



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

Special Meeting Minutes
for December 8, 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: Joanne Bowe, Jane Burrell, Maureen Kingsley, Mark Knight, Michael Kreski, Brian Mitchell, Joan Palmer, Vice Chairperson Natalie Strong, Eva Sweeney, Tanya Taylor, 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: Senior Librarian Julie Todd and Cultural Arts Coordinator Sam Lee.

C. PRESENTATIONS

1. L'Oréal public art presentation
(Sam Lee and L'Oreal representatives/45 minutes)

Gibson Banta, curator of Indiewalls, introduced Nicole Landau, the artist; Mario Romano, fabricator; Carol Hamilton, L'Oréal's president of acquisitions; Mildred Giron, L'Oréal's senior project manager; Amy Rangel, Lincoln Property; Kaycee Olsen, Indiewalls' Sales Manager; and Lauren McDermott, Indiewalls' project manager. Gibson thanked everyone and expressed her excitement for the project. Leading the development, Carol shared that L'Oréal is very proud to be building a west coast headquarters in El Segundo. The west coast campus will have 500 employees; it will also have an active beauty stylist training center that will welcome about 100 people daily into this facility. Carol is very excited for L'Oréal to not only contribute to the labor force in El Segundo, but also the cultural environment of the City by commissioning Nicole Landau to create two sculptures

for L'Oréal's west coast campus. The artworks will have robust exposure. L'Oréal is a female-driven company and so Carol stated that L'Oréal believes in supporting a local female artist through this project. Nicole's artworks celebrate birth and life, particularly a cocoon that metamorphizes into a butterfly—a native blue butterfly only found in El Segundo. Nicole's vision is optimistic, poetic, and beautiful, which echoes the philosophy of the company. Nicole shared her inspiration for her sculptures, which derived from her interest in the string theory. The cocoon came to her mind as it metamorphizes into a butterfly. The cocoon also symbolizes the connection of the community, a system where everyone is interconnected. Both sculptures are created through Corian steel and then painted in iridescent colors of car paint. As the viewer walks around the pieces, the color/paint changes. The first sculpture is made up of three linear rings/bands with the interior painted blue, drawing inspiration from the blue butterfly of El Segundo. The second sculpture represents diversity and the three linear bands appear as the wings of the butterfly, taking off. Corian is durable and provides a smooth surface as a base for the paint to adhere to; it is resistant to impact, fungi, bacteria and is non-toxic. Corian does not delaminate or decompose and has great weatherability. Also, the corners are seamless as there are no welded marks. The automotive paint and the clear coat are top notch in terms of the quality and longevity.

Sam mentioned that he appreciates the narrative, as it is very appropriate and has a direct connection to El Segundo because of the blue butterfly. The sculptures are kind of a part one and part two, as it shows the evolution of the life of the butterfly. Nicole commented that both sculptures were designed as a set.

Jane Burrell asked if there are going to be labels and an artist statement on the ground for the artworks. Nicole responded that she and L'Oréal would like to have a plaque for the viewer to read and understand the work.

Mark Knight asked about the Corian steel. What would the repair be like if someone were to climb on and damage it? Nicole replied that the structural engineer calculated the weight threshold of 300 pounds. Also, each linear band is connected to the base, but designed to be removed for repair, repainting or refabricated. The sculptures are also placed on a platform. Sam added that Nicole had delivered the samples to the public library, where he and Julie were able to inspect the Corian, which was very substantial. Sam noted that the corners were also seamless, where the welding marks are not visible, which was a very attractive component to the artworks. Sam added that Nicole has provided a maintenance plan and asked if she could speak about that. Nicole mentioned that there are multiple layers of the clear coat on the sculptures and if scratches occur, they can be buffed out, and the linear bands/rings can be removed for repair and reinstalled. Neal Von Flue mentioned that the height of the platform is 6 inches. He asked how was that number determined and could it be marginally raised to make it seem more inaccessible to the public? Nicole responded that the 6" was an ADA requirement. Neal then asked if there was a maximum height. Nicole mentioned the 6 inches is quite significant. Neal also asked if there will be a fence around the sculptures or is this an open area in the evening where skateboarders would be tempted to use the sculpture's platform as a grinding rail? Amy Rangel stated that there is an open sidewalk and is not gated. However, the property owner will have

24-hour security roaming the site, so there will not be many skateboarders on the campus. Joanna Bowe mentioned that she had visited the campus, which is quite gorgeous; she felt that the two locations are quite removed from the streets and not as public as public art could be. Is there any more information about the specific location within the property or the specific choice of making it public art? Mildred Giron mentioned that although the public is not going to immediately see the artworks, L'Oréal has created lounges, gardens, and seating outside for the visitors to the campus. They are encouraged and invited to view the sculptures within the gardens. The visitors would be able to make the connection with the art. Brian Mitchell asked if the component of the lighting could be discussed further. Nicole responded that the sculptures would be lit with conventional lights. Neal asked where the sculptures will be made and painted. Nicole replied that Mario Romano, her fabricator, has a studio in Santa Monica; he works primarily with architectural projects. Mario will be fabricating the sculptures. The pieces will be painted by a national paint company. Eva Sweeney asked how long with the sculptures take to make and be installed and accessible to the public? Nicole mentioned that the plan is to have the sculptures installed by March 22, 2022, if not sooner.

Neal expressed his appreciation for the wonderful presentation and the supporting documents, which are detailed and organized. Neal stated that he really liked Nicole's sculptures. Sam interjected that he appreciated working with Gibson, Nicole, and the L'Oréal team on this project. Everyone, especially Gibson, was so thorough and kept a line of open communication. Sam also thanked L'Oréal for adding cultural and artistic value on its campus and to the city of El Segundo.

A verbal vote was taken by Julie Todd to approve the two Nicole Landau sculptures on L'Oréal's west coast campus. Vote CARRIED 11-0.

D. PUBLIC COMMUNICATIONS - NONE

E. APPROVAL OF MINUTES for November 16, 2021 Special Meeting

1. Approval of minutes of the Arts and Culture Advisory Committee Special Meeting of November 16, 2021.

Neal mentioned that on the last agenda there was a discussion about the past election for the Chair and Vice-Chair positions, which took place in January 2019. Neal asked if that was accurate and if the ACC had missed a year of election due to the pandemic. Julie confirmed that that was correct. Mark Knight refrained from voting on the minutes approval as he did not attend the November 16th meeting.

A verbal vote was taken by Julie Todd.

MOTIONED by Natalie Strong and SECONDED by Eva Sweeney to approve the Special Meeting minutes for November 16, 2021. Motion CARRIED 10-0.

F. SPECIAL BUSINESS - NONE

G. UNFINISHED BUSINESS

1. Festival of Holidays debriefing.
(Julie Todd and Sam Lee/15 minutes)

Julie expressed her gratitude to the ACC for helping with the Festival of Holidays event. Sam and Julie could not have done it without the ACC's support and help. From the attendees' feedback, everyone was happy and appreciative. Julie thanked the ACC for the concept and getting it approved by the City Council.

Sam echoed Julie's sentiments and thanked the volunteers. It was such a fun and festive evening. One of the lessons learned was not to have the event on a Friday; he and Julie learned that it was difficult to get a Jewish performer or vendors because of Shabbat. He mentioned that he spoke with Councilmember Carol Pirsztuk who encouraged working with Rec. and Parks to combine the City's holiday celebrations. Sam also reported that a lot of extra work was created because it was hard to find food vendors who wanted to sell their own product at the event. That meant providing certain foods that were not represented such as desserts, soba, latkes, and beverages. Next year, we want to only use vendors willing to sell onsite directly to the visitors. Julie shared that Sam did try very hard to find a soba vendor from various sources, but due to COVID, restaurants had staffing shortages preventing their event attendance.

Next year Sam and Julie will need more volunteers for the setup. The breakdown of the event went well because there were several volunteers who helped. Overall, the experience was very positive. Sam would love to incorporate more local talents such as the students from the El Segundo High School. Neal shared Councilmember feedback, reporting that Councilmember Giroux loved the event and would like the event to happen annually but also to expand onto the Main Street. He thought that maybe there could be two stages set up, so the performances can be continuous. Neal added that Lance could not be prouder of the City than last Friday.

Neal was curious how the vendors profited overall. Neal asked if it was possible to survey vendors for feedback and whether it was worth their time and effort? Sam replied that he had reached out to some of the vendors for their feedback. Almost all did well.

