



City of El Segundo Arts and Culture Advisory Committee

Meeting Minutes
for February 26, 2019 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 Jeff Cason.

B. ROLL CALL

Members present:

Jeff Cason, Kristen Dorsey, Michael Kreski, Tyler Leisher, Sally Martin, Brian Mitchell (arrived at 5:31pm), Natalie Strong, Neal Von Flue

Absent: George Renfro, Vice Chairperson Eva Sweeney

City Council Liasons:

Dr. Don Brann – present

Chris Pimentel – arrived at 5:41pm, left at 6:25pm

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

1. Presentation from Assistant City Attorney David King regarding the Social Media Policy adopted by the City Council on December 18, 2018, FPPC Form 700, and new directions for posting agendas for subcommittee meetings of the City of El Segundo's committees, commissions, and boards.

Assistant City Attorney David King introduced the City of El Segundo's recently adopted Social Media Policy that applies to the various and growing social media accounts created for committees, commissions and boards that represent the City. Rather than using privately established social media accounts to talk business on behalf of the committees, commissions and boards, it is best to keep everything contained in City accounts for ease of keeping information in one place, to contain CCB members' comments and opinions to meetings as a group, and to protect the process as well as members of the CCBs as social media postings and discussions from CCB members related to City business are considered public documents. Deputy City Manager Barbara Voss will oversee all marketing efforts and social media related to the City, and has been tasked by Council to do an audit of all social media accounts related to the City.

David King encouraged members to reach out to him or Melissa if there are any further questions regarding the Social Media Policy.

Form 700 questions were opened for discussion by David. He said Form 700 offers an extra level of transparency and is used as a financial conflict of interest check while conducting official City business when considering vendors or any other person or business that would be involved in financial transactions with the City.

If CCB members wish to be exempted from filling out the Form 700, they will not be able to participate in certain committee decisions related to the Arts and Culture Advisory Committee such as voting or advising on specific processes, including selecting artists or vendors for projects the committee supports.

David King reminded the committee that the Brown Act requires all City boards, councils and commissions to post agendas for all meetings, including standing subcommittees, to allow the public an informed decision to attend meetings based on content or topics being discussed. Temporary subcommittees are defined as lasting up to 6-9 months (if they meet monthly), and are not required to post agendas for meetings. Minutes are not required for standing subcommittee meetings. David King advised all subcommittees to host their meetings in a public place in order to be accessible.

E. APPROVAL OF MINUTES

1. Approval of the minutes of the Art and Culture Advisory Committee Meeting of January 22, 2019. MOTIONED by Tyler Leisher and SECONDED by Natalie String to approve the minutes of the January 22, 2019 meeting. MOTION CARRIED 8-0.

F. SPECIAL BUSINESS - NONE

G. UNFINISHED BUSINESS

1. Centennial Art Project Update
Recommendation: Discussion and possible action.

Chairperson Jeff Cason shared that the Centennial Committee members voted to not support the Nanibah Chacon mural project at the library as an alternative proposal. Rather, they would like to see the remaining Centennial funds go towards a more memorialized piece highlighting El Segundo's history between 1917-2017. Jeff Cason will approach artist Rebecca Lowry to see if she would like to alter her original proposal selected by the Centennial Art Jury last year as it has been determined by City staff to exceed the Centennial Committee's budget and timeline.

MOTIONED by Vice Chairperson Sally Martin and SECONDED by Neal Von Flue to approve to send the Centennial Art project to the Projects Subcommittee for further thought. MOTION CARRIED 8-0.

2. Nanibah Chacon Mural Update
Recommendation: Discussion and possible action.

Kristen Dorsey mentioned that the mural timeline is still targeted for May, but funding still needs to be raised. Melissa McCollum mentioned that both the Library Board of Trustees and the Friends of the Library are willing to support the fundraising efforts. The Board of Trustees and Friends of the Library are hoping to send out a letter on March 1st to Friends of the Library members and other possible community partners to raise money. If approved, the Art and Culture Advisory Committee will be added to the letter as a supporter.

MOTIONED by Vice Chairperson Sally Martin and SECONDED by Chairperson Jeff Cason to support the Nanibah Chacon mural. MOTION CARRIED 8-0.

H. NEW BUSINESS

1. Arts and Culture Programming Proposals
David Chrzanowski – Shakespeare Festival
Maureen Kingsley, Natalie Strong, and Roz Templin – *What We Keep* Community Programming
Recommendation: Discussion and possible action.

