



City of El Segundo Arts and Culture Advisory Committee

Meeting Minutes
for May 28, 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, Sally Martin, Brian Mitchell, Natalie Strong,
Vice Chairperson Eva Sweeney and Neal Von Flue

Absent: Tyler Leisher, George Renfro

City Council Liaisons:

Councilmember Chris Pimentel

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).

None

E. APPROVAL OF MINUTES

1. Approval of the minutes of the Art and Culture Advisory Committee Meeting of April 23, 2019. MOTIONED by Neal Von Flue and SECONDED by Natalie Strong to approve the minutes of the April 23, 2019 meeting. MOTION CARRIED 8-0.

F. SPECIAL BUSINESS - NONE

G. UNFINISHED BUSINESS

1. Continued from last month's meeting, Neal Von Flue suggested that the Project Subcommittee monitor and update the Big Idea List regularly to make sure the list is still relevant. Chairperson Jeff Cason asked the committee if they felt that the Big Idea List was still needed as the subcommittees are now taking on more responsibilities. Brian Mitchell reminded the committee that the Big Idea List originated to allow more flexibility with discussions during monthly meetings. Sally Martin concurred with Brian that the Big Idea List serves a purpose.

Chairperson Jeff Cason asked if subcommittees would have flexibility to discuss Big List items during subcommittee meetings and Melissa McCollum clarified that the same guidelines apply in that limited discussion is fine, but lengthy conversations should be added to the agenda in order to inform the public that a topic will be discussed.

MOTIONED by Sally Martin and SECONDED by Vice Chairperson Eva Sweeney to transfer the Big Idea List for maintenance to the Projects Subcommittee who will provide Big Idea List updates during subcommittee updates and bring forward any timely items to be agendaized and discussed with the committee at large. MOTION CARRIED 8-0.

H. NEW BUSINESS

Melissa McCollum introduced Teen/Adult Services Librarian Kristina Kora-Beckman who is serving as the library liaison on the City's website redesign committee. Kristina shared that the website redesign is now at the visual design phase of the main City website and that there will be more flexibility to give input on how website pages are organized visually. Kristina asked the committee to provide feedback to her over the next month on what they would like to see as far as information and functionality for the Arts and Culture Advisory Committee. January 2020 is the projected launch date for the new website.

Melissa McCollum mentioned that marketing needs, call for artists and maps of public art have all been elements that the committee has expressed interest in including in the new website. Sally Martin asked if information collected about local events such as Art Walk would be able to be included in a calendar on the website and Kristina informed that events the City is involved in will be placed on a "things to do" calendar that will also provide email subscribers the capability to select specific areas of interest they wish to receive information on. Melissa McCollum mentioned the Destination El Segundo website that is able to include information on events beyond those that are City-sponsored.

Melissa shared that if the Cultural Development Fund goes through, there may be a suggestion to change the Library Department to Library, Arts and Culture Department providing even more visibility for Arts and Culture Advisory Committee related items. Natalie shared that she feels if the ACC subsite was only to appear under the Library's subsite, people would have to know of the relation in order to find art and culture related information and suggested to have it located under the Library's suite but also linked under a subsite for all committees, commissions and boards. Sally Martin felt that it would be important to know who the website users are before making decisions on where to locate the ACC information. Councilmember Pimentel suggested West Hollywood as a good example of a city website that organizes a lot of information nicely in a very user-friendly way and also he agrees that expecting users to be more knowledgeable and intuitive on El Segundo's structure is not the best way to design a website. Sally mentioned that more information should be upfront rather than expecting people to dig through website layers to find what they need.

Brian Mitchell asked again for clarification on the Library Department being renamed to Library, Art and Culture Department and everyone agreed that would be a very valuable decision to help bring more attention to public art, programming, and the committee. Eva Sweeney added that a name change would elevate all of the committee's efforts and the City's identity. Councilmember Pimentel mentioned the only obstacle or opposition that he could conceive of was that if the HR Director radically changes someone's title and responsibility, but other than that, a name

change would be more inclusive and accurate addressing what the library is responsible for and provides beyond just books.

