



**City of El Segundo**  
**Arts and Culture Advisory Committee**  
Regular Meeting Minutes  
For October 23, 2018 5:30 p.m.  
at El Segundo Public Library  
Rose Garden Room

**A. CALL TO ORDER** – The meeting was called to order at 5:30pm by Chairperson Sally Martin.

**B. ROLL CALL**

Members present:

Jeff Cason, Kristen Dorsey (arrived at 5:37pm), Michael Kreski, Tyler Leisher, Chairperson Sally Martin, Brian Mitchell (arrived at 5:32pm), Natalie Strong, and Neal Von Flue

Absent: Dolores McAllister, George Renfro, Vice Chairperson Eva Sweeney

City Council Liaisons:

Dr. Don Brann – absent

Chris Pimentel – absent

City Staff present:

Melissa McCollum, Library Director

Julie Todd, Senior Librarian

**C. PUBLIC COMMUNICATIONS – NONE** (Related to city business only and for which the Advisory Council is responsible – 5 minutes per person; 30 minutes total).

**D. PRESENTATIONS**

1. Barbara Voss, Economic Development Manager, presented an update about the Creative Economy Report and the City's communication and marketing plans for FY 2018-2019. She reported Beacon Economics is currently identifying businesses to be included in the Creative Economy Report.

According to industry classification codes, the areas of creative economy within El Segundo include fashion, digital media & entertainment, technology and architecture/professional design services among others. Barbara is also trying to identify 5-6 key stakeholders to interview as part of the report, and requested Arts and Culture Advisory Committee members provide contact information for anyone they believe would add value as a stakeholder. Names may be forwarded to Barbara, Melissa or Julie. Barbara is looking to include both large and small businesses. Neal Von Flue asked for a list of the industry categories to assist in selecting stakeholders. He also asked if arts education could be included as one of the categories. Melissa will forward the list of categories to the committee when it's available. Once the report is complete, Barbara and Beacon's economist will present findings to the Arts and Culture Advisory Committee and the City Council. Beacon's draft should be available in February 2019.

Barbara also presented two websites that she developed for the City. The first – [destinationelsegundo.com](http://destinationelsegundo.com) – promotes hospitality and tourism. The second – [elsegundobusiness.com](http://elsegundobusiness.com) – lists business categories, including top 20 employers in El Segundo, Fortune 500 businesses, and aerospace. Barbara also established a business directory that includes business clusters for bioscience, aerospace, toys and games, and more. The initial information comes from the City's business license database. [ElSegundobusiness.com](http://ElSegundobusiness.com) also includes a real estate section listing available properties for businesses looking to relocate to El Segundo and information about why El Segundo is a choice location to run a business. With the two new websites, Barbara said that the City will be focusing more on digital marketing to be cost effective.

2. Due to Eva's absence, Sally Martin reported on the recent artist selection for the Centennial Art Project. Artist Rebecca Lowry's proposal was selected unanimously by the jury on October 11,

2018 in part because of the way she highlights El Segundo's history. Rebecca's art piece focuses on the origins of Rancho Sausal Redondo and visually juxtaposes an early map from 1892 and a present day location outside of City Hall in a way that should inspire discussions and learning opportunities about El Segundo's origin.

Melissa will invite Rebecca to present her proposal to the City Council on Tuesday, December 4<sup>th</sup>, 2018.

## **E. APPROVAL OF MINUTES**

1. Approval of the minutes of the Art and Culture Advisory Committee Meeting of September 25, 2018. Chairperson Sally Martin requested the removal of Dolores McAllister's name from Section J, Advisory Committee Member Comments, due to Dolores' absence at that meeting. MOTIONED by Neal Von Flue and SECONDED by Tyler Leisher to approve the minutes of the September 25, 2018 meeting to include Chairperson Sally Martin's edit. MOTION CARRIED 8-0

## **F. UNFINISHED BUSINESS – NONE**

## **G. NEW BUSINESS**

1. Percent for Arts Brainstorming/Naming Session (5 minutes). Recommendation: Discussion and possible action.

Percent for Arts is a common name for a Development Fee that allocates 1% of the value of commercial projects exceeding a certain amount (often \$500,000) for public art and programming funding. In response to a suggestion by Mayor Boyles, Chairperson Sally Martin asked the Arts and Culture Advisory Committee to brainstorm ideas for renaming Percent for Arts. Suggestions included using words/names like Creativity Investment, community, citizen, El Segundo 2.0, 2.0 Fund, Cultural Investment, tribute, contribution, improvement, enrichment, and Community Creative Investment. No name was selected at the meeting. Neal MOVED that the committee come to the next meeting with possible suggestions and names for the Percent for Arts and Brian SECONDED. MOTION CARRIED 8-0. Discussion will continue at the next meeting.

2. Request City Council direction regarding development of a Percent for Arts ordinance and City nonprofit to support the arts in El Segundo. Recommendation: Discussion and possible action.

Melissa said that David King from the City Attorney's Office recommended at the last Arts and Culture Advisory Committee Meeting that the committee request direction from the City Council regarding investing City resources for developing a Percent for Arts proposal and City nonprofit organization. Melissa said the City Council Meeting on December 4<sup>th</sup> would be an opportunity to request this direction.

Sally mentioned that it would benefit the committee to know who our supporters are and where the roadblocks might be so we can address any concerns that people may have. Neal asked about resources and what committee members will need to be there on December 4<sup>th</sup>. Sally mentioned that the presentation will be the responsibility of the Percent for Arts Subcommittee. Sally also mentioned that Eva and Bernhard of ESMoA suggested putting a creative spin on already budgeted city projects as a way to bring public art into the community and gain Council support. Neal MOVED that the Percent for Arts Subcommittee take the concept of ordinance and non-profit creation to the City Council at the December 4<sup>th</sup> meeting. Jeff SECONDED. MOTION CARRIED 8-0.

3. Percent for Arts Subcommittee's recommendation to assign Arts and Culture Advisory Committee liaisons to attend other meetings of the City's Commissions, Committees, and Boards (Capital Improvement Program Advisory Committee, Economic Development Advisory Council, Investment Advisory Committee, Library Board of Trustees, Planning Commission, Recreation and Parks

Commission, Senior Citizen Housing Corporation Board, Environmental Committee, and Technology Committee). Recommendation: Discussion and possible action.

Sally said that it would be beneficial to assign Arts and Culture Advisory Committee members to be liaisons for the other nine City committees or advisory boards in order to stay informed of possible opportunities for becoming involved with select issues or partnering creatively in the future. Neal suggested taking a look at committee agendas prior to their meetings to determine the relevance of topics to be discussed in relation to the Arts and Culture Advisory Committee. Neal asked if we could request to be put on the email list of the City's various committees to receive agendas. Melissa advised that it is possible although all agendas may be accessed online as well. Sally suggested the Arts and Culture Advisory Committee decide if they want to establish liaisons to other committees first, and, if so, assigned liaisons will check the agendas and decide if it is relevant to attend or not.

Jeff agreed attending meetings is a good idea, but would recommend not requiring attendance at every meeting, but to establish communications. Sally agreed. Jeff MOTIONED to establish liaisons but to allow the individuals to decide on how they will stay informed with their assigned committee. Natalie SECONDED. MOTION CARRIED 8-0.

Melissa requests committee members indicate their interest in serving as a liaison when she circulates a list of commissions, committees and boards after the meeting. Natalie suggested the possibility of sending an alternate if needed to cover the meetings.

## **H. SUBCOMMITTEE UPDATES**

1. Calendar and Events - none
2. Grants - none
3. Percent for the Arts – Sally referred to the discussion earlier in the meeting for current updates.
4. Project Committee – Neal mentioned that the basketball wall should be done before Thanksgiving.

## **I. BIG IDEA LIST UPDATE**

Tyler Leisher suggested adding Handprint Alley 2.0 to the Big Idea List.

Jeff Cason suggested adding Public Art, Live Performances and Creative Writing to the Big Idea List. MOTIONED by Chairperson Sally Martin and SECONDED by Brian Mitchell to approve the additions to the Big Idea List. MOTION CARRIED 8-0

## **J. GOVERNANCE - Melissa McCollum**

Melissa reminded the group of the Arts and Culture Advisory Committee items before the City Council at the December 4<sup>th</sup> meeting.

The group also unanimously decided to meet on Monday, December 17<sup>th</sup> instead of Tuesday, December 25<sup>th</sup> due to the holiday. Natalie MOTIONED to meet on Monday, December 17, 2018 and Chairperson Sally Martin SECONDED. MOTION CARRIED 8-0.

## **K. ADVISORY COMMITTEE MEMBER COMMENTS**

Jeff Cason: Requested the current project matrix be attached to all future agendas. Jeff also congratulated Kristen Dorsey, Eva Sweeney and the whole ESMoA team on the Matriarchs exhibit.

Kristen Dorsey: None

Michael Kreski: The 10<sup>th</sup> Annual Scarecrow Festival is happening in Cambria where local businesses display artistic scarecrows for the season. Michael suggested that it would be a nice tradition for El Segundo to start.

Tyler Leisher: None

Chairperson Sally Martin: None

Brian Mitchell: None

Natalie Strong: (excused herself early) Mentioned that the El Segundo Art Association will be installing a new exhibit on Saturday, November 3<sup>rd</sup> at the El Segundo Public Library.  
Neal Von Flue: Attended an Educators' Night at ESMoA for Matriarchs.

#### **L. CITY LIAISON UPDATES**

Julie Todd mentioned that she has been working on a new library card to feature a detail of John Van Hamersveld's DWP mural on Grand Avenue. John's mural-inspired library card will be the first in the series of limited edition El Segundo Public Library cards featuring a different artist on each card.

#### **M. ADJOURNMENT** – Meeting adjourned at 7:11 p.m.

NEXT MEETING: Regular meeting on Tuesday, November 27, 2018 at 5:30 p.m., at the El Segundo Public Library, Rose Garden Room, 111 West Mariposa Avenue, El Segundo, CA 90245.

## **ARTS AND CULTURE ADVISORY COMMITTEE'S BIG IDEA LIST (REVISED 10-23-2018)**

Centennial Art Piece

Grants

Civic Center Plaza

Relationship with ES Arts Association

Fairy Doors at Library Park – ESHS AP Art Class

Collaboration with ES History Committee

Indigenous People Month

Black History Month

Imperial and Main Signage

El Segundo Blvd and Pacific Coast Highway Signage

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

Make Grand Avenue to beach more park-like

Event promotion and communication

Social Media

Poet Laureate

Handprint Alley 2.0

Public Art

Live Performance

Creative Writing