



**AGENDA
CITY OF EL SEGUNDO
ARTS & CULTURE ADVISORY
COMMITTEE
5:30 PM
ES PUBLIC LIBRARY - SUE CARTER ROOM
111 W. MARIPOSA AVEUNE
EL SEGUNDO, CA 90245
AUGUST 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 July 22, 2025**

Recommendation -

1. Approve the Arts and Culture Advisory Committee Regular Meeting minutes of July 22, 2025.
2. Alternatively, discuss and take other action related to this item.

B. NEW BUSINESS

2. **El Segundo Blue Butterfly Children’s Book Funding Request**

Recommendation -

1. Approve the El Segundo Children’s Book Funding Request.
2. Alternatively, discuss and take other action related to this item.

3. **El Segundo Film Festival**

Recommendation -

1. Discuss the El Segundo Film Festival.
2. Alternatively, discuss and take other action related to this item.

4. **United Against Hate Week Presentation**

Recommendation -

1. Receive and file the United Against Hate Week Presentation.
2. Alternatively, discuss and take other action related to this item.

5. **Art Walk Reception Funding Request**

Recommendation -

1. Approve the Art Walk Reception Funding Request.

2. Alternatively, discuss and take other action related to this item.

6. Art Walk Discussion

Recommendation -

1. Discuss the 2025 Art Walk.
2. Alternatively, discuss and take other action related to this item.

7. Plunge Mosaic Art Update

Recommendation -

1. Receive and file the Plunge Mosaic Art Update.
2. Alternatively, discuss and take other action related to this item.

8. Recreation Park Mural

Recommendation -

1. Discuss the replacement of the Recreation Park Mural.
2. Alternatively, discuss and take other action related to this item.

C. UNFINISHED BUSINESS

9. Staffing Update

Recommendation -

1. Receive and file the Staffing Update.
2. Alternatively, discuss and take other action related to this item.

D. REPORTS - BUDGET & INITIATIVE COMMITTEE

E. REPORTS – SUBCOMMITTEES

Master Plan Subcommittee

El Segundo Music Festival Subcommittee

Art Walk Subcommittee

Public Art Subcommittee

Grants Review Subcommittee

Park Renovation Subcommittee

F. REPORTS - RECREATION, PARKS, AND LIBRARY DIRECTOR

G. REPORTS - COMMITTEE MEMBERS

H. REPORTS - COUNCIL MEMBER LIAISON

ADJOURNMENT

POSTED:

DATE: August 22, 2025

TIME: 4:00 PM

BY: Viviann Gonzalez, Senior Administrative Specialist

REGULAR MEETING MINUTES OF THE EL SEGUNDO ARTS AND CULTURE
ADVISORY COMMITTEE
TUESDAY, JULY 22, 2025

CALL TO ORDER – Chairperson Pickhaver called the meeting to order at 5:34 pm

ROLL CALL

Chairperson Pickhaver	-	Present
Vice Chairperson Palmer	-	Absent
Member Bart	-	Present
Member Burrell	-	Present
Member Carroll	-	Present
Member Haffley	-	Present
Member Kennedy	-	Present
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)

None

A. CONSENT CALENDAR:

1. MOTION by Member Schepps, SECONDED by Member Losasso, approving Regular Meeting minutes of June 24, 2025, MOTION PASSED. 10/0

B. NEW BUSINESS

2. Method Fest Film Festival Discussion (*Item moved after B5*)

Director of Recreation, Parks, and Library Aly Mancini led the Method Fest Film Festival Discussion. Committee members expressed concerns about the lack of clarity in film sourcing and selection, the limited connection to the local community, and challenges in securing a theater for the event. Director Mancini provided additional information. Member Kennedy pointed to budget constraints as a primary concern. Director Mancini provided additional information. The Committee agreed that they should hear from other potential film festival partners.

Member Haffley corrected a statement from the previous meeting, clarifying that he has never attended Method Fest or met Don Franken.

3. Art Walk Discussion (*Item moved before B2*)

Director of the El Segundo Art Walk John McCullough led the Art Walk discussion where he introduced Neil Von Flue, the event's Art Director. Mr. Von Flue provided background on his experience and outlined the process for selecting artists and curating artwork for the event. The Committee asked questions regarding artist placement, event safety, and updates on the Friday night kickoff event. Mr. McCullough provided additional information. Director Mancini suggested incorporating live music at the library to help attract more visitors. Member Leach suggested hosting an Art Talk as a follow-up event to further engage the community.

Mr. McCullough also introduced the idea of adding a Middle School Art Project to the event. Committee members inquired about how this project would integrate with the Art Walk. Mr. McCullough and Mr. Von Flue provided additional information. Member Burrell recommended exploring grant opportunities to support the project. Member Leach suggested the possibility of organizing a separate Youth Art Walk to showcase student artwork. Mr. McCullough provided additional information.

4. Plunge Mosaic Art

Aquatics Manager Joseph Lormans presented the Plunge Mosaic Art update. Director Mancini shared feedback from the Aquatics Subcommittee. Committee members asked questions regarding pool lane locations, intended pool usage, and which design was preferred by the Aquatics staff. Director Mancini and Aquatics Manager Lormans provided additional information. Member Bart highlighted the city's water polo history and expressed interest in incorporating more water polo elements into the design. Member Burrell asked whether the artists could render the figures in the artwork in a more abstract style. Director Mancini noted that the Aquatics Subcommittee has formed a working group focused on creating a historical display, which will offer broader representation and contextual history. Member Losasso supported Design 1, stating that it avoids issues of inclusion and race by being timeless. Chairperson Pickhaver argued that while Design 1 might suit a modern facility, it may not align with the character of the historic Plunge.

MOTION by Member Carroll, SECONDED by Member Losasso, to recommend that the City Council select Design 1 in response to the Plunge Mosaic Art RFP, MOTION PASSED. 7/3. Nays: Chairperson Pickhaver, Member Bart, and Member Leach.

5. Recreation Park Mural

Director Mancini led the Recreation Park Mural discussion, bringing the matter to the committee to gauge support for replacing the mural due to its deteriorated condition. Member Burrell asked whether the committee would have the opportunity to submit design options. Director Mancini provided additional information.

MOTION by Member Haffley, SECONDED by Chairperson Pickhaver, approving the replacement of the existing mural with a new artistic installation, MOTION PASSED. 10/0

C. UNFINISHED BUSINESS

6. Staffing Update

Director Mancini provided the staffing update, stating that she is in the final stages of interviews and has several strong candidates. She noted that a Cultural Arts Coordinator will be hired soon.

D. REPORTS – BUDGET & INITIATIVE COMMITTEE

None

E. REPORTS - SUBCOMMITTEES

Member Schepps reported that the El Segundo Music Festival Subcommittee is currently on hold pending the hiring of a Cultural Arts Coordinator.

Member Losasso shared that this year's Art Walk will feature a strong lineup of artists.

Chairperson Pickhaver announced that the next Park Renovation Subcommittee meeting is scheduled for July 24th.

F. REPORTS – RECREATIONS, PARKS, AND LIBRARY DIRECTOR

None

G. REPORTS – COMMITTEE MEMBERS

Member Burrell thanked the committee for approving the Women's Club grant.

Member Carroll announced that he will not be able to attend the Art Walk.

Member Haffley invited committee members to attend Shrek the Musical, presented by the El Segundo Youth Drama.

Member Mitchell inquired whether the committee has any input regarding architectural decisions in the city.

Member Schepps announced that he will be attending the upcoming TAC meeting.

Chairperson Pickhaver shared that he will not be able to attend the Art Walk but will participate in the Friday kickoff event. He also thanked the committee for their support of GUNDO Pride and expressed enthusiasm about expanding the event in the future.

H. REPORTS – COUNCIL MEMBER LIAISON

None

Adjourned at 7:32 PM

Viviann Gonzalez

Viviann Gonzalez, Senior Administrative Specialist

EL SEGUNDO FILM FESTIVAL





Overview

El Segundo has always been a city with soul, a place where creativity thrives just below the surface. It's time to shine a spotlight on that spirit.

Introducing the **El Segundo Film Festival** a celebration of storytelling, creativity, and community. Coming November 2026, this three-day weekend-long experience will bring together filmmakers, residents, students, and the future Stephen Spielberg for a series of unforgettable films, guest speakers, panel discussions and to celebrate what we do best in California, make films!

Why Now

El Segundo is more than ready for its own signature cultural moment. This festival creates opportunity, visibility, and pride while attracting visitors, supporting local businesses, and spotlighting our homegrown creative talent.

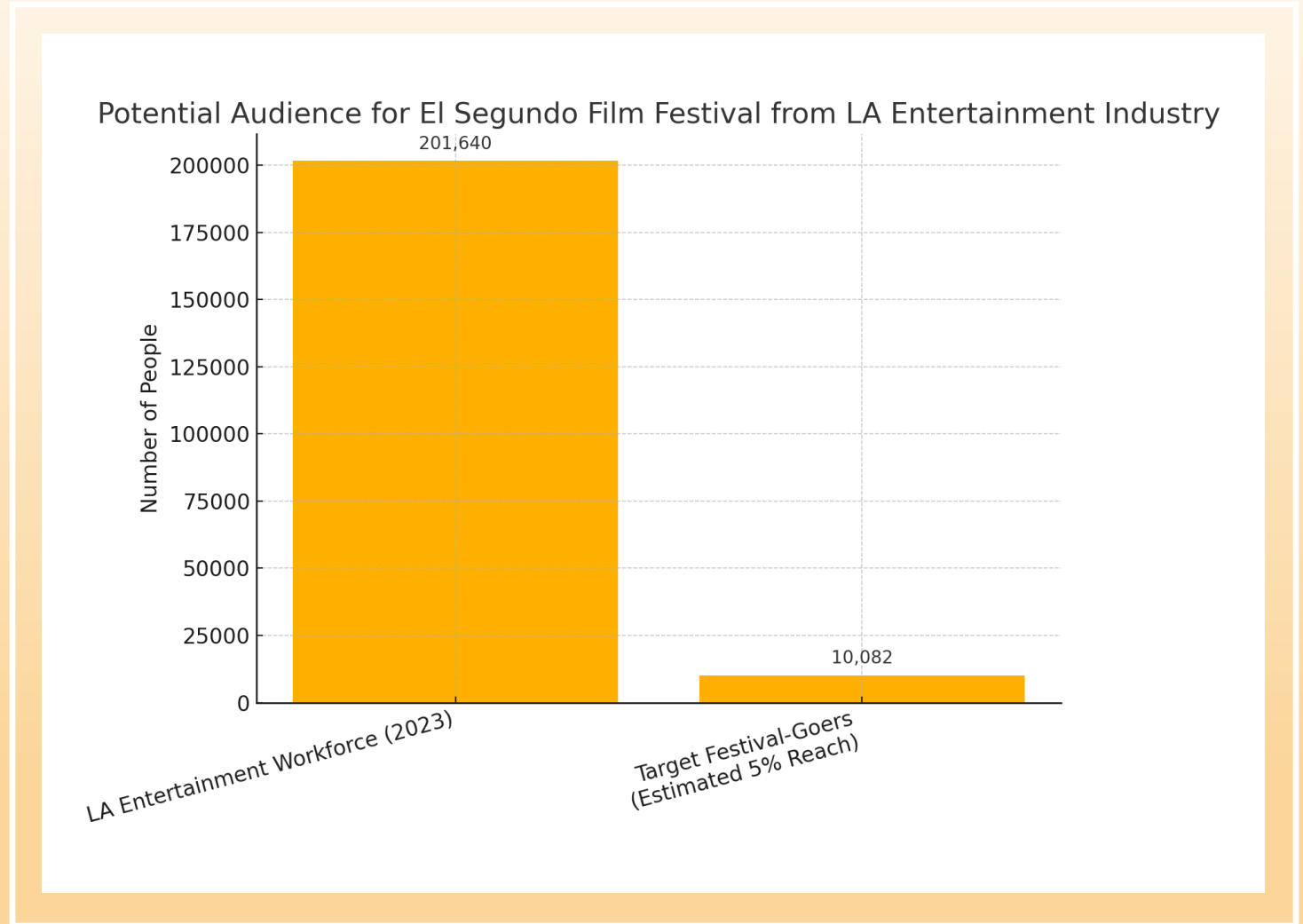
This is a festival with edge, joy, and ambition. It's not stiff. It's not exclusive. It's streetwise, smart, and deeply rooted in the idea that the next big thing could be coming from our own backyard.



Who we are

We are filmmakers, writers, actors and directors. We understand how important these events can be. New ideas need old buildings to share ideas and to create what's to come next.

Our goal is to grow audience participation by 20% per year and we hope to achieve this by creating an event that will attract filmmakers in Los Angeles, on either end of the lens, and make El Segundo a film-makers destination.



Opening Night



The El Segundo Film Festival kicks off in grand style at the historic Old Town Music Hall, a cherished landmark known for its vintage charm as a cinematic icon.

Opening night sets the tone with a vibrant Filmmaker Block Party. A celebration featuring local food vendors, live music, interactive art installations, and a showcase of community creativity. The evening transforms the Downtown into a hub of excitement, drawing filmmakers, residents, and film lovers together under the stars.

With celebrity appearances and a red-carpet media event, the festival launches with both glamour and authenticity, highlighting El Segundo's unique blend of small-town soul and its rich cinematic history.

How we do this

To create a successful signature event for the City of El Segundo, it needs to be financially viable. Income for this type of an event generally comes from three revenue streams.

Tickets sales – A well thought out marketing campaign using new media and on-line tools. The Cities involvement with banner placement and other materials are also helpful in those efforts.

Sponsorships – Working with Chamber and Visitors Bureau can be very helpful in identifying the right fit for potential sponsors.

City Contributions – For a Film Festival to truly be successful, it needs to be supported by the City of which it's named. We will work hand and hand with City officials to assure that this event meets all City guidelines.

City inclusion contribution

\$45k

In-kind contribution / hanging banners and such TBD



El Segundo Film Festival Budget
Projected Budget Overview – \$150,000

Total: \$150,000

Category	Allocation
Venue Rental / locations	\$5,000
Production & Tech (Audio/Visual, Stage, Lighting)	\$20,000
Marketing & PR (Digital, Print, Social Media)	\$18,000
Permits & Insurance	\$7,000
Talent & Programming (Speakers, Filmmakers, Celebrities)	\$25,000
Film Licensing & Screening	\$10,000
Block Party & Community Events (Food, Art, Music)	\$15,000
Hospitality (Green Room, Accommodations, Transport)	\$10,000
Staffing & Volunteers (Stipends, T-Shirts, Security)	\$10,000
Design & Printing (Posters, Badges, Signage)	\$5,000
Contingency Fund (Emergency, Overages)	\$5,000
Management Fee	\$20,000



Timeline

Summer 2025 – Marketing & outreach begins.

Spring 2026 – Film submissions, partnerships, and programming.

Fall 2026 – Community activation, speaker announcements

October 9, 2026 – Showtime!

Locations

Old Town Music Hall

El Segundo High School (TBD)

Offsite Filmmaker Parties (TBD)

Filmmaker Block Party

Block of 140 Richmond St. El Segundo, CA



The Team

Creative Director

Tom Kearney is an award-winning writer/director, producer and cultural event planner with a passion for film, storytelling, and creating iconic city experiences.

With a background in media, production, and festival design. He founded the Hermosa Beach Film Festival in 2003 to celebrate cinematic history and inspire others.

Tom is also is the founder of Seaside Ice which produced ice skating events world-wide with the first being at Redondo Beach's Seaside Lagoon.



PRODUCER

Maura Kearney is a creative Producer/Project Manager with a passion for bringing visual stories to life through editing, VFX, and motion graphics. With a background in commercial and social content, she's known for keeping projects running smoothly and making sure every detail supports the bigger creative vision. Based in El Segundo, Maura collaborates with teams to craft work that connects and delivers.



Brand Producer

For the past two years, Mason has produced social media visuals and a recently revised brand identity for Toontown: Corporate Clash, a community-driven collaborative project that rethinks Disney's Toontown Online. Mason has contributed to various campaigns in addition, such as three collaborations with Makeship to produce plush toys of Corporate Clash characters that raised \$22,500 for the Children's Miracle Network Hospital and \$32,100 for GLYS and The Trevor Project.



Project Manager / Music Director

Anastacia "Stacie" Byrne Gibbs is a singer, songwriter, musician and voiceover artist based in Redondo Beach, California. Born in Los Angeles, she began her musical journey as a teenager, busking on the Venice Boardwalk, opening for her guitar teachers at clubs and local festivals and debuting at McCabe's Guitar Shop at 13.

She manages and performs in several revue bands including Steely Jam (a Steely Dan revue band with guest artists like Tom Scott regularly sitting in), and Linda & Friends (a Ronstadt and 70s tribute). As a voiceover artist, she has voiced lead roles for two video games coming to the US market. With a lineage tied to animation pioneers and the Brontë sisters, her creativity runs deep.



Staging

All Access Staging - vender

Clive founded All Access in 1991 and currently serves as CEO. He has decades of experience in the industry, and the traveling and touring he has done over the last two decades has honed his skills. Clive is dedicated to providing a place where people can enjoy their workday and develop their natural talents. For him, every event—no matter how big or small—has been important.



CONTACT:

TOM KEARNEY

TOM@ONAXISPRODUCTIONS.COM

C 310.430.3797 O 310.430.8609



- www.SeasideCinemaProductions.com
- www.OnAxisProductions.com



ACC-Expenditure Projections for Fiscal Year 25/26

EXPECTED FUND STARTING BALANCE				\$	1,005,626.00		
TOTAL EXPENSES			FY 25/26 Requested				
Personnel Expenses			\$	110,000.00	\$	80,116.82	
Personnel	Salaries		\$	75,000.00	\$	65,973.60	
	Benefits		\$	35,000.00	\$	14,143.22	
Operating Expenses			(\$287)	\$	15,000.00	\$	7,213.00
Operating	Operating Supplies		(\$287)	\$	7,500.00		
	Donor Recognition & Engagement			\$	7,500.00		
Contractual Services			\$15,030	\$	140,000.00	\$	148,970.00
Initiatives	Literary Arts Fund			\$	13,000.00		
	Poet Laureate	\$9,500					
	Community Programming	\$3,500					
	Festival of Holidays			\$	25,000.00		
	Community Engagement Fund			\$	30,000.00		
	Art Walk			\$	45,000.00		
	Art Walk		(\$44,000)				
	Art Walk Art Installation			\$	12,000.00		
	Augmented Reality		(\$7,500)				
	Visual Artists in Community			\$	15,000.00		
	Summer Concert Series						
	Bell Event Services		(\$4,830)				
	Bell Event Services-Discout		\$800				
	SMAX Entertainment		(\$10,250)				
Capital Improvements			(\$750)	\$	126,500.00		
	Urho Saari Swim Stadium			\$	126,500.00		
	The Plunge Art Wall-Tile Artisans		(\$750)				
TOTAL EXPENSES			\$15,317.00	\$	391,500.00	\$	236,299.82
EXPECTED REVENUE				Unfunded	Unfunded		
Revenue							
TOTAL REVENUE				\$	-	\$	-
EXPECTED FUND BALANCE				\$	614,126.00		