



City of El Segundo Arts and Culture Advisory Committee

Meeting Minutes
for June 22, 2021 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 U.S.

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, Maureen Kingsley, Mark Knight, Michael Kreski, Brian Mitchell, Vice Chairperson Natalie Strong, 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, Senior Librarian Julie Todd, and Cultural Arts Coordinator Sam Lee

C. PRESENTATIONS

1. Art Walk 2021

Chairperson Neal Von Flue introduced George Renfro and John McCullough, founders of El Segundo Art Walk (ESAW) to the ACC committee. Neal mentioned that City Council recently voted to approve the \$20,000 budget for Art Walk 2021 in August and suggested that the ACC help in supporting the event. George thanked the ACC and City staff for meeting with him and John. John shared the Art Walk's mission statement, which is to improve the local communities, inspire cultures, create opportunities for artists, galleries, and businesses of El Segundo. This year's main mission though is to bring normalcy back to the residents. John stated that the community has not had a chance to come together this past year, and the Art Walk will provide this opportunity for everyone to enjoy art, music, and community. Doing this event is the best option to combine these three components. 2019 was the biggest turnout yet with 45 businesses and 55 different artists that participated; the attendees exceeded 4,000 in July 2019. It will be hard to determine what the attendance will be in 2021 because social distancing is still a big factor, but ESAW will prepare for a larger attendance this year, and safety is of utmost importance for

ESAW. In 2019, ESAW had a large art activation with James Paterson's STRAWS and will continue to use some other large, art installation for 2021. Some parking lots will be activated for art. Suggestions of artists are welcomed from the ACC. ESAW is scheduled for Saturday, August 28, 2021, from 3pm to 9pm. The longer time duration will allow the crowds to flow through in a safer environment and not create a large congregation of people focused at one time. ESAW welcomes any or all help from the ACC and would love to see more volunteers to assist with the day of the event. ESAW also would like to highlight the ACC as a participating sponsor.

Natalie Strong suggested that as an outdoor-focused event, it would be helpful if there is a unified place/resource of freestanding art walls that can be sourced by all participating artists. John responded that Natalie's suggestion was very helpful. In 2019, twelve to fifteen 4'x8' art walls were rented. It will be significantly more for this year.

Jeff Cason asked about the funding and where specifically it will go towards. John responded that a large portion will be used for production, staging, staffing, security, and insurance. Jeff expressed his interest in seeing the line items for both community value and accounting purposes.

Neal asked if the approved budget could be emailed to Julie Todd; Julie could then forward it to the ACC members. John agreed and will forward the budget to Julie. Neal added that the budget will help strengthen the ACC's position with City Council by the 2 performance indicators and what values would be brought to the community. Neal also pointed out the permitting of the parking lots for previous art walks and asked whether there is a jumpstart on that process. Neal also shared the City's outdoor dining enhancement initiative and wants the ESAW and outdoor dining initiative to be on the same page in terms of planning and executing of both projects. John welcomed the collaboration and will incorporate the outdoor dining enhancement initiative on the ESWA's map and on social media mentions.

Melissa McCollum confirmed that the outdoor dining enhancement initiative (\$55,000) and other initiatives were approved by City Council on June 15, 2021. In terms of facilitation, ESAW will work with City staff and Community Services for planning, permitting, and contracting for the Art Walk. She added that there is active development occurring in El Segundo so the City anticipates that there will be additional funds being contributed to the Cultural Development Program Fund.

Neal asked for confirmation from City staff to work with ESAW. Julie Todd mentioned that she and Sam Lee will work with ESAW on facilitating the Art Walk 2021. Neal concluded by thanking John and George for their presentation.

D. PUBLIC COMMUNICATIONS

1. Julie Todd shared an email correspondence from Sarah Brockhaus, an El Segundo resident and the City's Environmental Committee member. Sarah mentioned that the Environmental Committee (EC) has been in discussion about the creation of a true community garden space in the city, which would be open to and shared by all with any harvest surplus donated to CASE (The Community Alliance to Support and Empower). The space can be utilized for community

events including gardening, composting, team building, etc. Various aspects and elements including signage within the garden can be painted by community members to create and share art. The EC would like to propose a tri-committee partnership, which includes the EC, the ACC, and DEI (Diversity, Equity, and Inclusion Committee), on this exciting project. She requested the opportunity to be included on the agenda for the ACC meeting in July 2021 in order to provide a brief presentation; she also requested that the ACC could then vote on participating and collaborating with the EC on this project after her presentation.

