



City of El Segundo
Arts and Culture Advisory Committee
Meeting Minutes
for June 25, 2019 5:30 p.m.
at El Segundo Public Library
Rose Garden Conference Room

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.

A. CALL TO ORDER – The meeting was called to order at 5:36pm by Chairperson Jeff Cason.

B. ROLL CALL

Members present: Chairperson Jeff Cason, Kristen Dorsey, Michael Kreski, Tyler Leisher, George Renfro (arrived at 5:44pm), Natalie Strong, and Vice Chairperson Eva Sweeney

Members absent: Sally Martin, Brian Mitchell, and Neal Von Flue

City Council Liaisons: not present

City Staff present: Melissa McCollum, Library Director
Julie Todd, Senior Librarian

C. PRESENTATIONS

1. Chairperson Jeff Cason recognized ACC members with expiring terms and thanked them for their service on the committee. Members with expiring terms include Chairperson Jeff Cason, Michael Kreski, Ty Leisher, Sally Martin, and Natalie Strong. Melissa McCollum recognized Chairperson Jeff Cason for his service on ACC and thanked him for his leadership.

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

El Segundo resident Mark Knight, a research scientist at Northrup Grumman and photographer, introduced himself and expressed interest in joining the ACC. He recognized El Segundo as a city with a lot of creativity, including museums, the Art Walk, and a network of people supporting the arts. He sees the ACC as a way to bridge the old and new El Segundo.

Barbara Boland, a new El Segundo resident, also expressed interest in the ACC. Barbara mentioned her experience working in art galleries in New York as well as her experience as a photographer and master gardener. She attended June's Art Walk and found out about the ACC as a way to become more involved with the community of El Segundo and the arts.

E. APPROVAL OF MINUTES

1. Approval of the minutes of the Arts and Culture Advisory Committee Meeting of May 28, 2019.

MOTIONED by Natalie Strong and SECONDED by Vice Chairperson Eva Sweeney to approve the minutes of the May 28, 2019 meeting with a NEA grant deadline correction of July 11th.

MOTION CARRIED 5-0. Tyler Leisher abstained from voting due to his absence from the May 28th meeting.

F. SPECIAL BUSINESS - NONE

G. UNFINISHED BUSINESS

1. Review of ACC Subcommittee and Outreach Assignments (Jeff Cason – 10 minutes)

Recommendation: Discussion and possible action.

Chairperson Jeff Cason mentioned that both Tyler Leisher and Sally Martin will be stepping down from ACC once their terms expire and that the committee should consider replacements for their subcommittee and outreach assignments. Tyler Leisher will be vacating the lead role of the Events Subcommittee. Vice Chairperson Eva Sweeney suggested that either Kristen or Brian take over Tyler's lead role. Natalie Strong asked if it was possible to merge two subcommittees, and suggested Events and Marketing Subcommittees become one since the Marketing Subcommittee promotes art and culture events. Brian Mitchell is already on the Marketing Subcommittee and Kristen Dorsey would move over from Events to Marketing as the subcommittees merge.

Chairperson Jeff Cason MOTIONED to temporarily merge the Marketing and Events Subcommittees with Natalie Strong as the interim lead until additional members are appointed to the ACC. George Renfro SECONDED. Motion CARRIED 7-0.

Chairperson Jeff Cason led a conversation about outreach assignments in relation to the new vacancies. The two City committees that need an ACC member assigned for outreach are the Technology Committee and the Planning Commission. Tyler Leisher also mentioned that the Planning Commission is losing the alternate liaison with his ACC term expiring. Vice Chairperson Eva Sweeney volunteered to be the alternate liaison to the Planning Commission. Kristen Dorsey volunteered to be the lead Planning Commission liaison. Natalie Strong suggested that since Brian Mitchell is already the alternate liaison for the Technology Committee, that he take the lead as Technology Committee liaison and that Natalie fills Brian's slot as the Library Board of Trustees outreach liaison since she is already quite involved with the library. Melissa McCollum suggested revisiting the conversation in relation to Brian's assignments at the next ACC meeting since he is not in attendance.

Vice Chairperson Eva Sweeney mentioned that it would be nice to have updates about the Gateway Committee's progress. It was agreed that George would provide Gateway Committee updates as part of his Advisory Committee Member Comments during Section L.

MOTIONED by Natalie Strong and SECONDED by Kristen Dorsey to approve liaison assignments as discussed, with Kristen Dorsey as lead on the Planning Commission and Vice Chairperson Eva Sweeney as Planning Commission alternate, Brian Mitchell as Technology Committee liaison lead with Natalie Strong taking the lead on the Library Board of Trustees and revisiting Brian's positions at next month's meeting. MOTION CARRIED 7-0.