David Chrzanowski presented his ideas to bring a live Shakespeare Festival to El Segundo, starting with a production of *As You Like It*. His goal of bringing his Shakespeare Festival to El Segundo includes a three-year plan to develop a professional Shakespeare residency program and host outdoor Shakespeare plays with an arts education component.

Maureen Kingsley and Natalie Strong presented a 2020 Book to Action Community Read "What We Keep" program proposal based on a book of essays collected by Bill Shapiro. What We Keep will encourage El Segundo residents to reflect on and share items and collections meaningful to

them that they hold on to for sentimental reasons. Community partners can include the library, El Segundo schools, ESMoA, community groups, businesses and more. The project hopes to bring the community together through the process of people sharing what they keep.

MOTIONED by Neal Von Flue and SECONDED by Vice Chairperson Sally Martin to support the What We Keep community program and send it to the Events Subcommittee for further evaluation. MOTION CARRIED 8-0.

2. Arts and Culture Project Proposals

Jeff Cason – Electrical Box Wrap outside of the Slice and Pint
Melissa McCollum – El Segundo Public Library's Copy Room
Recommendation: Discussion and possible action.

Chairperson Jeff Cason was approached about covering an electrical box outside of Slice and Pint with a graphic wrap due to graffiti. Melissa McCollum reached out to City Manager and Public Works to see what steps would need to be taken to move forward with this project. Permission from the box owner and an encroachment permit.

Natalie Strong MOTIONED and Kristen Dorsey SECONDED that the committee moves to go forward in supporting the electrical box wrap project.

Melissa McCollum brought to the committee the opportunity to brainstorm a new use for the library's copy machine room that will soon not be needed for copy machines. Ideas include using the room as a rotating exhibit or interactive room. Kristen Dorsey suggested creating a temporary subcommittee to work on concepts for using the room. Natalie Strong offered to be a part of that committee as well as Tyler Leisher and Michael Kreski.

MOTIONED by Neal Von Flue and SECONDED by Chairperson Jeff Cason to create a subcommittee to develop proposals for using the room in a new way. MOTION CARRIED 8-0.

3. Indigenous Land Acknowledgement Proposal. Sample language from UCLA – “We acknowledge the Tongva peoples as the traditional land caretakers of Tovaangar (Los Angeles basin, So. Channel Islands) and are grateful to have the opportunity to work for the taraaxatom (indigenous peoples) in this place.”

Recommendation: Discussion and possible action.

Kristen Dorsey brought to the committee the idea of starting every meeting with an Indigenous Land Acknowledgement, a practice that becoming more popular worldwide at official meetings and gatherings. City attorney David King advised Melissa McCollum that it is within the committee's ability to make the decision to include a standard language Land Acknowledgement at the beginning of each Art and Culture Advisory Committee meeting.

MOTIONED by Vice Chairperson Sally Martin and SECONDED by Neal Von Flue to move forward with a more formal presentation and discussion on adopting an Indigenous Land Acknowledgement at next month's meeting. MOTION CARRIED 8-0.

4. Bylaws discussion regarding committee member meeting absence(s) due to family and/or medical leave.

Recommendation: Discussion and possible action.

Committee discussed concerns about not being penalized and removed from the committee after three absences in a calendar year due to illnesses or Family Leave. Chairperson Jeff Cason clarified his interpretation on the bylaws section referring to absences in that he believes that City Council would like to be informed when members reach three absences in a calendar year, but will not take action if the absences are determined to be for family or medical reasons.

Committee decided to not take action on this item.

I. SUBCOMMITTEE UPDATES

1. Events – (Tyler Leisher, lead): met and discussed the subcommittee's purpose and mission statement. The mission statement states “the Events Committee's mission is to identify and support art and cultural events in the city.” They discussed whether they are organizers or supporters of

events and came to the conclusion that they are more of a vetting body to seek out and support events in the community if needed. Win was deciding on their core focus.

