



**City of El Segundo**  
**Arts and Culture Advisory Committee**  
Meeting Minutes  
for March 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:

Chairperson Jeff Cason, Kristen Dorsey, Michael Kreski, Tyler Leisher, Brian Mitchell (arrived at 5:33pm), Natalie Strong, Vice Chairperson Eva Sweeney (called in from Banff, Alberta, Canada at 5:34pm), and Neal Von Flue

Absent: Sally Martin and George Renfro

City Council Liaisons:

Dr. Don Brann – present

Chris Pimentel – arrived at 5:46pm

City Staff present:

Melissa McCollum, Library Director

Julie Todd, Senior Librarian

**C. PRESENTATIONS - NONE**

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

Mark Yeber, a landscape architect and new El Segundo resident, introduced himself and expressed interest in learning more about the Arts and Culture Advisory Committee.

**E. APPROVAL OF MINUTES**

1. Approval of the minutes of the Art and Culture Advisory Committee Meeting of February 26, 2019. MOTIONED by Tyler Leisher and SECONDED by Natalie String to approve the minutes of the February 26, 2019 meeting, to include edits suggested by Neal Von Flue under New Business, item #1, last line to change Events Subcommittee to Projects Subcommittee. MOTION CARRIED 7-0.

**F. SPECIAL BUSINESS - NONE**

**G. UNFINISHED BUSINESS**

1. Recommendations for Centennial Art Project  
Recommendation: Discussion and possible action.

Chairperson Jeff Cason updated the group on some of the discussions that have recently taken place. Chris Van Heuven of South Bay Vital Signs has been in touch with Public Works to discuss the logistics of a utility box wrap in front of Slice and Pint. Out of the initial discussion of the one box came the idea of possibly wrapping more utility boxes with historic El Segundo photographs. Chairperson Jeff Cason mentioned that the Centennial Committee asked the Art and Culture Committee to propose a couple of project options. Chairperson Jeff Cason and Vice Chairperson Eva Sweeney also discussed a Plan B in case the utility box wrap is declined by the Centennial Committee. This plan suggests reaching out to the runner up artist in the proposal to design Centennial benches in Library Park since the first place selected artist is not interested in proposing an alternative project that fits within the budget. Chairperson Jeff Cason informed that the new

direction of the artist's work would be reduced in scope to fit the budget and doesn't require the engineering component. Kristen Dorsey reminded the Committee that the City's engineer should connect with the artist to make sure plans will realistically work.

Brian Mitchell asked for clarification on the design of the utility box wrap and thinks the box wrap is the direction we should go in. Michael Kreski suggested that the original selected art piece be the first funded project if the Percent for Arts goes through. He also thinks that the electrical boxes option is more common of a project around cities and that the bench concept would be more special, even though the approval process might take longer. Neal feels that the bench direction would be a harder sell without artist renderings to share with the Centennial Committee. Vice Chairperson Eva Sweeney spoke to the runner up artist and the artist is OK with putting the time into more renderings if he knows that he will get the job, but spending long hours on bench renderings not knowing if he will get the job will be difficult. Chairperson Jeff Cason thinks that we should verbalize the bench concept to the Centennial Committee before asking any artist to move forward with the project.

MOTIONED by Michael Kreski and SECONDED by Neal Von Flue to take both the utility box wrap and the bench ideas to the Centennial Committee to get their feedback prior to moving forward with requesting any additional artist time. MOTION CARRIED 8-0.

2. Indigenous Land Acknowledgement Proposal  
Recommendation: Discussion and possible action.

Kristen Dorsey requested that this item be moved to next month's meeting in order that supporting materials may be sent out ahead of time before discussing with the group. Kristen will send the supporting materials to Library Director Melissa McCollum, and Julie Todd will share the information with the committee and public when the agenda for April's meeting is circulated.

MOTIONED by Natalie Strong and SECONDED by Brian Mitchell to move discussions of an Indigenous Land Acknowledgement to the April 23<sup>rd</sup> meeting. MOTION CARRIED 8-0.

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

Kristen Dorsey announced that the mural location has been moved to the community room downstairs instead of the south-facing exterior wall and is proceeding with a very tight schedule. Fundraising is still taking place. With the smaller wall, the cost has reduced to around \$8,000 and about \$3,000 still needs to be raised. Methods to help promote the mural include postcards, having it as a destination for the Art Walk and having the mural become the second in the series of Artist-inspired library cards. Melissa mentioned that the artist will be available for a listening session on the evening of April 17<sup>th</sup> at the library. Nanibah Chacon will design her mural based on conversations with community members. The plan is that the artist will create the mural over Memorial Day weekend. Melissa McCollum also mentioned that additional library programs will be planned around the mural and Book to Action in May, including a book discussion of *There There* by Tommy Orange, interactive community workshops, and a possible art installation in the library by Gabrielino Tongva indigenous artist Mercedes Dorame.

