



**AGENDA
CITY OF EL SEGUNDO
ARTS & CULTURE ADVISORY
COMMITTEE SPECIAL
MEETING
5:30 PM
ES PUBLIC LIBRARY - SUE CARTER ROOM
111 W. MARIPOSA AVEUNE
EL SEGUNDO, CA 90245
MARCH 26, 2025**

MEMBERS OF ARTS & CULTURE ADVISORY COMMITTEE

John Pickhaver, Chairperson
Joan Palmer, Vice Chairperson
David Bart
Jane Burrell
Stuart Carroll
Jason Haffley
Elizabeth Kennedy
Michele Leach
Nicole Losasso
Brian Mitchell
Michael Schepps

The Arts & Culture Advisory Committee, with certain statutory exceptions, can only take action upon properly posted and listed agenda items. Any writings or documents given to a majority of the Arts & Culture Advisory Committee, regarding any matter on this agenda, that the City received after issuing the agenda packet are available for public inspection in the public library at the Help Desk, during normal business hours. Such documents may be posted on the City's website at www.elsegundo.org and additional copies will be available at the meeting.

Unless otherwise noted in the agenda, the public can only comment on city-related business that is within the jurisdiction of the Arts & Culture Advisory Committee and/or items listed on the agenda during the Public Communications portion of the Meeting. The time limit for comments is five (5) minutes per person. Before speaking to the Arts & Culture Advisory Committee, please state: your name, residence, and organization/group you represent, if desired. Please respect the time limits.

REASONABLE ACCOMMODATIONS: In compliance with the Americans with Disabilities Act and Government Code Section 54953(g), the City Council has adopted a reasonable accommodation policy to swiftly resolve accommodation requests. The policy can also be found on the City's website at <https://www.elsegundo.org/government/departments/city-clerk>. Please contact the City Clerk's Office at (310) 524-2308 to make an accommodation request or to obtain a copy of the policy.

Land Acknowledgment: 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 population in the United States.

CALL TO ORDER/ROLL CALL

PUBLIC COMMUNICATION – (Related to City Business Only – 5-minute limit per person, 30-minute limit total) *Individuals who have received value of \$50 or more to communicate to the **Arts & Culture Advisory Committee** on behalf of another, and employees speaking on behalf of their employer, must so identify themselves prior to addressing the **Arts & Culture Advisory Committee**. Failure to do so shall be a misdemeanor and punishable by a fine of \$250. While all comments are welcome, the Brown Act does not allow action on any item not on the agenda.*

A. CONSENT

1. **Arts and Culture Advisory Committee meeting minutes from February 25, 2025**

Recommendation -

1. Approve the Arts and Culture Advisory Committee Regular Meeting minutes of February 25, 2025.
2. Alternatively, discuss and take other action related to this item.

B. NEW BUSINESS

2. **Cultural Arts Master Plan Presentation Strategy**

Recommendation -

1. Discuss the Cultural Arts Master Plan Presentation Strategy.
2. Alternatively, take other action related to this item.

3. **Budget Presentation Strategy**

Recommendation -

1. Discuss the Budget Presentation Strategy.
2. Alternatively, take other action related to this item.

4. **Gundo Pride Funding Request**

Recommendation -

1. Approve Gundo Pride Funding Request.
2. Alternatively, discuss and take other action related to this item.

5. **Programming and Related Budget Allocation Discussion**

Recommendation -

1. Discuss and allocate remaining FY 24-25 budget.
2. Alternatively, take other action related to this item.

6. **DEI/ACC Joint Meeting Discussion**

Recommendation -

1. Discuss a potential DEI/ACC joint meeting.
2. Alternatively, take other action related to this item.

7. **Cultural Arts Coordinator Recruitment Update**

Recommendation -

1. Discuss Cultural Arts Coordinator Recruitment.
2. Alternatively, take other action related to this item.

C. REPORTS - BUDGET & INITIATIVE COMMITTEE

D. REPORTS - SUBCOMMITTEES

E. REPORTS - RECREATION, PARKS, AND LIBRARY DIRECTOR

F. REPORTS - COMMITTEE MEMBERS

G. REPORTS - COUNCIL MEMBER LIAISON

ADJOURNMENT

POSTED:

DATE: March 25, 2025

TIME: 4:00 PM

BY: Vivianne Gonzalez, Temporary Administrative Specialist

REGULAR MEETING MINUTES OF THE EL SEGUNDO ARTS AND CULTURE
ADVISORY COMMITTEE
TUESDAY, FEBRUARY 25, 2025

CALL TO ORDER – Chairperson Pickhaver called the meeting to order at 5:30 pm

ROLL CALL

Chairperson Pickhaver	-	Present
Vice Chairperson Palmer	-	Present
Member Bart	-	Present
Member Burrell	-	Present
Member Carroll	-	Present
Member Haffley	-	Present
Member Kennedy	-	Absent (Arrived at 5:58 pm)
Member Leach	-	Present
Member Losasso	-	Present
Member Mitchell	-	Present
Member Schepps	-	Present

PUBLIC COMMUNICATIONS – (Related to City Business Only – 5-minute limit per person, 30-minute limit total)

Leslie Evans spoke on behalf of the El Segundo Concert Band to advertise the band and its upcoming concert.