Brian wanted clarification on the technical difficulties during the event. Julie responded that it was the sound/lighting company's equipment and wifi connectivity. They brought two boards and were able to switch out. Brian suggested building in time for sound check time before the event. That was the plan, but the sound and lighting company just ran out of time. Natalie added that maybe next year it would be cool to have a martial arts group do a demonstration. Neal stated that he thought the last three acts were phenomenal. He had not seen that before in El Segundo. He added that the current stage set up, which was in front of the Police Department, was ideal because it had a hometown vibe. Neal discouraged City staff from using the mobile stage for next year if the City was going to close Main Street again. Maureen shared that someone mentioned that the use of the space in front of the

Police Department as a stage was clever. Maureen also thought the use of the plaza space was very cozy and intimate and that the lighting was lovely, which felt like an outdoor European market. Sam commented that the placement of the stage was Jeff Cason's idea. Mark thought that it felt like a kids-only event and suggested a beer garden next year. Joanna suggested for future Festival of Holidays that placing tables and chairs on Main Street may help encourage people to hang out with friends and have hot beverage vendors. Julie responded that she and Sam only found out late Wednesday that Main Street was going to be closed and that bollards were going up for Friday's event.

Neal asked about the budget. Julie confirmed that we are under budget; she would be able to provide actual figures at the next ACC meeting. The final invoices are still being submitted by the rental supply and sound/lighting companies, so the current figures need to be confirmed and calculated.

Natalie added that the leftover jelly donuts were donated to the Eagle Scout house for the Christmas tree lot volunteers, who were very happy to receive the treats. No donuts went to waste. Sam shared that the leftover soba was donated to a local downtown shelter. Sam didn't have the dashi/soup, but they took the soba anyway. Lastly, Neal mentioned that there was no remanence of the event that had occurred the night before. Hopefully, we will be able look a way to include a temporary art installation or remnant from the day before to show the people who did not attend.

2. Revisit the Outdoor Dining Initiative and if we want to approach Council mid-year budget in January/February for project modifications.
(Neal Von Flue/15 minutes)

Neal reminded everyone that one of the initiatives was to enhance the outdoor dining spaces during the pandemic. The *Art+Dine* series was one positive thing that grew out of this, which occurred on Richmond Street back in August. Enhancement of the orange k-rail barricades/parkletes along our public streets had not been addressed with this initiative yet. We now have an opportunity mid-year (beginning of 2022) to revise the Cultural Development budget by going back to City Council to ask for an adjustment. Jane Burrell agreed that the orange barriers are not very attractive. Julie mentioned that her last conversation about the barriers was with Barbara Voss two months ago; at that point, Barbara told Julie that it could be six months to a year but it depends on if the COVID state of emergency remains in place. The state of emergency could be changed at any given time which then changes the restaurants' ABC licenses. Mark suggested making the case to City Council to repurpose the funds for cultural enhancements and show value in the shorter term. Julie agreed that if we do not choose to move forward with the parklet enhancements, then we could consider asking Council to allow more *Art+Dine* enhancements with the Outdoor Dining initiative funds. At that time, the idea was to expand the program onto Main Street. There are different ways to approach the enhancements to outdoor dining. Now is the opportunity to decide if the ACC would still like to pursue parklet enhancements or organize more *Art+Dines* to encourage people to dine at our local downtown restaurants. Neal thought that the series was quite successful and that he had received positive feedback from the City Council. He wanted to still activate the City Hall Plaza and

make it family-friendly with activities and/or performances. Neal thought that it would be good to create an assignment with a few ACC members who might want to look at this initiative more closely and come up with a list of recommendations for the mid-year budget revision. The plan would be to ask the City Council to repurpose the funds, but still use them for Outdoor Dining enhancements. Neal asked if there was anyone who would like to brainstorm recommendations in the next month. Neal, Eva, Natalie and Jane will think about alternative options for the Outdoor Dining initiative.

H. NEW BUSINESS

1. Vote to approve resolution for the ACC to continue meeting via Zoom teleconferencing (Julie Todd/15 minutes)

Recommendation: Approval

Attached Supporting Documents:

- Resolution to Conduct Public Meetings via Teleconferencing Pursuant to Assembly Bill No. 361
- Resolution No. _____.

A verbal vote was taken by Julie Todd.

MOTIONED by Neal Von Flue and SECONDED by Mark Knight to approve resolution for the ACC to continue meeting via Zoom teleconferencing. Motion CARRIED 10-1.