Neal Von Flue added website features the committee is looking for, including ease of use, news and events listing, calls for RFPs, projects and upcoming projects and social media links. Brian also added that resources for artists would be important, including outside artists and where to go, who to talk to in the City if they wish to bring an event to El Segundo. Eva suggested that a map to public artwork should also be included. The group discussed the value of creating an informative database that would include a location map as well as information about the artists, date created and content behind public art pieces. Kristina Kora-Beckman shared with the group that Manhattan Beach's website has a GIS layer that includes such a map and she will add it to the wish list of things to talk about while redesigning the website and encouraged members to share any interactive maps/websites that they like to please let either Julie or Melissa know so that Kristina can share with the website committee.

Jeff Cason asked if there will be video capability on the new website and Kristina confirmed that there will be, though she is not sure how/if video would be able to interact with users clicking on a public art page to learn more about specific pieces and thought linking to a full page would be more beneficial for flexibility in content/design. Brian added mobile-friendly is important.

Eva asked if the committee members should have email contact information included so people know who to reach out to for further information. Kristen Dorsey suggested that the subcommittee leads be included as contacts and Neal asked where the minutes and agendas will be included. Kristina said ideally it would be great to keep all committee information together, so including minutes/agendas and or links on the ACC subsite would be the goal to aim for. Natalie asked if it would be possible to include the library's public art space, The Room of Requirement, as part of the subsite content and Melissa agreed that would be a good idea and also added that artists' registries and grant information would be possible content to include as well.

Moving forward, Chairperson Jeff Cason asked what sort of involvement the ACC would have while the website team is developing the new City website and suggested that the Marketing Subcommittee be the liaison to continue the committee's involvement. Kristina mentioned that as the development progresses, there will be a time for Marketing Subcommittee members to contribute. Brian asked who the design company is and Kristina informed him that Granicus is the agency working on the website redesign.

I. SUBCOMMITTEE UPDATES

1. Events – (Tyler Leisher, lead): Natalie shared that the Events Subcommittee has not met since the birth of Tyler's new baby and Natalie will reach out to Tyler to see if he would like to schedule a meeting.
2. Grants – (Eva Sweeney, lead): NEA grant is due June 11th. Eva would love input from both Neal and Natalie on one portion of the grant with a small update before resubmitting. Eva would like to

pay attention to the feedback received on the last grant application to make the new application stronger before submitting it. August 11th is the next upcoming deadline for the Our Town grant. She suggests reaching out to a couple of other members from City committees to get their feedback for a community art project.

3. Percent for Arts – (Michael Kreski, lead): Michael Kreski gave presentations at various City committees including the Gateway Committee, EDAC, Rec/Park Commission, the Senior Housing Board and the Chamber of Commerce to gain support for the Cultural Development Fund. He also attended the Farmer’s Market to share his presentation at the City’s booth. Melissa mentioned the new presentation to Council will be on July 16th. Eva asked Councilmember Pimentel for his suggestion on how to best gain support and he suggested they visit the Councilmembers who are not involved with the ACC. Melissa shared that Sam Lee, Director of Planning will be taking another look at the 1.5% and how it will contribute to costs of doing business in El Segundo compared to neighboring cities or lowering the % when projects reach a certain threshold.
4. Projects – (Neal Von Flue, lead): Kristen Dorsey mentioned the Portals to Memory mural dedication on Wednesday, May 29th in the Sue Carter Friends of the Library Community Room at 3pm and encouraged all to attend. Melissa McCollum shared a little more about the mural dedication including a short ceremony honoring the artist, Nanibah Chacon and the sponsors who helped contribute to the project and a children’s art activity. Kristen mentioned donated refreshments including fruit platters from Whole Foods, mini doughnuts from Blue Butterfly and Melissa said that Smoky Hollow Bakery donated mini cupcakes and cookies. Kristen also mentioned taking the artist out Wednesday evening as a group to visit with Nanibah. Neal recognized Melissa in her communications with Nanibah to make sure her stay details were covered. Kristen suggested that in the future, the committee be more involved in the welcoming process to any visiting artists, including places to eat, things to see and creating a welcome basket. Kristen reminded the committee about the plaque that Neal’s dad will be donating for the mural to honor the sponsors who helped contribute to the funding.
5. Marketing – (Natalie Strong, lead): Natalie shared that the Marketing Subcommittee sent out a press release to local contacts regarding the mural dedication. Brian and Natalie met to further discuss the narrative development for the Arts and Culture Advisory Committee and how the committee presents itself, defining who the committee is, how does the committee benefit the community, how does it educate the community and what the committee does and does not do and asked the committee to provide feedback to the direction the Marketing Subcommittee is going in. Kristen thought it would be helpful to be in contact with the City’s marketing firm to help pull contact resources. Councilmember Pimentel mentioned that part of the City’s communication plan is that each element of the City should not be duplicating efforts and Barbara Voss’ office should be able to help promote the ACC events. Brian reminded the committee of El Segundo TV’s documentation of the mural painting and suggested using video footage to help promote this project to local press.

J. BIG IDEA LIST UPDATE - NONE

K. GOVERNANCE

1. Melissa McCollum mentioned that the City’s strategic planning session will take place on Tuesday, June 11th, 11:30am – 4:30pm at the Joslyn Center. The City has provided surveys for all CCB members to give feedback on their priorities for the City to use during strategic planning. Please fill out your surveys and turn in to Julie so she can turn it in to the City tomorrow.

Melissa also reminded committee members about expiring ACC terms on June 30th. Jeff, Sally, Tyler, Michael and Natalie are the current members with ACC terms that will expire. Melissa encouraged all interested to reapply soon and/or encourage others who may be good additions to apply. Suggestions for new members include someone from El Segundo’s big industry due to the proposed Cultural Development Fund. July 16th will be the new date for ACC interviews with City Council. Eva asked if the Chairperson and Vice Chairperson would still be able to give input to the Council on recommended members. Councilmember Pimentel mentioned providing reasons why someone would benefit becoming a member of the ACC. Councilmember Pimentel also mentioned for those reapplying, the interview process will be more casual with Council.

L. ADVISORY COMMITTEE MEMBER COMMENTS

Chairperson Jeff Cason – Invited all committee members to attend ESMoA's preopening event of EXPERIENCE 41: OZ on Saturday, June 8th, 5-8pm

Kristen Dorsey – Would like the committee to send a congratulations card in honor of Tyler Leisher's new baby. She will leave a card to be signed with Executive Assistant Jessie LeMay.

Michael Kreski – Gardena High School Art Collection – impressed that every year since the 1920s Gardena High School's graduating class has raised money to purchase a piece of art in honor of that graduating class. It has been a tradition for about 70 years and is now in storage. The Oceanside Museum of Art has decided to display Gardena High School's collection of art during the fall. Michael suggested that maybe if the Cultural Development Fund is approved, El Segundo can start the same tradition at the El Segundo High School.

Sally Martin – None

Brian Mitchell - None

Natalie Strong – Suggested the possibility of inviting El Segundo High School students to attend an ACC meeting to help them understand how the ACC contributes to the community and the role of public art in El Segundo. Neal mentioned that he believes Manhattan Beach has a teen member position on their committees. Melissa informed committee members about the City's 2nd Annual Civic Day where high school seniors participated in a mock council meeting and reported on research related to proposed redesigns of the Teen Center in order to give them a better idea of how City government works. Natalie also asked if there is a list of creative guilds in El Segundo to better bring people together with common interests who could help each other.

Vice Chairperson Eva Sweeney – ESMoA will have on display at the library several large sketches of murals currently on display for EXPERIENCE 41: OZ. Los Angeles artists Aiseborn and Copyison.

Neal Von Flue – None

CITY COUNCIL LIAISON COMMENTS

Councilmember Don Brann – not present

Councilmember Chris Pimentel – Complimented the ACC on the well thought out planning and progress they are making for being such a fairly new committee. Also mentioned how he sees the library and Library Park becoming the northern end of town's "art central" and would like to see Library Park used more for art and culture events. And being from Kansas, he will be paying close attention to ESMoA's EXPERIENCE 41: OZ for accuracy (jokingly).

M. CITY LIAISON UPDATES

1. Julie Todd encouraged all to attend the Nanibah Chacon Portals to Memory mural dedication on Wednesday, May 29th, 3pm and that it would be an opportunity to hear the artist talk about her mural.

N. ADJOURNMENT – Meeting adjourned at 6:35pm.

NEXT MEETING: Regular meeting on Tuesday, 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: 6/21/19, 8:25am

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