A. CONSENT CALENDAR:

1. MOTION by Member Palmer, SECONDED by Member Losasso, approving Regular Committee Meeting minutes of January 28, 2025, MOTION PASSED. 10/0

B. NEW BUSINESS

2. Black in Mayberry Funding Request, Juneteenth Festival

Lee Tonks, Black in Mayberry, shared plans for Juneteenth Festival and requested \$6,000 in grant funding from the Committee that would be used to pay for music and arts activities at the festival. The Committee decided to agendaize and vote on this request during the next meeting once an application has been submitted by Black in Mayberry. MOTION by Member Haffley, SECONDED by Member Schepps to receive and file the discussion, MOTION PASSED. 11/0

C. UNFINISHED BUSINESS

3. Discuss the 2025 Summer Concerts in the Park and Proposed El Segundo Music Festival

Member Michael Schepps spoke in favor of extending the concert series by adding two additional concerts. The Committee discussed that extending the Concert Series by one date would be ideal and would fit with the intended schedule. MOTION by Member Haffley, SECONDED by Member to extend the concert series by one day, MOTION PASSED. 11/0

Member Schepps spoke about potentially forming a subcommittee for a proposed music festival. The Committee had questions regarding the meeting location and times. Member Schepps provided additional information. MOTION by Chairperson Pickhaver, SECONDED by Member Bart to create a subcommittee for the proposed El Segundo Music Festival, MOTION PASSED. 11/0

4. Staffing Update, Cultural Arts Coordinator

Director of Recreation, Parks, and Library Aly Mancini stated that the recruitment for Cultural Arts Coordinator has been paused until further notice by the City Manager. The Committee asked questions and shared concerns regarding a delay in recruitment. Director Mancini provided further information.

5. Cultural Arts Master Plan Discussion

The Committee discussed the Cultural Arts Master Plan.

6. Poet Laureate Update (*Item moved up the agenda before New Business*)

Kweku John talked about the different types of poetry that the community would be able to do during workshops. He also spoke about the Nature Walk and Poetry Workshop that he would be collaborating with Barbara Bolland from the Blue Butterfly conservation.

7. Art Walk 2025 Discussion

Director Mancini spoke about the 2025 Art Walk and the feedback regarding previous Art Walks. Director Mancini discussed potential changes to the format of the event. The Committee asked to agendaize the item for the next meeting. John McCullough will be invited to attend and present a full financial report of the 2024 Art Walk event.

8. Subcommittee Assignments Review

The Committee reviewed and discussed subcommittees. The Master Plan subcommittee consisting of Chairperson Pickhaver, Member Burrell, Member Haffley, Member Kennedy, and Member Mitchell. The Proposed El Segundo Music Festival subcommittee consisting of Member Schepps, Member Losasso, and Member Leach. The Artwalk subcommittee composed of Member Schepps, Member Carroll, Member Losasso, and Vice Chairperson Palmer. The Public Art subcommittee composed of Vice Chairperson Plamer,

Member Burrell, and Member Kennedy. The Grants Review subcommittee composed of Chairperson Pickhaver, Member Bart, and Member Kennedy.

The Community Engagement subcommittee was disbanded.

9. Special Meeting of ACC for March 2025

MOTION by Chairperson Pickhaver, SECONDED by Vice Chairperson Palmer for the Special Meeting to take place on March 13, 2025, MOTION PASSED. 11/0

D. REPORTS – BUDGET & INITIATIVE COMMITTEE

None

E. REPORTS - SUBCOMMITTEES

None

F. REPORTS – RECREATIONS, PARKS, AND LIBRARY DIRECTOR

Director Mancini stated that the Diversity, Equity, and Inclusion Committee would like to have a joint meeting with ACC. Director Mancini also shared the resignation of Senior Administrative Specialist, Chelsea Shafer.

G. REPORTS – COMMITTEE MEMBERS

Member Carroll suggested having El Segundo High School bands and/or local high school bands do events such as Battle of the Bands to get the youth more involved with the city.

H. REPORTS – COUNCIL MEMBER LIAISON

None

Adjourned at 7:36 PM



Vivian Gonzalez
Vivian Gonzalez, Temporary Administrative Specialist

El Segundo

A City of Innovation, Community & Culture

Where Culture Meets Community

- Small-town charm in a global city
- Culture defines us as a society & community
- Art & culture are signs of a thriving, confident community
- We don't just survive here — we thrive

Why This Plan Matters

- Builds on success of past programs
- Improves structure, transparency, awareness
- Raises visibility for corporate contributors
- Creates shared experiences that make us proud

A Thoughtful, Strategic Approach

Balanced and Business-Friendly

- Already one of the most business-friendly arts programs in the region
- Not about maximizing arts spending — about getting the right fit for El Segundo
- Program brings real value to local businesses

What's Needed for Success

- Dedicated full-time staff role = essential
- Diversify funding for long-term sustainability
- Aligns with the City's Strategic Plan and global moment

Now is the moment — with World Cup, Super Bowl, and Olympics on the horizon — to show the world what makes El Segundo exceptional

ACC Cultural Arts Master Plan

City Council Presentation

April 2025

Vision

Mission

Purpose

- **Vision:** To be an internationally recognized arts destination where creative ideas take off.
- **Mission:** To engage civic, business, and artistic partners in delivering captivating programs and public art.
- **Purpose:** Framework for delivering Arts & Culture experiences in El Segundo.

Why Now?

- In 2019, El Segundo adopted the **1% for Arts Ordinance**, creating a dedicated funding stream for public art and cultural initiatives.
- Over six years, these efforts have brought **new energy and visibility** to the City's cultural identity.
- The Plan arrives at a **pivotal moment**, positioning El Segundo to lead on arts-driven innovation in the South Bay.
- The Plan outlines a strategic vision to **expand programming, forge creative partnerships**, and use the arts to drive both **community pride** and **economic vitality**.

Economic Impact of Arts & Culture

- Arts & Culture are a proven **economic driver**—fueling investment, increasing property values, attracting businesses, and generating revenue through tourism and local spending.
- Strategic investments in public art and cultural programming have **transformed cities into vibrant, competitive economic hubs**—strengthening local economies and elevating community identity.

Driving Economic Growth & Business Attraction

- Public art and cultural initiatives drive economic growth by boosting foot traffic, property values, tourism, and local tax revenue.
- A strong cultural identity helps attract and retain businesses by enhancing quality of life and employee satisfaction.
- The Plan aligns with Strategic Plan Goal 1, Strategy A by leveraging Arts & Culture to activate and enhance City-owned spaces.

**Economic Impact of
Arts & Culture**

Lessons from Leading Cities

- **Santa Monica** – Bergamot Station: 100k+ annual visitors.
 - Model for integrating cultural spaces into economic development
- **Culver City** – Arts District Revitalization helped attract Amazon & HBO
 - boosting real estate development and increasing property values
- **Manhattan Beach** – Growing film hub & community arts center driving local business.

**Economic Impact of
Arts & Culture**

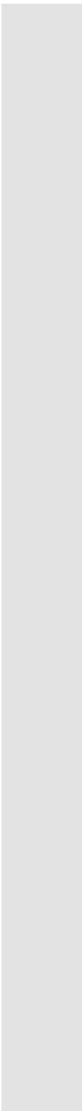
El Segundo and Snap Inc. Launch Immersive Public Art Experience

- 11 interactive public art pieces using AR on Snapchat.
- Demonstrates creative potential and tech-forward approach.
- “El Segundo has long been a birthplace of innovation, including the creation of GPS, rockets, amazing toys, and so much more. This innovation starts with an idea, often sparked by some form of art. We look forward to seeing the augmented reality and potentially **reenergizing public art in El Segundo.**”
 - Drew Boyles, 2023

**Economic Impact of
Arts & Culture**



Focusing on Arts & Culture in El Segundo

- Access to Arts & Culture
 - Investment in Community
 - Capacity of the Arts Sector
 - Commitment to Sustainability of the Arts
- 

Access to Arts & Culture

- Equitable access to Arts & Culture is essential to building a connected, thriving community for all El Segundo residents.
- The recent loss of key cultural institutions has left a noticeable void, underscoring the urgent need to invest in and expand local cultural opportunities.

**Focusing on Arts & Culture
in El Segundo**

Investment in Community

- Investing in community-led arts initiatives strengthens social bonds, enhances quality of life, and fosters civic pride.
- Creative investment complements broader livability goals, especially as younger generations seek walkable, work-live communities.

**Focusing on Arts & Culture
in El Segundo**

Capacity of the Arts Sector

- Strengthening staffing and resources for the Cultural Arts Division will expand El Segundo's ability to engage business partners and attract creative industries.
- Building on the success of the El Segundo Art Walk, the City can foster new partnerships that boost tourism and support local businesses.

**Focusing on Arts & Culture
in El Segundo**

Commitment to Sustainability of the Arts

- With the 1% for the Arts fees as its sole funding source, the Cultural Arts Division faces limitations in maintaining long-term sustainability.
- To strengthen resilience and impact, the City should diversify revenue streams and pursue long-term partnerships that support cultural growth.

**Focusing on Arts & Culture
in El Segundo**

Goals of the Cultural Arts Master Plan

1. Establish a Cultural Legacy & Arts Destination
2. Spark Investment in El Segundo
3. Ensure Program Sustainability & Resources
4. Standardize Arts Funding & Integration

Goal One:

Establish Lasting
Cultural Legacy for
El Segundo &
Position City as a
Premier Arts
Destination

Key Indicator: El Segundo receives consistent media attention and data demonstrating enhanced tourism through its Cultural Development Program.

- Advance public art and community programming that reflect El Segundo's identity while promoting diversity, inclusion, and equitable access—aligned with **Strategic Plan Goal 3, Strategy B** to foster an inclusive and connected community.

Goals of the Cultural Arts
Master Plan

Goal Two:

Arts & Culture Spark Investment in El Segundo

Key Indicator: Data shows that the Cultural Development Program is a motivator for businesses choosing to operate in or partner with the City.

- Use Arts & Culture as a business development tool to attract companies, strengthen partnerships, and support creative industry growth—supporting **Strategic Plan Goal 5, Strategy C** to attract, retain, and grow businesses.

**Goals of the Cultural Arts
Master Plan**

Goal Three:

Arts & Culture is
Stable, Fiscally
Sustainable, and
Well-Resourced

Key Indicator: Cultural Arts operates with reliable funding and delivers consistently high-impact programming.

- Ensure long-term sustainability by diversifying funding, retaining qualified staff, and establishing shared stewardship—advancing **Strategic Plan Goal 4, Strategy A** (recruit and retain top-quality staff) and **Goal 3, Strategy A** (deliver unparalleled City services).

Goals of the Cultural Arts
Master Plan

Goal Four:

Develop a Standardized Approach to Identify and Fund Arts & Culture Initiatives

Key Indicator: El Segundo is recognized for the quality, consistency, and impact of its public art and cultural programs.

- Standardize processes, clarify policy, and integrate Cultural Arts into City communications—fulfilling **Strategic Plan Goal 3, Strategy A** to educate and inform the public about City programs.

**Goals of the Cultural Arts
Master Plan**

Optimizing the 1% Ordinance

- Ordinance 1594 aligns private development with El Segundo's cultural and business goals.
- The Cultural Development Fund supports both City vision and developer interests.
- Amendments allow split contributions; future updates could expand participation. (e.g. voluntary contributions)
- Finding ways to grow contributions can improve staffing stability—supporting Strategic Plan Goal 4, Strategy A: to recruit and retain top-quality staff.

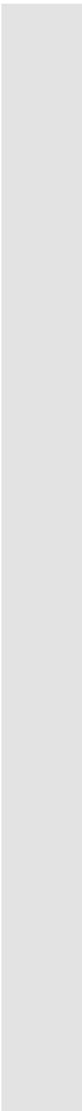
Objectives & Key Indicators of Incentive Strategy

- **Streamlined Approval:** Faster permitting and flexible payments for developers contributing to the Fund.
- **Recognition:** Publicly highlight contributing developers through events, media, and City channels.
- **Accountability:** Annual report tracking Fund revenue, spending, and community impact.
- **Collaboration:** Engage developers in cultural planning and shared promotional efforts.

Optimizing the
1% Ordinance



Partnerships & Community Support

- Partnerships with local organizations, businesses, and residents have fueled past cultural successes.
 - Strengthening these collaborations will amplify impact and embed Arts & Culture into civic life.
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Current & Future Partnership Initiatives

El Segundo Art Walk (ESAW)

- Strengthen ESAW by enhancing artist-business partnerships, aligning with long-term cultural goals, and tracking impact through clear metrics.

Small Community Grants

- Support local orgs to deliver engaging programs with minimal City resources and measurable results.

Film & Music Festivals

- Launch festivals with expert partners to boost tourism, support local venues, and measure economic impact.

**Partnerships & Community
Support**

Key Recommendations

1. Update and revise the Cultural Arts Administrative Guidelines to streamline processes for City-led public art commissions and artist selection.
2. Further refine Ordinance 1594 to strengthen the Cultural Development Fund as a sustainable resource. While recent amendments provide developers with more flexibility, additional measures can help increase overall contributions and maximize impact.
3. Direct Cultural Arts Coordinator to seek grant funding for public art and programming.
4. Direct Cultural Arts Coordinator to develop a plan for fundraising opportunities to generate additional revenue sources.
5. Expand and enhance communication through website, social media, and City communications to better inform residents, employees, and visitors.
6. Develop key performance indicators for measuring program outcomes, including impact on property values, retail spending, and ability to attract top-tier companies.
7. Document, and disseminate program findings and successes, demonstrating El Segundo's leadership in City-business cultural partnerships.