panel, fiction, mystery and a cooking demonstration by local Manhattan Beach resident/author Pamela Salzman. Additionally, there will be live music, poetry and the International Printing Museum will bring one of its vintage printing presses for participants to print and take home their own copy of a vintage book cover.

The library has also partnered with ESMoA for Experience 16: EMPATHY, a Living Library collaboration between ESMoA and the El Segundo Public Library. The Living Library program encourages readers to "checkout" living books (people) for 20-minute conversations to break down stereotypes, foster empathy and a better understanding of people's life experiences. ESMoA's Living Library will take place on Thursday, October 25, 5-7:30pm and on Saturday, October 27th, 1-4pm at the library. Appointments are encouraged.

A conversation between John Van Hamersveld and Eva Sweeney will take place at the library on the afternoon of Saturday, November 10th. They will discuss John's tank-wrap mural.

L. ADJOURNMENT

Meeting adjourned at 7:18p.m.

NEXT MEETING: Regular meeting on Tuesday, October 23rd at 5:30pm at the El Segundo Public Library, Rose Garden Room.