MOTIONED by Tyler Leisher and SECONDED by Natalie Strong to approve the mural be painted in the library's community room and that the mural design approval will come from Chairperson Jeff Cason, Library Director Melissa McCollum and Kristen Dorsey. MOTION CARRIED 8-0.

## **H. NEW BUSINESS - NONE**

## **I. SUBCOMMITTEE UPDATES**

1. Events – (Tyler Leisher, lead): Tyler Leisher mentioned that the committee did not meet.

2. Grants – (Eva Sweeney, lead): Vice Chairperson Eva Sweeney mentioned that the subcommittee met and decided that they are a temporary committee and will only meet as needed when there are open grants being worked on. Eva also mentioned the Our Town National Endowment for the Arts (NEA) grant for 2019-2020. The Grants Subcommittee would like to reach out to the community to get their feedback as to what art piece ideas they have. Vice Chairperson Eva Sweeney also mentioned reaching out to EDAC and other City committees, boards and commissions for their concept suggestions as well. Natalie Strong looked through past Our Town Grant projects and believes that El Segundo would be a perfect community for the grant.
3. Percent for Arts – (Michael Kreski, lead): Michael Kreski said that a draft of the Creative Economy Report is complete and Assistant City Attorney David King is currently developing a draft Percent for Arts ordinance and related documentation after receiving input from the subcommittee. Councilmember Chris Pimentel mentioned that in Wichita, Kansas, they are moving towards a countywide Percent for Arts program and have a strong appreciation for public art.
4. Projects – (Neal Von Flue, lead): Neal Von Flue mentioned that the subcommittee will meet with Maureen Kingsley to get a better understanding of the Things We Keep community project in order to make it the strongest possible project. Natalie Strong plans to participate in the Things We Keep subcommittee discussion as well.
5. Marketing – (Natalie Strong, lead): Natalie Strong mentioned that the subcommittee is working on their strategies and that Jeff Cason is working on a document to be most effective in the committee's marketing efforts. Chairperson Jeff Cason is trying to identify target audiences both inside and outside of the community as well as to better understand the methods available for marketing. The Marketing Subcommittee intends to present their draft marketing plan to the committee at large during the April 23<sup>rd</sup> meeting.

## **J. BIG IDEA LIST UPDATE**

Neal Von Flue suggested that the group decide on a way to govern the Big Idea List to be more productive with the items on it. This will be added to the agenda for the April 23<sup>rd</sup> meeting.

## **K. GOVERNANCE**

1. Melissa McCollum reminded the committee that April 11<sup>th</sup> will be the National Library Week Breakfast from 8:00am-9:00am and encouraged all to attend.

## **L. ADVISORY COMMITTEE MEMBER COMMENTS**

Chairperson Jeff Cason – Thanked everyone on the committee for all of the work they do.

Kristen Dorsey – Kristen Dorsey presented an art catalog to the library representing a traveling Chickasaw artists' exhibit.

Michael Kreski - none

Tyler Leisher – Reminder that his son is due April 28<sup>th</sup>, so attendance at the April 23<sup>rd</sup> meeting is up in the air.

Brian Mitchell – none

Natalie Strong – Mentioned that she met with Melissa McCollum about a concept for the former copier room inspired by an episode of This American Life, featuring libraries and the role they play in communities. Kristen Dorsey and Natalie Strong will be working on an exhibit in the room focusing on indigenous artists in May as part of the Book to Action grant. The El Segundo Art Association had their screening of the movie Loving Vincent and it was a success.

Vice Chairperson Eva Sweeney – Mentioned that Soundstage Live and ESMoA are collaborating on an upcoming exhibit themed around the Wizard of Oz. The exhibit will open on June 13<sup>th</sup>.

Neal Von Flue – Mentioned that Vistamar School is having a visual and performing arts open house on March 27<sup>th</sup>, 7:00pm – 9:00pm. He encouraged all to attend.

## **M. CITY LIAISON UPDATES**

Melissa McCollum mentioned that thanks to the City Council, April 2019 will be fine forgiveness month at the library to encourage patrons to return overdue books and get their accounts in good standing in order for as many children and adults in El Segundo to be able to use the library again.

**N. ADJOURNMENT** – Meeting adjourned at 6:43pm.

NEXT MEETING: Regular meeting on Tuesday, April 23, 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: 04-18-19, 9:17am

## **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 Mitchell, Chairperson Jeff Cason, and Sally Martin