

REGULAR MEETING MINUTES OF THE EL SEGUNDO ARTS AND CULTURE
ADVISORY COMMITTEE
TUESDAY, JANUARY 27, 2026

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 (<i>Departed at 7:20 pm</i>)
Member Burrell	-	Present
Member Carroll	-	Present
Member Haffley	-	Present
Member Kennedy	-	Present
Member Leach	-	Present
Member Losasso	-	Present
Member Mitchell	-	Present (<i>Departed at 7:20 pm</i>)
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 Vice Chairperson Palmer, SECONDED by Member Carroll, approving Special Meeting minutes of December 9, 2025, MOTION PASSED. 9/0. *Member Bart and Member Haffley abstained as they were not present at the meeting.*

B. UNFINISHED BUSINESS

None

C. NEW BUSINESS

2. Branding and Marketing Strategies for the Cultural Development Program

Member Haffley began the discussion on the Branding and Marketing Strategies for the Cultural Development Program (CDP). Nicholas Platt, Founder of London: Los Angeles, presented branding strategies that he had developed. Vice Chairperson Palmer inquired whether the branding efforts were intended for the CDP specifically or for the Committee as a whole. Member Bart asked for clarification on the target audience for the branding and marketing as well as the core focus of the branding. Member Leach asked who had initiated the project. Member Carroll raised concerns that the branding initiative could attract unwanted attention, potentially leading to increased request for funding from the ACC. He also asked whether a logo

would be part of the strategy. Council Member Michelle Keldorf suggested that messaging should emphasize how contributing to the fund supports specific projects, so businesses perceive it as more than just a tax. Nicholas Platt, Cultural Arts Coordinator Em Gan, Chairperson Pickhaver, and Member Haffley provided additional information.

3. Joy Around the World Recap

Recreation Manager Linnea Palmer led the discussion on the recap of Joy Around the World. Council Member Keldorf shared feedback she had received from a resident regarding the event.

4. Music Programming Update

Cultural Arts Coordinator Gan led the update on music programming. Senior Librarian Julie Todd and Recreation Manager Palmer gave additional insights. Member Schepps expressed interest in expanding the summer concert series and suggested inviting Recreation Supervisor Ryan Delgado to a future meeting to gather feedback from the committee. Council Member Keldorf inquired about the potential ways to generate revenue in the case that music programming is extended. Recreation Manager Palmer provided additional information.

5. El Segundo Art Walk Grant Funding Request

John McCullough presented the El Segundo Art Walk Grant Funding Request, proposing a collaboration to create an art-focused project for El Segundo Middle School eighth grade students. Member Burrell inquired about the end product of the project. Member Losasso requested clarification on the presentation and asked if this initiative would be incorporated into the Art Walk event. Cultural Arts Coordinator Gan inquired whether it would be possible to document the project. Member Kennedy asked about the rationale behind the proposed budget. John McCullough and Neil Von Flue provided additional information.

Chairperson Pickhaver clarified that the field trip and transportation costs would not be covered by the grant, as the grant's policy excludes such expenses. Member Carroll inquired about this project only impacting the proposed student population rather than the broader community. Chairperson Pickhaver provided additional information.

MOTION by Member Schepps, SECONDED by Member Carroll, approving the El Segundo Art Walk Funding Request, MOTION PASSED. 9/0.

D. REPORTS – BUDGET & INITIATIVE COMMITTEE (*Moved before Item C4*)

Recreation Manager Palmer provided an update on the current budget and detailed breakdown of expenditures. Member Leach inquired about the fate of any unspent budget funds. Member Carroll asked whether there is any accumulated interest on the funds. Member Losasso asked if this budget

information is available to the public. Recreation Manager Palmer provided additional information.

E. REPORTS – SUBCOMMITTEES

Chairperson Pickhaver provided an update on the Public Art Subcommittee noting that a hard hat tour has been requested to view the newly completed Plunge Mosaic. He also gave an update on the Grants Review Subcommittee, stating that the team is actively working and refining their processes. Regarding the Park Renovation Subcommittee, Chairperson Pickhaver mentioned that he was unable to attend the most recent meeting but confirmed that public art was not on the agenda.

F. REPORTS – CULTURAL ARTS COORDINATOR

Cultural Arts Coordinator Gan highlighted her collaboration with Aquatics Manager Joseph Lormans to incorporate more cultural art at the Plunge. At the Teen Center, she is exploring opportunities to integrate cultural art into their upcoming mural project. Cultural Arts Coordinator Gan also announced that the election of Chairperson and Vice Chairperson for the committee will be held at the next meeting. Council Member Keldorf asked whether the Teen Center mural project would be included in next year's budget. Committee members inquired about the additional funding for the Plunge and emphasized the need for greater transparency regarding the costs associated with the project. Cultural Arts Coordinator Gan and Recreation Manager Palmer provided additional information.

G. REPORTS – COMMITTEE MEMBERS

None

H. REPORTS – COUNCIL MEMBER LIAISON

Council Member Keldorf announced the upcoming Civic Day events, in collaboration with El Segundo High School students, scheduled for March 18 and May 27.

Adjourned at 7:52 PM

Viviann Gonzalez

Viviann Gonzalez, Senior Administrative Specialist II