



City of El Segundo Arts and Culture Advisory Committee

Special Meeting Minutes
for December 17, 2018 5:30 p.m.
at El Segundo Public Library
Friends of the Library 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, Michael Kreski, Chairperson Sally Martin, Brian Mitchell, Vice Chairperson Eva Sweeney, Neal Von Flue.

Absent: Kristen Dorsey, Tyler Leisher, Dolores McAllister, George Renfro, Natalie Strong

City Council Liasons:

Dr. Don Brann – present (left at 6:30pm)

Chris Pimentel – absent

City Staff present:

Melissa McCollum, Library Director

Julie Todd, Senior Librarian

C. PUBLIC COMMUNICATIONS (Related to city business only and for which the Advisory Council is responsible – 5 minutes per person; 30 minutes total).

NONE

D. PRESENTATIONS - NONE

E. APPROVAL OF MINUTES

1. Approval of the minutes of the Art and Culture Advisory Committee Meeting of November 27, 2018 with edits to include meeting called to order by Jeff Cason at 5:30pm, not Chairperson Sally Martin, and also include Brian Mitchell as being absent. MOTIONED by Neal Von Flue and SECONDED by Jeff Cason to approve the minutes of the November 27, 2018 meeting. MOTION CARRIED 6-0

F. UNFINISHED BUSINESS – NONE

G. NEW BUSINESS

1. Arts and Culture Advisory Committee 2018 Review (Successes and Challenges)

Recommendation: Discussion and possible action.

2018 Review

Chairperson Sally Martin and Vice Chair Eva Sweeney gave a recap of the committee's 2018 accomplishments and a few directions for 2019, including:

Art: Tank Wrap – John Van Hamersveld's DWP mural was completed with the support of former Mayor Fuentes, Mayor Boyles, and other's support. Basketball Wall was presented to the committee by members of the community and Neal Von Flue worked alongside to advise and see the project to completion.

Centennial Art Project – Michael Kreski developed a call for artists application and artist proposals were submitted and considered, contracts were executed with the help of the City Attorney and Melissa McCollum and a juried team selected an artist for the Centennial Art project.

Policy: Creative Economy Report – Idea was introduced by the committee and Barbara Voss, Economic Development Manager, found the funding. Extra Committee Members were added to the committee. Jeff Cason took the lead in developing a workflow process. Art and Culture Advisory Committee was transferred from Rec/Parks to the library. New Library Director, Melissa McCollum, as

the new City Liaison. Call for Art Templates were created by Michael Kreski as we moved forward with the Centennial Art artists' proposals and can be used as a model for future projects.

Grant: Timepiece grant was submitted under Vice Chairperson Eva Sweeney's lead. Should hear back in the spring of 2019.

Relationship Building: City Council, Public Works, Attorney's Office – work closer with other City staff and departments while considering public art for El Segundo.

Challenges: Visibility of Indigenous Peoples Month, Marketing (sharing ideas, where to go), Website, Art Walk relationship.

2. Arts and Culture Advisory Committee 2019 Planning

Recommendation: Discussion and possible action.

Priorities

- Creative Economy
- Percent for Arts Ordinance
- Create a Marketing Subcommittee and plan – Sally, Jeff, and Brian (and possibly George)
- City plan (look for existing funded capital improvement opportunities)

Other

- Basketball Mural (January 2019)
- Centennial Art Project – continue to pursue direction, with additional costs and expanded timeline considered.
- Big Idea List: More visibility about cultural awareness projects (proclamations, event promotion, etc)
- Black History Month, Indigenous Peoples Month, World Urban Games – 2019 events and celebrations to brainstorm ACC's involvement.
- Project Subcommittee: Prioritize project list.
- Value of all brains – creative & subcommittees and how we execute projects and manage the pipeline.

H. SUBCOMMITTEE UPDATES

1. Calendar and Events – none
2. Grants – Has not met.
3. Percent for the Arts – Michael Kreski presented at the City Council meeting on December 18th.
4. Project Committee – Did not meet. Neal mentioned that the Basketball Mural will start to be painted on Thursday, December 20th and finish up Friday, December 21st. El Segundo Cable interview will take place at a later date to be determined that will include sponsor Bill Ruane. January 7th or 8th the mural will receive a clear coat and final interviews will take place in addition to sponsor plaque placement.

I. BIG IDEA LIST UPDATE

Capital Improvement Project List – Eva will share with the Projects Subcommittee.

Committee discussed lighting in parkway and trees (downtown Main Street) and lighting in Library Park, Water Tank, Night Art Shows in Santa Monica, Projection Mapping for instant/temporary murals, Pop-up installations (mapping 3D vs. a flat surface). Proposed Community Lighting/Nightscape by Michael Kreski.

J. GOVERNANCE

Melissa asked committee members to recommend local individuals to be interviewed for possible inclusion in the Creative Economy Report. Melissa will forward the names to Barbara Voss.

ACC members suggested the following individuals/entities for Creative Economy Report interviews.

- Eva Sweeney - Cofounder, ESMoA
- Jeff Cason - CEO and Creative Producer, Sound Stage
- Damian Fulton - Group Creative Director, LA Times
- Tyler Hatzikian - Boardbuilder and Craftsman, Tyler Surfboards
- Michael Mothner - Founder and CEO, Wpromote

- Josette Murphy - Founder, About Space (interior design)
- Kris Kobzina, Owner, Kreative Kontrol F/X Studio (special effects)
- Someone representing arts education in town - El Segundo Unified School District, Vistamar, Wiseburn Unified School District/Da Vinci High School
- Other suggestions - Old Town Music Hall, Automobile Driving Museum, Moose Toy, Mattel, Haven Academy of the Arts
- Broader suggestions - Beyond Meats and AT&T Entertainment Group

K. ADVISORY COMMITTEE MEMBER COMMENTS

Jeff Cason: Mentioned that it is his one year anniversary of serving on the Arts & Culture Advisory Committee.

Michael Kreski: none

Chairperson Sally Martin: Wishes Happy Holidays to the committee members.

Brian Mitchell: Mentioned that Dan O'Toole of El Segundo TV will be retiring and it would be nice to have committee presence at his retirement celebration to thank him for all he has done to support the committee.

Vice Chairperson Eva Sweeney: Happy Holiday wishes to all. Working with Jeff on Experience Oz summer experimentation for June 13, 2019.

Neal Von Flue: none

L. CITY LIAISON UPDATES - none

M. ADJOURNMENT – Meeting adjourned at 6:55pm

NEXT MEETING: Regular meeting on Tuesday, January 22, 2019 at 5:30 p.m., at the El Segundo Public Library, Rose Garden Room, 111 West Mariposa Avenue, El Segundo, CA 90245.

Posted by: Julie Todd

Date & Time:

ARTS AND CULTURE ADVISORY COMMITTEE'S BIG IDEA LIST

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

Nightscape