2. Matthew Visk, an observer in the ACC's Zoom meeting, introduced himself as an orchestra conductor who has done work with musical theater companies in the South Bay area. He wanted to bring forth the idea of creating a community orchestra by his quartet group that would perform in the summer and maybe during the holiday season. He requested a formal opportunity to further discuss this idea with the ACC in the future.

E. APPROVAL OF MINUTES for May 25, 2021

1. Approval of minutes of the Arts and Culture Advisory Committee Regular Meeting of May 2021.

A verbal vote was taken by Julie Todd.

MOTIONED by Maureen Kingsley and SECONDED by Neal Von Flue to approve the minutes of the May 25, 2021. Motion CARRIED 7-0.

F. SPECIAL BUSINESS - NONE

G. NEW BUSINESS

1. Public Art Plan for 2160 E. Grand Avenue presented by SteelWave LLC's Gregg Hall.

Recommendation: Approval

Attached Supporting Documents:

- Public Art Plan
- Ordinance 1594

Gregg Hall, Managing Director of SteelWave's LA region, thanked the ACC and City staff for the opportunity to present their public art plan. SteelWave is a local developer based in Marina Del Rey. Gregg introduced Kevin Joyce (Vice President of Development & Acquisitions), Gene Bark (Construction/Architectural Director), and Jon Krawczyk (proposed artist), who were all present. SteelWave acquired the building on the corner of Grand and Nash in December 2019; their investor is Mass Mutual, an insurance company. Together, they are embarking on a large renovation of the building with overdue improvements and upgrades. The proposed artwork is a 11.5' stainless steel sculpture, which will be placed in the Northwest point of entry to the building.

Neal asked Jon to share his ideas behind the artwork. Jon stated that his sculpture is representative of works from his *Smoke* series. His sculptures are fabricated in his studio, which is located in Malibu, California; the finish of his stainless steel pieces is a soft polish and has an attractive, reflective quality in which it picks up colors, light, and shadows from the surrounding, installed area and also from the viewer. The sculpture has a humanistic quality and resembles how smoke rises and wafts through the air. The material gives the piece an appearance of liquid form.

Neal asked which direction the artwork would be facing because of his concern about the reflectivity of the sculpture in relation to the parking lot. Gregg confirmed that it is northwest facing. Jon noted the reflectivity is less than that from a car's bumper. Neal also asked about installation and maintenance. Jon responded that the sculpture will be easy to install, as it will be bolted down onto a subterranean cement block and glued down with structural epoxy. The maintenance would be zero.

Sam Lee asked if there is a protective coating on the sculpture. Jon mentioned that the surface has a protective coating called Permalac, which is a long-lasting, made-for-outdoor protectant. It will last 15 to 20 years in direct sunlight or if being hit by salt spray. Neal thanked Gregg and Jon for their presentation.

A verbal vote was taken by Julie Todd.

MOTIONED by Mark Knight and SECONDED by Natalie Strong to approve the artwork and the location for the artwork. Motion CARRIED 7-0.

2. Discussion of ideas for possible "thank you" to developers for contributing to the Cultural Development Fund.
(Chairperson Neal Von Flue/15 minutes)

Neal mentioned that it was Mayor Drew Boyles, at the December 2020 meeting, who asked if there's a plan to reach out to the developers who have been putting money into the Cultural Development Program Fund as a way to say thank you and what their money is going towards. It is important for the ACC to think of ways in which to express its gratitude to the developers.

Jeff Cason mentioned that access and communication are key. If the City has any openings or special press events, particularly if the city is releasing press releases, that is a great way to structure some sort of brand mention. Also, with events, there are many sponsorship opportunities including naming rights or a physical, experiential activation that a business would like to do at the event. Communication will also be important. Connecting with the businesses and making them feel a part of the arts and cultural initiatives that are being produced with their funding would be great.

Maureen Kingsley added that a quarterly newsletter could be created to thank the developers and keep them posted on the projects that are being executed.

Mark Knight mentioned that there are two different websites (EDAC and ACC) that serve as interfaces with the public. On those sites, we can call out the developers who have contributed to the fund; that is a very visible way to acknowledge them and also provide a resource/link where the developers can go and see the public art. Regular emails from the El Segundo Economic Development Advisory Council going out to the broader business community and “thank yous” can also be included in those emails would be nice.

Michael Kreski noted that this type of acknowledgement would be a natural to the *El Segundo Scene*, which has mass circulation, where a feature or a ¼ page in every issue can focus on a developer and where their funding will be used.

Melissa McCollum recommended, in addition to the contributors to the fund, that the ACC also highlights the developers who do on-site art. Both avenues contribute to El Segundo as a whole.

Natalie Strong noted that it is important to thank the developers at City Council meetings and to announce the installation of the artworks and where their funding is going towards.

Brian Mitchell wondered how many entities have contributed to the fund so far. Melissa McCollum responded that there are approximately 10 developers to date. Julie Todd confirmed and added that there is now almost a 50/50 split in interest between on-site art and in-lieu payment to the fund. Brian asked that since the CDP is new to the City and that these are the first entities that have contributed to it, should there be some special acknowledgement of that?

Jeff Cason deferred the issue back to City staff Sam Lee and Julie Todd, since they would be the first line of communication with the developers, as to establish one or two key methods that would be most appreciated by these participating companies. What are the highest valued things that we can do based on the City staff’s relationships with the contributors?

Julie Todd mentioned that she likes the recognition of the contributing developers on the website in addition to whatever the ACC and City staff end up doing.

Sam Lee expressed that he would reflect on the process and think of additional ways in which the ACC and City staff pay their gratitude towards the developers. He recommended having an internal brainstorming session with Melissa and Julie and circle back to the ACC with their ideas.

Melissa stated that she liked a lot of the ideas that have come up already. Also, if there is a developer’s grand opening, having an ACC presence there would be great. Melissa loved Maureen’s idea of a newsletter or coverage in an annual report. Melissa also acknowledged the importance of Natalie’s suggestion that the City Council knows about everything going up and that they celebrate the new art.

Mark Knight asked if the City staff had asked the developers what they find would be valuable as a recognition. Julie Todd responded that she has not done that.

Neal posed the idea that the ACC set up a sub-committee to do the things that were mentioned, including being at grand openings, reporting to City Council with updated information, and working with City staff on what gratitude would be for the developers. The sub-committee would not be fully formed but could focus on these types of topics.

Jeff responded by stating that before the sub-committee is formed, perhaps the City staff can ruminate on this “thank-you” idea for a month and get back to the ACC with suggestions, then the ACC could inform the scope of what the sub-committee would be. Julie said that the City staff can do this.

H. UNFINISHED BUSINESS

1. Consideration of Anthony Howe’s *Corona* kinetic sculpture as a possible donation to the City of El Segundo
(Sam Lee/15 minutes)

Attached Supporting Document:

- *Corona* Budget submitted by NOW Art LA’s Chelsea Herman

From the artist’s website, Sam Lee identified 11 sculptures currently installed domestically. It was reported online that 2 of the sculptures had maintenance issues, related to noise, ball-bearings, and spacer conditions. The sculptures with issues made loud noises when moving by wind, causing residents to complain. Sam reported that he also spoke with the two individuals for their direct feedback related to ongoing maintenance of Howe’s sculptures, which required a big commitment. Based on one entity, the maintenance plan was initially scheduled quarterly but has ended up being a monthly upkeep, which costs \$1,800 per repair. They also mentioned that the artist was non-responsive when the initial repair of their sculpture was needed. One entity also noted that there is no real market for the artist’s work, as he sells directly to developers on the primary market and the artist is not represented by any commercial art galleries.

Jeff Cason appreciated the thorough research and noted that it confirmed his reservations about the acceptance of the donation.

Natalie Strong also expressed her reservations about the on-going maintenance cost commitments that the City would incur. The money would be better spent carrying on the Festival of Holidays, the Poet Laureate project, and other cultural programs that the ACC is excited about doing. She would hate to sacrifice a future program to maintain the upkeep of the sculpture.

Neal Von Flue added that the sculpture is no doubt beautiful. He liked the idea of the sculpture not moving; it would be a better presentation if the sculpture were welded together. He pointed out that this is an instructive conversation

when the ACC looks at future possible donations and how the ACC could be more pragmatic in what the long-term liabilities of these pieces would be.

Mark Knight wondered if there's any chance that the ACC could bump *Corona* to the proposed location of El Segundo beach, which is not under the ACC's funding and have the City of Los Angeles pay for it to be next to the bike path? *Corona* would also connect to *Redondo Beach's Sweethearts*, a kinetic sculpture, by Amos Robinson. Mark mentioned that he had sent a video of that sculpture to Sam earlier in the week. Neal asked about the noise level of this sculpture. Mark replied that it does not make noticeable noise and has fewer moving parts whereby the wheels of the bicycle counterrotate, which has no net torque, making it less noisy.

A verbal vote was taken by Julie Todd.

MOTIONED by Natalie Strong and SECONDED by Jeff Cason to not accept the artwork for donation. Motion CARRIED 7-0.

2. Revisit IDEA After School Art Program and identify an ACC member to research and refine concept into a clearly defined program for mid-year City Council presentation January/February 2022.
(Chairperson Neal Von Flue/10 minutes)

Neal Von Flue asked if an ACC member would further research the viability of this project. Mark Knight interjected by saying that he had spoken with student Gabby this week regarding this project and asked whether ESMoA oversaw this idea. Julie mentioned that she has not recently spoken to anyone from ESMoA about IDEA. Natalie mentioned that she has been in regular contact with and is willing to ask ESMoA. Jeff questioned the conflict of interest issues if ESMoA oversaw the project and if Eva Sweeney, who serves on the ACC, and her organization are coming to ACC to ask for funding from the City. Julie interjected by reporting that she specifically remembered Eva saying that Eva did not want this to be an ESMoA program; Eva was willing to donate space at the museum for IDEA if a location was needed. Jeff Cason then responded that there is no point in having ESMoA propose IDEA to the ACC unless the ACC is willing to ideate this program internally. For now, it is not a viable program. Mark then suggested that this program be removed from the Unfinished Business category and not stay on the agenda at this point. That was what Neal would also have suggested. Melissa suggested that the ACC make a motion to get a consensus.

A verbal vote was taken by Julie Todd.

MOTIONED by Jeff Cason and SECONDED by Mark Knight to withdraw the IDEA program from consideration. Motion CARRIED 7-0.

I. GOVERNANCE

Julie Todd is waiting to hear back from Mishia Jennings about the ACC applications and timing of the interviews. Julie is hopeful for interviews soon, but at this time there is no date scheduled.

Sam Lee expressed that he had nothing to add to this.

J. ADVISORY COMMITTEE MEMBER COMMENTS

Neal Von Flue – Neal appreciates Natalie Strong very much for taking over while he was not able to attend the last ACC meeting and for sitting in on the City Council meeting while they were doing city budget recommendations. He thanked Natalie and also expressed thanks to City staff for working diligently behind the scenes to get the 4 items passed, which will positively contribute to the arts and culture in El Segundo, making a lot of residents happy.

Natalie Strong mentioned that it was a very interesting City Council meeting and that the ACC's budget proposals came up at the 3rd hour of the meeting. If we haven't seen *Free State of California* at ESMoA, she recommended it to everyone, as it is a very cool installation.

Jeff Cason – Congratulated everyone for their hard work and expressed thanks to City staff and the ACC for getting things done.

Maureen Kingsley – Maureen did not have any comments.

Mark Knight – Thanked Sam for the research on Anthony Howe's sculptures. Mark also reminded everyone to turn their attention to the water tower on the evening of June 28, 2021 (Monday).

Michael Kreski – Michael did not have any comments.

Brian Mitchell – Brian mentioned that SteelWave did a great job with its presentation. Their team had great visuals, clear presentation, and positive spirit.

CITY COUNCIL LIAISON COMMENTS – NONE

Councilmember Lance Giroux – not present

Councilmember Scot Nicol – not present

K. CITY LIAISON UPDATES

Julie Todd – apologized for not mentioning the Council approved projects. These projects include the Cultural Arts Coordinator funding at \$100,000 (75% salary/benefits), the Festival of Holidays (\$60,000), the Outdoor Dining Enhancement (\$55,000), TEDx El Segundo (\$50,000), and the Poet Laureate (\$8,000). The Outdoor Dining Enhancement and Festival of Holidays are time sensitive, so the working group will gather shortly to plan the logistics of these two programs.

L. ADJOURNMENT – Meeting adjourned at 7:01PM.

NEXT MEETING: on Tuesday, July 27, 2021 at 5:30 p.m., held virtually on Zoom.

Posted by: Sam Lee

Date & Time: