



**City of El Segundo  
Arts and Culture Advisory Committee**

Meeting Minutes  
for March 23, 2020 5:30 p.m.  
Zoom

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**

1. The meeting was called to order at 5:30 p.m. by Chairperson Neal Von Flue.

**B. ROLL CALL**

1. Members present: Jeff Cason, Kristen Dorsey, Maureen Kingsley (arrived 5:35PM), Mark Knight, Michael Kreski, Brian Mitchell, Samantha Smith-Strassner, Vice Chairperson Natalie Strong, Eva Sweeney, and Chairperson Neal Von Flue
2. City Council Liaisons present:  
  
Councilmember Lance Giroux – not present  
Councilmember Scot Nicol – not present
3. City Staff Liaisons present: Community Services Director Melissa McCollum and Senior Librarian Julie Todd

**C. PRESENTATIONS - NONE**

**D. PUBLIC COMMUNICATIONS**

1. DEI Committee member Christina Vasquez-Fajardo introduced herself to the members of the ACC and expressed that she was happy to be at the meeting as a silent observer to see how the two committees can partner together in the future.

**E. APPROVAL OF MINUTES for February 23, 2021**

1. Approval of minutes of the Arts and Culture Advisory Committee Special Meeting of January 26, 2021.

A verbal vote was taken by Julie Todd.

MOTIONED by Michael Kreski and SECONDED by Vice Chairperson Natalie Strong to approve the minutes of the January 26, 2021 as presented. Motion CARRIED 10-0.

## **F. SPECIAL BUSINESS - NONE**

## **G. UNFINISHED BUSINESS**

1. Continued Discussion of Big Idea List Top 5 Ideas to Present to Council on April 20<sup>th</sup>. (Chairperson Neal Von Flue/60 minutes)

Vice Chairperson Natalie Von Flue and Kristen Dorsey reached out to members of the community and DEI committee to research possibilities for bringing DEI programming to El Segundo. They also spoke to El Segundo Students for Change members, library staff, ESUSD staff, ESMoA staff and more as part of their outreach efforts.

Kristen Dorsey shared one of two options for implementing the DEI programming. An internship program for high school students that would pair students with mentorship opportunities to gain experience working within local businesses.

El Segundo Students for Change member Gabriella Desch-Obi shared the second DEI program model that would be an after school program, featuring diverse artists to engage elementary and middle school students through art workshops, assisted by high school student facilitators who would also have the opportunity to be mentored by participating artists both as arts educators and in creative skills.

Mark Knight asked if it was possible for the internship program to be a paid program. He felt that a little money would contribute a lot towards student self-esteem. \$10K is recommended to invest in the IDEA After School Arts Program.

Eva Sweeney presented TEDx El Segundo, a series of talks that would feature a variety of ideas and topics inspired by El Segundo's industry talent. The City would first apply for a license through TED.com and they would provide the guidelines for creating/establishing a TED event in El Segundo. The event is a one-day event, and Eva Sweeney suggests spring 2022 for enough time to prepare. A venue would need to be identified to accommodate a large audience.

Jeff Cason mentioned that both Council and the Chamber seem to be in favor of a TEDx El Segundo program. Melissa McCollum mentioned with the City's joint use agreement with ESUSD, we may be able to use a school auditorium for the event. As an alternative, Barbara Voss may be able to help identify businesses willing to provide a large venue space.

Samantha Smith-Strassner asked if the TEDx events have themes. Eva Sweeney clarified that TEDx suggests not selecting event themes. \$50K is recommended for a TEDx series.

Samantha Smith-Strassner and Maureen Kingsley shared the Poet Laureate proposal, identifying a poet who would represent El Segundo and engage the community through poetry workshops, public events and more. Resources would include an honorarium, staff time, and more, but this project is scalable and can be

adjusted appropriately to the funding available. \$8K is the ACC's recommended budget to Council.

Jeff Cason shared the expanded idea of Festival of Holidays for December, which would be a celebration of cultural holidays through food, music and traditions. Civic Plaza would be the location for this two-day community event. If COVID restrictions lift, December 2021 would be the targeted date for the Festival of Holidays. The Festival of Holidays would also include the existing tree-lighting and menorah lighting events. This proposed celebration has been shared with members of the DEI committee, and they are in support. The thought is to recommend \$60K of the CDP funding.

Jeff Cason and Chairperson Neal Von Flue shared the proposed Enhanced Outdoor Dining project. The plan is to creatively enhance and beautify the existing orange barriers, support the local restaurants as they return to in-person dining, and reestablish downtown El Segundo as a destination for dining. Either vinyl wraps or built out plywood encasements with planter boxes would allow for greenery and art.

For Richmond Street, the vision is to allow selected artists to set up along the 200 block so diners can enjoy the art while dining or waiting for their tables. This would allow artists an opportunity to display their work in lieu of Art Walk this year. \$55K is the ACC's recommended budget for this project.

The committee discussed refining the details of the top five agreed on ideas from the February 23<sup>rd</sup> meeting in preparation for ACC's Council presentation on April 20<sup>th</sup>.

## **H. NEW BUSINESS**

1. Centennial Art Project – Utility Box Wraps  
Discussion and possible action  
(Julie Todd/15 minutes)

In interest of time, a vote was taken to move the Centennial Art Project – Utility Box Wraps discussion to the April 27<sup>th</sup> ACC meeting.

A verbal vote was taken by Julie Todd.

MOTIONED by Chairperson Neal Von Flue and SECONDED by Mark Knight to move the Centennial Art Project – Utility Box Wraps discussion to April 27<sup>th</sup>, 2021. Motion CARRIED 10-0.

## **I. GOVERNANCE**

Julie Todd mentioned that the ACC member interviews are scheduled to take place the afternoon of April 20<sup>th</sup>. Julie also mentioned approval from the City Manager and Chamber of Commerce has been given for the Poetree Project on Main Street. Maureen Kingsley and Julie will be identifying public domain poems to hang on every other tree.

## **J. ADVISORY COMMITTEE MEMBER COMMENTS**

Chairperson Neal Von Flue – none

Vice Chairperson Natalie Strong – none

Jeff Cason – none

Kristen Dorsey – none

Maureen Kingsley – enjoyed all ideas presented tonight.

Mark Knight – excited about the DEI committee is at the point where both committees can now begin to interact.

Michael Kreski – none

Brian Mitchell – none

Samantha Smith-Strassner – none

Eva Sweeney – ESMoA opening Friday, March 26<sup>th</sup>, 10AM to 5PM, online ticket reservations required.

### **CITY COUNCIL LIAISON COMMENTS – NONE**

Councilmember Lance Giroux – not present

Councilmember Scot Nicol – not present

## **K. CITY LIAISON UPDATES**

Julie Todd reminded ACC members to please request their copy of the Book to Action title, *The Nature Fix* if interested in participating in the program.

Melissa McCollum shared that the library will be reopening for essential services beginning April 12<sup>th</sup> by appointment. As things improve, the library will be able to slowly introduce more services.

## **L. ADJOURNMENT** – Meeting adjourned at 8:07PM.

NEXT MEETING: on Tuesday, May 25, 2021 at 5:30 p.m., held virtually on Zoom.

Posted by: Julie Todd

Date & Time: 4/22/21, 5:00 p.m.