



City of El Segundo
Arts and Culture Advisory Committee
Meeting Minutes
for May 24, 2022 5:30 p.m.

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 U.S.

A. CALL TO ORDER

1. The meeting was called to order at 5:32 p.m. by Chairperson Natalie Strong.

B. ROLL CALL

1. Members present: Jane Burrell, Maureen Kingsley, Michael Kreski, Brian Mitchell (arrived 5:40 p.m.), Chairperson Natalie Strong, Eva Sweeney, and Vice Chairperson Neal Von Flue (arrived 7:05 p.m.).

City Council Liaisons:

Councilmember Lance Giroux – not present
Councilmember Scot Nicol – not present

2. City Staff Liaisons present: Senior Librarian Julie Todd and Cultural Arts Coordinator Sam Lee.

C. PRESENTATIONS

1. El Segundo Art Walk 2022 Updates
(John McCullough/30 minutes)

John reported that the 2021 Art Walk was a success considering the tight timeline that he and George Renfro had to organize. Thirty-one businesses, forty-eight artists and nine musical acts participated; 5,000 people attended. The big addition was the utilization of the City's mobile stage. John and George's goal for Art Walk 2022, scheduled for Friday, August 26, and Saturday, August 27, is to focus on more artist interaction, support, and engagement. Also, they would like to promote El Segundo as a cultural destination by commissioning artists to create a new art mural and an augmented reality installation this year with the help of NOW Art, a local public art company. John and George hope that the augmented reality installation will take place at City Hall Plaza, which will live on indefinitely for anyone to experience through their mobile devices as they scan a QR code. Brian Mitchell asked about the installation and whether there will be a physical installation.

at City Hall Plaza. John replied that there will be two standing signs at different locations with a QR code for people to scan and experience the AR component virtually. The deadline is June 15 to select an AR artist and to work with this individual to create the work and logistic details.

John Labib & Associates, an engineering firm on Main Street has donated its 109' exterior wall for the art mural. The main stage will return to Eucalyptus Street to kick off the event with a free Friday night concert from 6:30 p.m. to 9:00 p.m. for the community. Although the City is funding the event, money will not be used for the private event at ESMoA on Friday, August 26, from 5:30 p.m. to 7:00 p.m., where a limited number of community stakeholders will be invited with the goal of realizing big ideas for the City. Eva Sweeney added that this event is an opportunity for the organizers to connect with potential future corporate sponsors. John and George are also seeking help from the ACC to help some artists with installation on the day of the art walk. Eva suggested using Sign-Up Genius for volunteers.

D. PUBLIC COMMUNICATIONS – NONE

E. APPROVAL OF MINUTES for April 26, 2022

1. Approval of minutes of the Arts and Culture Advisory Committee Regular Meeting of April 26, 2022.

A verbal vote was taken by Julie Todd.

MOTIONED by Eva Sweeney and SECONDED by Jane Burrell to approve the minutes. Motion CARRIED 6-0.

F. SPECIAL BUSINESS – NONE

G. UNFINISHED BUSINESS

1. Update ACC members on 2022/2023 initiatives status (Sam Lee/15 minutes)

Action: Discuss and determine if assignments are needed at this time.

Sam reported that on Tuesday, May 17, City Council continued with their budget review. Joe Lillio included the ACC's budget recommendations within his larger FY 2022/2023 budget report. The ACC had eight items; five of the eight are returning, including the salary for Cultural Arts Coordinator, Poet Laureate, Festival of Holidays, 2nd City Talks (formerly TEDx El Segundo), and El Segundo Art Walk. The three new initiatives are Visual Artists in Community Program, Public Engagement Fund, and an Operating Fund. \$326,000 was the total FY 2022-2023 budget request from the ACC. City Council had no follow up questions.

Sam also commented that anticipating the final budget approval in June 2022, Julie Todd and Sam have drafted the Request for Proposals for the Visual Artists in Community Program. To recap, four visual artists would be selected per year; one artist per quarter would use their term to create either a public art mural or a cohesive body of art. Requirements from each artist would include conducting two public engagement workshop (one teen and one adult) as well as donating an artwork to the City as their term concludes.

Julie and Sam have also identified potential wall locations owned by the City for art murals and are in the beginning stages of seeking approval from City Council. The Public Engagement Fund would support different cultural events such as music performances, a speaker series, and temporary art exhibitions. The 2nd year funding for the Poet Laureate will also be approved, allowing Hope Anita Smith to complete her tenure. Julie and Sam are in correspondence with Ryan Delgado and Arcia Hester (Recreation & Parks) to collaborate on the Festival of Holidays/Tree Lighting events, creating more synergy with the combined activities into one event that includes the annual tree lighting and celebration of diverse winter holidays. The Festival of Holidays will happen on a Thursday, which will include the Farmers Market vendors. Holding the event on Friday would not work out because the Jewish community observes Shabbat and our City-wide event should be inclusive. Sam added that the marketing and advertising for the event would be more robust; the intent to promote our celebration and hopefully increase attendance from neighboring cities.

Eva asked about the current balance of the Cultural Development Fund. Sam updated the committee on funding. Julie added that there has been a trend from developers to select the art on-site option, commissioning public artwork on their campuses instead of paying into the Cultural Development Fund. Maureen Kingsley asked for an update of the current on-site art projects. Sam responded that independent developers such as L'Oréal and Nash + Grand are very close to completing their on-site art installation. The final step is to conduct a final on-site inspection by City staff. Maureen stated that these art pieces should be documented and shared with the community. Sam suggested that a bi-annual catalog could be created, which would contain documentations of the artworks and the different initiatives and programs that are created from the Cultural Development Program. This catalog would be ongoing. Maureen concurred that the catalog could be used by the City in many ways from promotional purposes and attracting businesses to the City. Eva added that the catalog could be given as gifts. Jane Burrell also mentioned that the catalog could be made available for download on the City's Cultural Development Program website.

Brian Mitchell asked the ACC if creating an Arts Master Plan would be beneficial since we are discussing big ideas. Michael Kreski interjected that the City of Palm Desert has produced a robust program of public art throughout their city. A catalog is available. Sam added that the San Diego International Airport created one in 2019. He will share it by emailing the links to the ACC for perusal.

H. NEW BUSINESS – NONE

I. GOVERNANCE

Julie reminded the ACC that City attorney Joaquin Vazquez will be giving an in-person training on the Brown Act on June 15 at 5:30pm in the Library's Sue Carter Community Room. Michael Kreski and Mark Knight's term as ACC members will end June 30, 2022; they have decided to not re-apply. Julie thanked them both for their service and contributions. Sam also thanked Michael for his commitment and contributions to the ACC and the establishment of the Cultural Development Program. Eva thanked Michael for his pivotal role in establishing the Cultural Development Program. Julie added that officially today is Sam's one-year anniversary. She thanked Sam for his work. Julie added that Poet Laureate Hope Anita Smith participated as a panelist at the LA County Fair with other Southern California Poet Laureates in a moderated discussion last weekend.

Sam asked the ACC to submit suggestions of potential local speakers for the Speakers Series that library staff are working on, pending the approval of the Public Engagement Program Fund in June 2022.

J. ADVISORY COMMITTEE MEMBER COMMENTS

Jane Burrell – thanked Eva for hosting the ACC meeting at ESMoA. It was wonderful to be at the museum surrounding by artworks in the current exhibition.

Maureen Kingsley – expressed her enjoyment of experiencing the current exhibition at ESMoA.

Michael Kreski – mentioned that the best thing he has recently seen was Bombay Beach, a town next to Salton Sea. The place is a kind of gypsy camp of hippies with lots of artistic things. There are art pieces scattered throughout the beach. The place has the same spirit as the *Desert X* exhibitions that have occurred in the low desert. Bombay Beach is worth the three-hour drive from Los Angeles to explore.

Brian Mitchell – mentioned that he will miss Michael Kreski and recalls Michael's slideshow of the public art exhibit he attended in Japan several years ago.

Natalie Strong – shared that she will be doing an art class for 3 to 5-year-old kids at ESMoA on Saturday, May 28, which people can RSVP for on the ESMoA website.

Eva Sweeney – thanked the ACC for attending the meeting at ESMoA. She mentioned that Michael Kreski and Mark Knight are now leaving the ACC, she encouraged the other members to think about new recruits for the committee.

Neal Von Flue – expressed his gratitude to and thanks to Michael Kreski and Mark Knight for their work and contributions to the ACC.

CITY COUNCIL LIAISON COMMENTS – NONE

Councilmember Lance Giroux – not present
Councilmember Scot Nicol – not present

K. CITY LIAISON UPDATES – NONE

L. ADJOURNMENT – Meeting adjourned at 7:51 PM.

NEXT MEETING: Special Meeting on Wednesday, June 15, 2022 at 5:30 pm, in person at the El Segundo Public Library's Community Room.

Posted by: Sam Lee
Date & Time: