



## City of El Segundo Arts and Culture Advisory Committee

Meeting Minutes  
for July 27, 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, Eva Sweeney and Chairperson Neal Von Flue.
2. City Council Liaisons not present:  
  
Councilmember Lance Giroux – not present  
Councilmember Scot Nicol – not present
3. City Staff Liaisons present: Library Manager Mark Herbert, Senior Librarian Julie Todd, and Cultural Arts Coordinator Sam Lee.

### C. PRESENTATIONS

1. Corrie Zupo and Sarah Brockhaus of the El Segundo Environmental Committee present a community garden concept in collaboration with DEI.  
(Corrie Zupo and Sarah Brockhaus/15 minutes)

Neither presenters were in attendance, so no presentation was given.

2. Centennial Utility Box Project update  
(Julie Todd/5 minutes)

Julie Todd gave an update on the Centennial Utility Box Project. After additional conversations with representatives of the Centennial Committee and History Committee as well as the City Manager and Community Services Director, a decision was made to move forward with four boxes. The four boxes that will be wrapped include: 1) The Refinery (south end of Main Street near I ♥ Teriyaki/Chevron parking lot), 2) Early Years (in front of the El Segundo Police

Department), 3) Centennial Celebration (south of bus bench in front of City Hall), and 4) *Portals to Memory* (in front of Kreation and Easton Gym). The hope for the 4<sup>th</sup> box is to encourage people to visit the actual mural located in the Community Room of the Public Library. Printing and installation are scheduled for August.

Natalie Strong asked if there will be text printed on the *Portals to Memory* wrap to direct people to the Public Library. Julie confirmed that there will be a small paragraph describing the mural, the artist Nanibah Chacon, and the location of the actual mural within the Library.

Neal Von Flue asked if City Staff had communicated with the artist that the mural is being translated into a wrap for the utility box and if the artist has given us the permission to reproduce it in a different format. Julie confirmed that she spoke directly with Nanibah Chacon and the artist is aware and has agreed to the reproduction.

Sam Lee asked if City Staff has an agreement with the artist. Julie confirmed that there is an agreement.

#### **D. PUBLIC COMMUNICATIONS**

1. No public communications.

#### **E. APPROVAL OF MINUTES for June 22, 2021**

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

A verbal vote was taken by Julie Todd.

MOTIONED by Mark Knight and SECONDED by Brian Mitchell to approve the minutes of the June 22, 2021 meeting. Motion CARRIED 8-0.

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

#### **G. UNFINISHED BUSINESS**

1. Cultural Arts Coordinator Sam Lee gives update to ACC on his research for acknowledging businesses who support the Cultural Development Program through on-site art or in-lieu payments.  
(Sam Lee/15 minutes)

Cultural Arts Coordinator Sam Lee gave an update to the ACC on his research for acknowledging businesses that support the Cultural Development Program through on-site art or in-lieu payment. For his research, Sam mentioned that he had reached out to other public art administrators throughout the LA County for

feedback and to see what they have done in similar situations. He mentioned that he had a meeting with Melissa McCollum and Julie Todd afterwards and they all agreed to suggest the following three recommendations to the ACC: 1) acknowledgements would be made at the City Council meetings, 2) an acknowledgement page would include all contributing developers (both on-site art and in- lieu payment) in the ACC's annual report, and 3) an acknowledgement of developers that contribute on-site art will be posted on the Cultural Development Program's portion within the Public Library's website.

Mark Knight mentioned there is a different way to look at Drew Boyles' comments from the December 2020 meeting. The acknowledgement is really a way of demonstrating the value proposition by the developers. Mark suggested sharing the Creative Economy Report with the developers, which would suggest a value proposition, demonstrating the ways in which their contributions are used.

Neal Von Flue pointed out to Sam that the Creative Economy Report is a good resource, which was created prior to the development of the fund as a way to demonstrate to the City Council the value that the fund would bring to El Segundo.

Maureen Kingsley posited that the developers being acknowledged in the annual report and also an explanation of the value provided in that report would be a good thing. Perhaps a personal thank you note to developers who present their ideas to the ACC for their on-site art proposals would also be good.

Michael Kreski mentioned that an alternative way to look at the acknowledgement is from the public's perspective. Presenting the developers to the residents as public benefactors is important because residents would know what developers have contributed to the City. For example, *The El Segundo Herald* can do a half-page or a one-page at the end of the year to recap the things that have been done or upcoming pertaining to the Arts & Culture Advisory Committee and the percent-for-art fund either through descriptions or pictures so it reaches a broad audience. This is about raising the public's awareness and would be a compliment to the people who paid into the fund as citizens-at-large.

Neal added that creating sponsorship opportunities would also be critical, a point that Jeff Cason initiated in the June 2021 ACC meeting. When a developer contributes a substantial amount of money, and if the ACC produces an event, then the developer's name gets attached to that event, as a form of sponsorship and advertisement. This would be a thank-you-all-at-once. Neal suggested adding this as a number 4 to the list of acknowledgements to Sam.

Mark also added that the idea of building public support through branding of the ACC effectively is a good idea. If we want City Council to continue to support this fund going forward, we need the citizen to vote for city council members who support the fund.

Natalie Strong mentioned that the ACC needs a logo for branding purposes.

Jeff asked Sam if he has spoken with the City Manager or City Council informally and whether they also feel that the ACC should be careful about how the ACC should thank or recognize folks who pay into the fund? Sam replied that the City Staff has not spoken with Scott Mitnick or City Council. He wanted to bring his research back to the ACC first; if the ACC would like Sam to pursue a discussion with the City Manager or City Council, he would be happy to do so.

Sam commented that in the June 2021 ACC meeting Jeff had raised a very good point about Julie Todd and Sam being the first point of contact with developers. Sam shared with the ACC that he, as a new hire, is starting to correspond with developers more and stressed that he would be expressing his appreciation to the developers when he is in contact with them, thus creating a professional rapport/relationship and showing gratitude.

Neal reminded the ACC that the spirit behind what Drew Boyles had suggested was that El Segundo is a small town and Cultural Development is a new program, we want to make sure that these developers have a good relationship with the City. Neal suggested that we find a middle ground where the developers feel appreciated and also that we do our best to create a professional relationship with them.

Eva Sweeney mentioned that the ACC should acknowledge the different projects that were achieved through the fund by doing all of the things that the ACC members have already mentioned. She added that the ACC should look at every contribution, including art on-site, which could be appreciated through something that has a direct effect on the community (perhaps through an activity that involves a scavenger hunt to locate public artworks on their campuses by youth or an interview with the developer and posting that on the website for example). The ACC needs a buy-in from the developers. It is all about a visible acknowledgement.

Brian Mitchell liked the idea of the annual report. It would be effective to create something of high quality and focus only on one end-of-year thing, and that would be substantial.

Natalie Strong agreed that if the acknowledgement is done on an annual basis, then it would look more impressive instead of splitting up the projects on a quarterly or semi-annual basis. The annual report would include everything in one place and can be used as a document for public relations or portions of the annual report can be also used for other reports that the City may need. No more frequent than once a year is the way to go in Natalie's opinion.

Mark added that a proposal needs to be made by the ACC to have Sam prepare an annual report on accomplishments, spending, and acknowledgement of the contributors. The report could also include a cover letter as a thank-you to the developers and also an explanation of the impact that the fund has on the local scene. The annual report would be good for anything as Natalie said.

Neal concluded by asking if the ACC has given enough information to Sam for him to generate the annual report at the end of the year. He mentioned that the ACC would be happy to help in compiling any information needed for that report. Sam acknowledged that he has clear instructions from the ACC.

2. Art Walk – continued discussion on how the ACC can support the upcoming Art Walk on August 28<sup>th</sup>.  
(Chairperson Neal Von Flue/20 minutes)

John McCullough discussed how the ACC can support the upcoming Art Walk, which is occurring Saturday, August 28, from 3pm to 9pm. John thanked the ACC for the opportunity. He mentioned that the planning of the event, which usually takes 5-6 months to plan, is being done in 5-6 weeks. John asked for support in two areas: 1) input for the Art Walk mural for artist Bonnie Reiss, 2) ribbon cutting event with the ACC and City Members. For this year's large-scale art activation, the El Segundo Art Walk has invited Bonnie to create an original mural painting. So far, there are 3 possible locations. John asked if Neal and another ACC member to meet with Bonnie at the chosen location to discuss the unique qualities that make up El Segundo. During the Art Walk, John would like to do a ribbon cutting event with some of the ACC and City Council members, acknowledging their support to ESAW.

Neal expressed that he would be happy to help with the logistic aspects and asked if some of the ACC members would assist with the conceptual aspect of the mural.

Mark commented that the easiest way to get inspiration is from the postcard series from the El Segundo Brewing Company; in the bottle art, there are many wonderful elements on the labels, capturing the City very well. In the beer area in the back, there is a mural that poignantly illustrates the idiosyncratic elements of El Segundo. He added that there is also the iconic "Water Tank Mural" by John van Hamersveld.

Julie mentioned that John is currently working on a beer can design for the El Segundo Brewing Company. His mural is going to be on the beer can.

Sam suggested that as a cyclist, Bonnie should spend some time walking or biking around El Segundo, so that she gets a feel of El Segundo and its unique location which includes the commercial corridor to the downtown area.

John commented that Bonnie does spend 4-5 days painting a mural, so her process involves getting to know the specificity of the locales. Bonnie starts with a concept and that then gets developed during the creative process.

Natale would like to see Bonnie create an original artwork that is not inspired by what is already been depicted in the City. Also, it would be great to see zero blue butterflies in the mural.

Eva stated that the city created the slogan “where big ideas take off.” The major concept should be focused on innovation. The artist should look forward to the future as inspiration. The artwork could also be abstract.

Neal and Natalie confirmed that they would assist and convene with John and Bonnie.

Natalie asked about the block party on Eucalyptus Drive. John reported that the City will close down that street from Grand to Franklin. The stage will be set up near the end of Franklin. There will be an enclosed area for art and beer garden as well as a VIP Viewing Deck towards the middle section of block. John has reached out to a few musical acts and folksy bands including El Segundo’s *Hoist the Colors* (a band that plays a blend of punk rock, traditional Irish music, and bluegrass).

Maureen inquired if ESAW has a temporary art installation plan for the central headquarter area where Grand meets Main. John replied that the application process just closed and that he will be combing through the submissions for live art activations in that particular intersectional area. John added that the ACC will be acknowledged in the ESAW magazine and will send over the text copy to City Staff for review.

John concluded by mentioning that the ESAW is very excited and the residents are also about this year’s event. Neal concluded by thanking John for being so patient with the pace of the meeting.

## **H. NEW BUSINESS**

1. Establish ad hoc committees for City Council approved initiatives Festival of Holidays and TEDx El Segundo.

Julie commented that City Staff will need support from the ACC to help execute the larger program initiatives. Julie and Sam had a discussion with other City staff, but it would be helpful to have a few ACC members involved. Neal added that for the Festival of Holidays, there was a hope that the DEI and other committees such as Economic Development or members of the Chamber might be a part of the planning process.

Jeff asked for clarification of the scope of commitment that would be involved in being on the ad hoc committee for Festival of Holidays. Sam replied that City staff would need clear directions from the ACC; the ACC would serve on an advisory level, committing to 10 hours per week as support. Sam expressed that the tree lighting and the other activities, organized by the Recreation Division will be happening on Thursday, December 2; Sam and Julie suggested that the Festival of Holidays should work better if it happened on Thursday, December 9, so that our program will not impact the existing plans that the Recreation Division hosts each year. After meeting with Ryan Delgado, Sam suggested doing a winter concert with performances and also vendors with cultural food and crafts that

relate to the holidays that would be featured. Neal reminded City staff that the spirit of this initiative was to integrate it with the tree lighting, to show respect and appreciation for the other holidays. The initiative was originally thought to be a 2-3-day event.

Neal Von Flue and Maureen Kingsley will volunteer to assist as ad hoc committee members for the Festival of Holidays.

#### TEDx El Segundo

Brian Mitchell and Eva Sweeney volunteered to assist as ad hoc committee members in the planning the TEDx El Segundo initiative.

2. Establish a vetting system for public proposals to the ACC two times per year. (Sam Lee/20 minutes)

Sam reported that Julie and he have drafted a few collection management documents for streamlining the proposal process from the public. The requests includes gifts of artwork or public art donations to the city, temporary art exhibition proposals, etc. He suggested that public proposals should be reviewed twice a year.

Brian asked if a quarterly review process would be better. Natalie mentioned that the semi-annual process would be sufficient as there will be more proposals to vet and review. She said a quarterly review process would be too tight in terms of a timeline.

### **I. GOVERNANCE - NONE**

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

Neal Von Flue – Neal expressed his gratitude to everyone for participating in the meeting.

Natalie Strong – None

Jeff Cason – Jeff mentioned that he worked on two cool projects in July. One is the collaboration with Public Works, which was the lighting of the water tank over the 4<sup>th</sup> of July weekend. Jeff mentioned that Public Works Director Elias Sassoon is so energetic and an ally for art and culture in the community. Jeff also announced that he will be stepping down as an ACC member because he has accepted a job out of state.

Maureen Kingsley – Thanked Jeff for sharing his brilliancy with the City. She thanked Michael for contributing his writing and photographs in the July issue of El Segundo Scene. She also thanked Sam for his interview for the August issue.

Mark Knight – Mark congratulated Jeff on his new role and also noted Jeff’s brilliancy and signature lighting work for the water tower. Mark stated that it was great to see the library staff in the public library for the opening reception of ESMoA’s *Art in the Time of COVID-19* exhibition.

Michael Kreski – Michael expressed his respects for Jeff.

Brian Mitchell – Brian congratulated Jeff on his new role.

Eva Sweeney – Eva congratulated Jeff and expressed her gratitude for having had a few opportunities to work with him on exhibitions. Eva offered to host an evening at ESMoA and celebrate Jeff and the ACC’s accomplishments.

Neal Von Flue – Neal mentioned that Samantha Smith-Strassner is no longer with the ACC but he had sent her a gratitude email. Her tenure was only supposed to be six-months, but it lasted a year-and-a-half.

Sam Lee – Sam congratulated Jeff and expressed his gratitude for Jeff’s kindness and generosity. Sam also thanked Maureen for the opportunity to be interviewed in *The El Segundo Scene*. Sam reminded Mark to tell the ACC about his documentary being screened at the Marina del Rey Film Festival. Mark added that his documentary won the Audience Choice Award for the Best Documentary.

CITY COUNCIL LIAISON COMMENTS – NONE

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

## **K. CITY LIAISON UPDATES**

Julie Todd reminded the ACC that the *Art in the Time of COVID-19* exhibition is currently on view in the Public Library. Julie expressed that it is a great partnership with ESMoA and reported that 65+ people attended the reception at the Library. Everyone enjoyed the thoughts, feelings, and ideas behind the individual pieces of art. The exhibition will be up until the end of August.

Sam Lee shared that he has not had a chance to meet with Barbara Voss and her staff yet about the outdoor dining parklets. For the month of August, Community Services will be doing a Friday evening art activation from 7pm to 10pm on the 200 block of Richmond Street. Each Friday evening two artists will set up their respective outdoor “studio,” creating art live or on-the-spot. Funding has been provided by the Cultural Development Program. The Friday night events are a wonderful way for people such as diners and visitors to engage with the artists. Julie and Sam visited the businesses to notify the owners of this project; they gave their blessings and were excited about the art nights.

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

NEXT MEETING: on Tuesday, August 24, 2021 at 5:30 p.m., held virtually on Zoom.



Posted by: Sam Lee  
Date & Time: 8/17/21, 2:45PM