2. Cultural Development Fund Updates, Proposed Recommendations to City Council, and Presentation (Percent for Arts Subcommittee – 15 minutes)
Recommendation: Discussion and possible action.

Michael Kreski said that the El Segundo Chamber of Commerce Government Affairs Committee invited the Percent for Arts subcommittee back for a second presentation to provide an opportunity to respond to questions about the costs of doing business in El Segundo compared to neighboring cities and who will manage the Cultural Development Fund. Sam Lee, Director of Planning and Building Safety and Melissa McCollum worked on the updated presentation. The Chamber members were most excited about information that showed El Segundo's plan check and permit fees are significantly lower than surrounding cities. Melissa McCollum added that the Chamber has not communicated their position on the Cultural Development Fund ordinance at this time.

Significant changes the subcommittee made from the last presentation include the addition of a fee cap of \$100,000 in response to community concerns about the fee's impact on businesses' budgets and the requirement that building projects valued between \$500,000 and \$7.5 million are required to pay their fee directly to the Cultural Development Fund. Developers with projects valued at more than \$7.5 million will have the choice of contributing to the Cultural Development Fund or developing art on-site. This change encourages public art and programming throughout El Segundo rather than only at business locations.

Melissa also discussed plans for administering the funds that includes coordination among the Library, Finance, Planning, and Public Works Departments in addition to the City Attorney's Office. The ACC would recommend a Cultural Development Fund annual budget as part of the City Council's budget process. Standard City approval limits would apply, requiring City Council approval for all expenditures over \$50,000. The composition of the ACC was also shared, including an attorney, business owner, non-profit founder, arts educator, architect, and artists. At the Chamber meeting, businesses also expressed interest in having representation from some of the largest businesses/developers in El Segundo. This was also a suggestion from EDAC. Melissa encouraged community members to submit applications soon as the City Council will be interviewing and appointing new ACC members in July or August.

Michael Kreski and Melissa McCollum will present to the Planning Commission on Thursday, June 27th. The presentation to the City Council is scheduled for July 16th. ACC members are invited to provide feedback before either presentation and attend the City Council Meeting.

Vice Chairperson Eva Sweeney asked if the ACC would be able to see the ordinance language and Melissa mentioned it should be available at the City Clerk's office soon.

Further conversation included how the Cultural Development Fund would be allocated to various categories of public art, including community experiences, artistically enhanced capital projects, permanent art, and grants for local artists and art organizations.

Tyler Leisher suggested those who cannot attend the July 16th Council meeting should email Council and the City Clerk expressing their support for the Cultural Development Fund. Melissa mentioned that Michael Kreski is not able to attend the July 16th meeting. She asked ACC members to contact her if they would like to be part of the presentation to City Council.

H. NEW BUSINESS

1. Strategic Planning Update and Timed Brainstorming regarding City Hall Vision and City Identity/Marketing (Melissa and Jeff – 20 minutes)
Recommendation: Discussion and possible action.

Melissa McCollum shared highlights of the City's strategic planning session on June 11, 2019. Specifically, there were a couple of ideas that Mayor Drew Boyles mentioned that would lend themselves to the ACC being involved in brainstorming sessions. Last year the Council identified 11 priorities for fiscal year 2018-2019. These include communication, clarifying the roles of the committees and the boards, strengthening relationships between the Council and executive staff, filling police vacancies and emergency preparedness, make the City a better employer, facility needs assessment and improvements, technology, pension liabilities and sustainability.

The top Council priorities for FY 2019-2020 include obtaining an "Age Friendly City" designation, determining the future of the Teen Center, continuing to advocate for El Segundo's interests regarding LAX expansion, considering guidelines for use of potential revenue from a golf course lease, identify additional infrastructure and downtown improvements for Main Street, attracting senior living facilities to El Segundo, identifying areas within the community that are appropriate for housing, conducting a study for repurposing City Hall, and developing a unique value proposition for attracting new businesses.

Councilmember Chris Pimentel suggested at the Strategic Planning session that the ACC should assist with brainstorming a reimagining of City Hall and what could be done with that property, including possibly selling, redesigning or creating a mixed use space. Mayor Drew Boyles also shared at the Strategic Planning session that he is interested in creating a "story" for El Segundo. What would make businesses want to come here rather than other cities?

Chairperson Jeff Cason led a brainstorming session on reimagining City Hall. Some ideas he mentioned to the group include adding an art component to the

courtyard or inside and using inside space for classes. Natalie Strong asked if the building would still house City Hall, sell or rent the space and Melissa responded that it was a decision that could be made. Kristen Dorsey asked if Police and Fire would remain or be moved and Melissa suggested there are no rules to brainstorming at this time. Michael Kreski mentioned that the City of Long Beach is moving out of their City Hall at this time due to seismic structural reasons. Long Beach is hiring someone to build a new City Hall at a different location and use the old City Hall space to build new office space to rent out. Michael's suggestions for El Segundo would be to rebuild a multi-level building, move City Hall to the upper level and rent out the lower level to retail/restaurant space.

George Renfro used Culver City as an example when they built the large parking structure. At first, people thought it was too much parking for their needs, but now with the development of downtown Culver City, the large parking structure is able to sustain a livelier downtown Culver City. Natalie Strong mentioned that Brian Mitchell has talked about the possibilities of a music venue/performance space in the existing City Hall property. Vice Chairperson Eva Sweeney referenced Manhattan Beach's former Metlox property and how it has been developed for retail and restaurants on the first floor with office space on the second floor. Manhattan Beach has also developed a small boutique hotel on the land which is always full. Eva Sweeney also advised the City not to sell the land because it is better to have the revenue from business rentals than to lose the land all together. Natalie Strong was curious if downtown El Segundo could support more retail because there always seems to be vacant storefronts. Michael Kreski referenced Abbot Kinney and Melrose Avenue that were both rundown at one point, but with facility improvements they were able to attract popular businesses to bring new life. Kristen Dorsey suggested that shoppers will attract other shoppers. Michael Kreski mentioned Palisades Village in Pacific Palisades developed by Rick Caruso. Once developed, the domino affect encouraged other surrounding businesses and building owners to revitalize their own space.

Kristen Dorsey was concerned with keeping rent prices affordable to retain and attract small creative businesses. Public guest Barbara Boland suggested a space that catered to a variety of ages, so as moms bring their young children to the businesses and classes, as the children grow, there will be businesses and activities that continue to inspire and hold their interest. Tyler Leisher talked about The Point and how it provides a space for parents to socialize while their kids can play on the grass. Chairperson Jeff Cason thought that a space catering to all ages that bridges the old El Segundo with the new El Segundo residents would be important. Subterranean parking is suggested. Tyler Leisher also agreed that the City doesn't currently have a community stage and used Hermosa Beach as an example with their theater that offers opportunities for various types of entertainment and gatherings.

Melissa asked if the ACC would like to continue this conversation in future meetings and the group agreed. Vice Chairperson Eva Sweeney thought it would also be interesting to hear what EDAC's thoughts are on redeveloping the current City Hall space to hear their ideas on what would successfully bring in revenue.

Melissa shared that Mayor Boyles would like to better market El Segundo to attract more business and differentiate El Segundo from other cities beyond proximity to the airport and freeways. Chairperson Jeff Cason suggested shortening the discussion to 6 minutes in the interest of time.

Vice Chairperson Eva Sweeney is curious what the PR agency has done so far for the City because their message might be the same. Melissa mentioned that the Mayor may be looking to go beyond what the “Start Here” campaign has established. George Renfro feels that the “blanket” non-specific campaigns might not be as effective as the smaller more local mentions such as a Yelp review or something that ESMoA and other local businesses could be more true to what El Segundo’s story really is. The group felt that the street banners both old and new designs do not speak to the heart of El Segundo using stock photography that could represent any other city. Members of the committee also felt that they do not see themselves in the campaign images – that they are not relatable. Vice Chairperson Eva Sweeney felt it was important for the City to trust that the storytelling of who and what El Segundo is comes from within the community. Have kids paint banners, hire local designers, etc. makes the campaign more unique and productive at telling El Segundo’s story. George Renfro mentioned that the message is different depending on if you are trying to attract new residents or new businesses. Melissa referred to the Creative Economy Report as a tool in helping to craft the story about El Segundo to attract new businesses. Chairperson Jeff Cason wrapped up the conversation in the interest of time and suggested revisiting the conversation at a later meeting date.

2. Timed conversation about committee’s definition of culture in relation to the ACC’s scope and work plan. What type of cultural issues, conversations, and advocacy does the group want to engage in? (Marketing Subcommittee – 15 minutes)
Recommendation: Discussion and possible action.

In the interest of time, Chairperson Jeff Cason recommended moving the discussion about the committee’s definition of culture in relation to the ACC’s scope and work plan to the July 23rd meeting. The group agreed. Melissa McCollum said it will be added to the front of the agenda.

I. SUBCOMMITTEE UPDATES

1. Events - None
2. Grants – Vice Chairperson Eva Sweeney is working on resubmitting the Time Gates grant and the deadline was moved to July 11th. She will involve the committee in feedback on how to rewrite the original grant to submit it once more. The Our Town grant has not really been planned for a specific project just yet. The original thought to involve other CCBs in the brainstorming process was decided against so the focus could remain on the efforts to get the Cultural Development Fund approved.
3. Percent for Arts – None other than what was discussed earlier
4. Projects – Kristen Dorsey thanked everyone for their efforts in making the Portals to Memory mural a success. She looks forward to promoting the mural and working

on further public art projects. The committee has not met, but they will be discussing the Big Idea List and how to best manage it.

5. Marketing – Natalie Strong mentioned the small flyers distributed during Art Walk to help promote the Portals to Memory mural. Natalie also asked committee members to please help promote Library events and other relevant projects and programs on their social media accounts through sharing the Library’s postings. Natalie also mentioned the idea of working with ESTV to help tell the story of the mural. The next Marketing Sub-Committee meeting is scheduled for July 13th at 12:15pm in the Rose Garden Room.

J. BIG IDEA LIST UPDATE

Michael Kreski suggested organizing the list according to project categories as well as by short and long-term projects. Eva Sweeney suggested moving the Big Idea Lists to the Projects Subcommittee for upkeep and would like to see other cultural celebrations added to be more inclusive.

K. GOVERNANCE

Melissa McCollum reminded people about the vacancies and application process to become an ACC member. Melissa also mentioned working on a pilot project with GIS and IT to map public art in El Segundo for the new website. Initially we will be starting with the ACC projects but eventually the map could include additional art in El Segundo.

L. ADVISORY COMMITTEE MEMBER COMMENTS

Chairperson Jeff Cason – Thanked Tyler Leisher and Sally Martin for serving on the ACC and wished them luck in their new adventures. Jeff also congratulated George Renfro on a very successful June Art Walk.

Kristen Dorsey – Thanked everyone again on all of their hard work on the Portals to Memory mural and is so happy that it is complete. She is looking forward to working on the Events/Marketing Sub-Committee to help promote the mural and any other projects the ACC does.

Michael Kreski – Will be in Japan visiting a large-scale art event over several islands in Japan.

Tyler Leisher – Thanked everyone for allowing him to be a part of the committee. He is not applying for an additional term due to a new baby and busy job. He may still visit the meetings as a community member and is willing to continue to help with promotion. He also hopes to see Handprint Alley 2.0 happen and will talk further with the committee on how he can help move the project forward.

George Renfro – Thanked everyone for their support and encouragement for the Art Walk.

Natalie Strong – Met with Melissa regarding the Room of Requirement. The next installation will be a public read-a-loud of the Harry Potter series. The concept is for someone to be reading aloud from the book during all open library hours to see if

they can get through the series. Encouraged committee members to sign up for reading slots. Natalie will exhibit her work at About Space during the July Art Walk. Vice Chairperson Eva Sweeney – Thanked all who attended the OZ opening and thanked Jeff Cason for curating the exhibit. Eva also is pleased with the OZ display of sketches in the library and is appreciative for the relationship with the library to help with outreach. Eva also asked Mark Knight if he would be willing to take photos of the Portals to Memory mural in three sections to create publicity postcards.

CITY COUNCIL LIAISON COMMENTS

Councilmember Don Brann – not present

Councilmember Chris Pimentel – not present

M. CITY LIAISON UPDATES

Julie Todd congratulated George Renfro and recognized the success of the June Art Walk. The library experienced an increase in attendance from previous years with over 200 guests visiting the library to view the new Portals to Memory mural, ESMoA's OZ sketches and Mercedes' Dorame's installation in the Room of Requirement.

N. ADJOURNMENT – Meeting adjourned at 7:09pm.

NEXT MEETING: Regular meeting on Tuesday, July 23, 2019 at 5:30 p.m., at the El Segundo Public Library, Rose Garden Conference Room, 111 West Mariposa Avenue, El Segundo, CA 90245.

Posted by: Julie Todd

Date & Time: 7/19/19, 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/Marketing: Natalie Strong (lead), Chairperson Jeff Cason, Kristen Dorsey, and Brian Mitchell

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

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

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