



## REGULAR MEETING OF THE CITY OF EL SEGUNDO ARTS and CULTURE ADVISORY COMMITTEE AGENDA

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MEETING DATE: Tuesday, May 28, 2019

MEETING TIME: 5:30 p.m.

MEETING PLACE: El Segundo Public Library  
Friends of the Library Meeting Room  
111 West Mariposa Avenue  
El Segundo, CA 90245

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The Arts and Culture Advisory Committee, with certain statutory exceptions, can only take action upon properly posted and listed agenda items. Unless otherwise noted in the Agenda, the public can only comment on City-related business that is within the subject matter jurisdiction of the Arts and Culture Advisory Committee, and items listed on the Agenda during the **Public Communications** portion of the meeting. The time limit for comments is five minutes per person, maximum 30 minutes.

Before speaking to the Arts and Culture Advisory Committee, please state: Your name and residence and the organization you represent, if desired. Please respect the time limits.

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**In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact the City Clerk (310) 524-2305. Notification 48 hours before the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.**

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Land Acknowledgement: We acknowledge that we are holding this meeting on the traditional, ancestral, and unceded territory of the Tongva. We recognize the Tongva people as the traditional land caretakers of Tovaangar (Los Angeles basin, So. Channel Islands). We also acknowledge that Los Angeles County is home to the largest Indigenous populations in the US.

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### A. CALL TO ORDER

### B. ROLL CALL

- |   |   |
|---|---|
| <input type="checkbox"/> Chairperson Jeff Cason | <input type="checkbox"/> Brian Mitchell               |
| <input type="checkbox"/> Kristen Dorsey         | <input type="checkbox"/> George Renfro                |
| <input type="checkbox"/> Michael Kreski         | <input type="checkbox"/> Natalie Strong               |
| <input type="checkbox"/> Tyler Leisher          | <input type="checkbox"/> Vice Chairperson Eva Sweeney |
| <input type="checkbox"/> Sally Martin           | <input type="checkbox"/> Neal Von Flue                |

#### CITY COUNCIL LIAISONS

- |  |   |
|--|---|
| <input type="checkbox"/> Councilmember Don Brann | <input type="checkbox"/> Councilmember Chris Pimentel |
|--|---|

### 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).

**E. APPROVAL OF MINUTES for April 23, 2019**

**F. SPECIAL BUSINESS – NONE**

**G. UNFINISHED BUSINESS**

1. Big Idea List Consideration (Neil Von Flue)  
Recommendation: Discussion and possible action.

**H. NEW BUSINESS**

2. City of El Segundo Website Needs for Arts and Culture Advisory Committee  
Recommendation: Discussion and possible action.

**I. SUBCOMMITTEE UPDATES**

1. Events
2. Grants
3. Percent for the Arts
4. Projects
5. Marketing

**J. BIG IDEA LIST UPDATES**

**K. GOVERNANCE**

**L. ADVISORY COMMITTEE MEMBER COMMENTS**

Chairperson Jeff Cason  
Kristen Dorsey  
Michael Kreski  
Tyler Leisher  
Sally Martin

Brian Mitchell  
George Renfro  
Natalie Strong  
Vice Chairperson Eva Sweeney  
Neal Von Flue

**CITY COUNCIL LIAISON COMMENTS**

Councilmember Don Brann

Councilmember Chris Pimentel

**M. CITY LIAISON UPDATES**

**N. ADJOURNMENT**

NEXT MEETING: Regular meeting on June 25, 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: 5/22/2019, 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: Eva Sweeney (lead), Jeff Cason, and Natalie Strong  
Percent for the Arts: Michael Kreski (lead), Sally Martin, Brian Mitchell, and Eva Sweeney  
Projects: Neal Von Flue (lead), Kristen Dorsey, Michael Kreski, George Renfro, and Eva Sweeney  
Marketing: Natalie Strong (lead), Jeff Cason, Sally Martin, and Brian Mitchell

## **ARTS AND CULTURE ADVISORY COMMITTEE OUTREACH TO OTHER CITY OF EL SEGUNDO COMMITTEES, COMMISSIONS, AND BOARDS**

Capital Improvement Program Advisory Committee: Michael Kreski  
Economic Development Advisory Council: Eva Sweeney  
Environmental Committee: Kristen Dorsey  
Investment Advisory Committee: Brian Mitchell  
Library Board of Trustees: Brian Mitchell, Natalie Strong (alternate)  
Planning Commission: Sally Martin, Tyler Leisher (alternate)  
Recreation and Parks Commission: Jeff Cason, Michael Kreski (alternate)  
Senior Citizens Housing Corporation Board: Neal Von Flue, George Renfro (alternate)  
Technology Committee: Tyler Leisher, Brian Mitchell (alternate)

# ACC MARKETING PLAN 2019

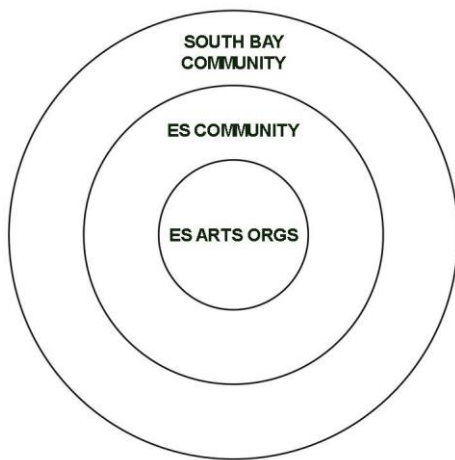
## **PURPOSE**

The purpose of this plan is to...

## **CAMPAIGN GOALS**

- Raise the profile of the ACC
- Directly market ACC project
- Provide marketing advocacy for other local art projects

## **TARGET AUDIENCE**



## **ES ARTS ORGS**

Description...

## **ES COMMUNITY**

Description...

## **SOUTH BAY COMMUNITY**

Description...

# 1. STRATEGY

## NARRATIVE

### Who is the ACC?

The Arts & Culture Advisory Committee exists to elevate public art and cultural events in El Segundo, support the artistic efforts of local artists and arts organizations, and advocate for a thriving creative community within El Segundo.

### How does the ACC benefit ES Arts / ES Community / SB community?

Benefit ES Arts:

Benefit ES Community:

Benefit South Bay Community:

### How will we educate our communities?

Description...

### What do we do? What do we not do?

What We Do:

- Initiate a small number of **created** arts & culture projects each year
- Advise the City of El Segundo on public projects and initiatives that include artistic components
- Advise local artists and arts organizations on how to best engage with the resources available to them in the community
- Develop a development impact fee to fund future projects
- Help bridge the gap between “old El Segundo” and “new El Segundo”
- Broadening the community’s definition of art & culture

What We Don’t Do:

- Take hands-on ownership of each project that comes our way
- Raise money for outside groups
- Manage projects for outside groups

## SWOT ANALYSIS

### Strengths

Ex: we are doers in the community, City Council support, we are artists ourselves, individually well connected in ES...

### Weaknesses

Ex: new committee, unknown in the community, little political power, no direct funding source...

### Opportunities

Ex: Champion downtown beautification projects, % for arts funding, align with other local orgs, simplify arts promotion in ES, raise broader awareness of ES in So Cal, advise on ES destination marketing campaign, educate community on important cultural issues...

## Threats

Ex: public perception of % for arts, public pushback on cultural education efforts, running out of money, overpolicing on conflict of interest / city liability...

## **WHAT WE OFFER**

- 1.) Shape the narrative for the ACC
  - a.) Craft a narrative of why we exist and how we benefit
  - b.) Align ACC members around the narrative
  - c.) Share narrative with city leaders, decisionmakers, key people
  - d.) Platform our narrative publicly every chance we get
  - e.) Evaluate public perception and fine tune our message
  
- 2.) Direct marketing for ACC projects
  - a.) Create a marketing mini plan for each ACC event/project
  - b.) Assign individuals to drive the execution of the plan
  - c.) Execute the plan
  - d.) Collect data and evaluate effectiveness
  
- 3.) Marketing advocacy for ES arts projects
  - a.) Publish sample plans, packets, contact lists
  - b.) Face to face meeting with local arts org to provide guidance
  - c.) Offer to make connections within community
  - d.) Publish program info on our channels, at our discretion
  
- 4.) Advise City of El Segundo on arts and culture promotion
  - a.) Establish relationships with key city officials
  - b.) Regularly connect and advise on arts & culture priorities
  - c.) Seek to support broader City goals with arts & culture

## 2. MARKETING PLATFORMS

### **DIGITAL PLATFORMS**

Instagram:

Facebook:

Google Search:

Youtube:

Twitter:

Email:

Website:

### **PRINT PLATFORMS**

Posters:

Banners:

Lawn Signs:

Door Hangers:

Print Ads:

Flyers:

### **PR PLATFORMS**

Newspapers:

Magazines:

Newsletters:

Calendar Listings:

Blogs:

TV:

Radio:

**AFFILIATE PLATFORMS**

Partner Arts Organizations:

Partner NPOs:

Schools:

Participating Artists:

Arts Communities:

Other:



## 3. MARKETING CONTENT

### **CONTENT**

Artwork:

Narrative Text:

BTS Videos:

Interview Videos:

Press Releases:

Photos of us:

Photos of art:

Photos of events:

Repost/Retweet:

Responses to timely community needs:

Event Listings:

Event Invitations:

Add more...

### **SPECIFIC PROMOTIONS**

- Affiliate Program
- Goldstar
- ED! Foundation Partnership
- Plaza ES / The Point Partnership
- Etc...

## 4. CAMPAIGN SCHEDULE

### CAMPAIGN SCHEDULE — MARCH

DATE	CONTENT	PLATFORMS
3/1		
3/2		
3/3		
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**CAMPAIGN SCHEDULE — APRIL**

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**CAMPAIGN SCHEDULE — MAY**

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**CAMPAIGN SCHEDULE — JUNE**

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## 5. PUBLIC RELATIONS

### **PUBLIC RELATIONS GOALS**

- Create constituent awareness in Los Angeles County
- Earn features in regional & national publications, regional TV, and industry blogs
- Bolster SEO by cultivating external linkbacks
- Etc...

### **TARGET GROUPS**

- **Local Publications:** The Daily Breeze, The Beach Reporter, Easy Reader News, El Segundo Herald, El Segundo Scene, etc...
- **Regional Publications:** Los Angeles Times, L.A. Weekly, etc...
- **National Publications:** Business Insider, etc...
- **Regional TV:** KTLA, KABC, CBS, Fox11, KCAL, etc....
- **Key Blogs:** Arts blogs, culture blogs, best places to live in LA, etc...

## 6. SAMPLE MINI-PLAN

**Project Description:** Who, what, when, where, why

**Measurable Goals:** What do we consider a “win” for this campaign? Be as specific as possible

**Audience:** Who is our target audience... be as specific as possible. This doesn't mean we don't want the general public to come! But we only have so many marketing dollars, so how can we be sure the most interested people come and bring their friends / family / coworkers?

**Position:** What makes this event uniquely special? Why should they pick this instead of staying home in comfy pajamas and binge watching Stranger Things?

**Price:** What is the cost to the public?

**Promotion Partners:** Who will help cross promote?

**Web & Social:** What digital means of promotion will we use?

**Press:** What press media will we pursue?

**Print:** What printed media will we create?

**Action Items:**

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