2. Grants – (Eva Sweeney, lead): Jeff Cason reported that the subcommittee did not meet. There are no active grant proposals in the works right now. They are open as events or projects come along to assisting in any way they can.
3. Percent for Arts – (Michael Kreski, lead): writing up an overview of what the subcommittee is trying to do for Percent for Arts including clarifying “where does the money come from?” How is it dispersed? Who makes the decisions on who gets the money and if you want to receive funding, who do you approach or how do you get involved? Making an outline of why they are supporting the Percent for Arts decision. Shared Pomona’s policy for Art in Public Places to use as a model for El Segundo.
4. Projects – (Neal Von Flue, lead): discussed the basketball wall and the murals and new developments in the Centennial project and that the Nanibah Chacon mural location is now the south side of the library. They also discussed how to approach funding for the library mural. Also discussed managing the Big Idea List and how do we take care of the list to make sure it is vital and useful.
5. Marketing – (Natalie Strong, lead): held first meeting and discussed what it is they are supposed to do. Developed a mission statement which is to champion any events and projects developed by the Arts and Culture Advisory Committee, to advocate for broader community art and culture endeavors and help develop the narrative surrounding the Arts and Culture Advisory Committee and use mindful public outreach strategies. They also discussed making the community more aware of the committee as a group and what it is they are trying to do. There to help promote the other committees and develop a marketing tool kit. Working on a contact list of relevant websites, businesses and people that may be of assistance in the committee’s marketing efforts.

J. BIG IDEA LIST UPDATE

1. Tyler Leisher has continued work on Handprint Alley 2.0. He mentioned that he may have the muralist in mind for the project and is still looking for contact information. Jewelry Source owner Brenda Newman is fine if a new Handprint Alley is painted on her building as well as Chipton-Ross. Tyler will have more information next month.

K. GOVERNANCE

1. Melissa McCollum advised that the four subcommittees (Events, Grants, Marketing and Projects) give the agendas a try for the first month to see how it goes. Subcommittees are to coordinate with Julie Todd on the creation and posting of the agendas. Julie will be creating and sending out agenda templates to all subcommittee leads. Please provide content entered onto the agenda template to Julie a week in advance as agendas need to be posted 72 hours in advance of the meeting.
2. Melissa mentioned consulting with Jeff and determining that Art and Culture Advisory Committee members who attend other CCB meetings should report back about their findings during the member comments portion of ACC meetings.

L. ADVISORY COMMITTEE MEMBER COMMENTS

Jeff Cason – Congratulated Vice Chairperson Eva Sweeney on ESMoA’s new show EAT. Shared his appreciation to the committee members for all of the work they do.

Kristen Dorsey - none

Michael Kreski - none

Tyler Leisher – Thanks to Jeff for being the Chairperson. Also announced that he and his wife are expecting a baby in April and does not expect to be absent but is just giving the group a heads up.

Sally Martin - none

Brian Mitchell – Mentioned the What We Keep project presented earlier and supported the idea of ESTV recording the What We Keep project/programs in 2020. Melissa encouraged that ESTV is very willing to support city events and provide coverage. Brian also thought that ESTV should be on the committee’s radar as a contact in marketing efforts.

Natalie Strong – On March 16th at 10:30am the El Segundo Art Association will be holding a screening of the movie Loving Vincent, an oil painted animated film about the artist in a painterly style that reflects his art. Invited all to attend. Brought to the committee’s attention zoning issues with art galleries in Hermosa Beach that are not zoned properly for events. They are being shut

down. Encouraged the committee to be informed so that in the future El Segundo may avoid the same issues.

Neal Von Flue – Waiting to do the clear coat on the basketball mural to finish it up. The original person who spearheaded the project is now working in San Diego, so scheduling has been a little difficult for completing the final process. After clear coat, the photo opportunity will take place with the committee and sponsor Bill Ruane. Also mentioned that on March 27th Vista Mar will be hosting their students' visual and performing arts open house.

M. CITY LIAISON UPDATES - NONE

N. ADJOURNMENT – Meeting adjourned at 7:55pm

NEXT MEETING: Regular meeting on Tuesday, March 26, 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: 03/21/19, 1:30pm

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

SUBCOMMITTEES

Events: Tyler Leisher (lead), Brian Mitchell, and Kristen Dorsey

Grants: Vice Chairperson Eva Sweeney (lead), Chairperson Jeff Cason, and Natalie Strong

Percent for Arts: Michael Kreski (lead), Brian Mitchell, Vice Chairperson Eva Sweeney, and Sally Martin

Projects: Neal Von Flue (lead), Vice Chairperson Eva Sweeney, George Renfro, Kristen Dorsey, and Michael Kreski

Marketing: Natalie Strong (lead), Brian Mitchel, Chairperson Jeff Cason, and Sally Martin