I. GOVERNANCE

1. Julie mentioned that the City Staff made progress on the Poet Laureate project. Maureen Kingsley explained the process to the ACC. She mentioned that there were three selection committee members: Maureen Kingsley of ACC, Kenneth Chaucey from the DEI, Kristina Kora-Beckman, Senior Librarian; the process was moderated by Sam and Julie. Seven applications were submitted and received. First, the selection committee used a scoring rubric to evaluate both the quality of the applicants' writing and their experience and ideas for working with our community. Julie and Sam calculated the rubric sheets from the three members and identified the two highest scored applicants. The whole team then had individual Zoom interviews with both applicants. During the meeting, the team asked a total of 5 questions to each applicant, which was very helpful in learning more about their personality, experience, and ideas. Both applicants were great, but there was a clear candidate who would be more suited to our community. After Julie and Sam checked the references of both candidates, Hope Anita Smith was selected as El Segundo's inaugural Poet Laureate. The committee was impressed with the quality of her writing, her warmth and enthusiasm; her personality was relatable and more accessible. She will work well with all ages. Hope came to the interview with visuals, props, and things that she will use for her poetry and writing workshops. Hope is a published poet and

has written poetry for children as well as adults. Neal shared that he looked up Hope's Wikipedia page and discovered that she is the recipient of the Coretta Scott King Award and several incredible accolades and has a bibliography of many books. That caliber is fantastic. Julie confirmed that Maureen will interview Hope, which will come out in the January issue of the *El Segundo Scene*. Sam expressed his excitement that Hope is the City's Poet Laureate because she will work well with all ages and is an acclaimed poet. He thanked Maureen for her contribution and time as a selection committee member because the process was a lot of work. The decision did not come easy, as there were excellent applicants. Sam added that Julie and he had reached out to Hope, asking her to create a scope of work for how she envisions the next two years as Poet Laureate. They will meet in person the last week of December to figure out what Hope's tenure would look like from January 2022 to December 2023. Brian suggested that the ACC should invite Hope to be a TEDx speaker.

2. Sam mentioned TEDxEISegundo and expressed the working team's efforts to continue planning for this initiative now that the Festival of Holidays has been implemented. The theme that the team selected is innovation, opening that up as a talk topic.

J. ADVISORY COMMITTEE MEMBER COMMENTS

Joanna Bowe – Joanna expressed a big thank you for the special Festival of Holidays event. She felt proud to be a part of the City that hosted this event. Joanna congratulated everyone on the success and appreciated all who were involved.

Jane Burrell – Jane had no additional comments.

Maureen Kingsley – shared Joanna's comments about the Festival of Holidays event and felt proud to be a part of it. Her friends told Maureen that they all loved it. One friend told her that it was cool for the City to have this free event and that her kids got to participate in the interactive craft stations. Maureen thanked Julie and Sam for their hard work. Maureen thought the event was awesome.

Mark Knight – Mark commented that his friends enjoyed the event. Having that level of diversity in the City was notable. The event was put on under a very tight timeframe by people who had not organized it before, which made it impressive. Mark stated that Julie and Sam should absolutely be commended for that. Mark looked forward to taking the notes from tonight and making the event even better next year.

Michael Kreski – Michael wished everyone a Merry Christmas and a Happy New Year.

Brian Mitchell – Brian had nothing more to add.

Joan Palmer – Joan had nothing to add. She was happy that she got to meet so many people for the first time in person at the Festival of Holidays event.

Natalie Strong – Natalie mentioned that she had said it all. She wished everyone a Happy Holidays and a Happy New Year.

Eva Sweeney – Eva thanked everyone for the wonderful Festival of Holidays event. She really enjoyed it. Sunday, December 11, is the El Segundo Christmas Parade and ESMoA is looking for volunteers to march and hold up posters from past exhibitions. Eva encouraged the ACC to bring their children. ESMoA will have a reception after the parade.

Tanya Taylor – Tanya thanked Julie and Sam for their hard work. She looked forward to being more active next year. She wished everyone a very Merry Christmas and a Happy New Year.

Neal Von Flue – Neal echoed everything that everybody said. He mentioned that he was very grateful to be a part of the ACC and to have the opportunities to plan, support, and help in the events and programs that enhance the lives of the City. Finally, Neal mentioned that if everyone was interested in being Chair or Vice-Chair, they should reach out to Julie. The meetings are fun to run. The voting of those positions will take place at the January 2022 ACC meeting.

CITY COUNCIL LIAISON COMMENTS – NONE

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

K. CITY LIAISON UPDATES

1. Julie Todd shared that there was a shortage of volunteers for the Festival of Holidays event. However, on Wednesday, December 1, she had reached out to the El Segundo Teen Advisory Council and an amazing group of 11th graders stepped up to help with the staffing of the interactive crafts tables, along with ESMoA's staff, who are always so generous and helpful.

Julie also shared that she worked with Ainsley Gulden, El Segundo's first female Eagle Scout, who was honored at a recent City Council meeting. For Ainsley's Eagle Scout community project, she built massive wooden gingerbread decorations with her father for Library Park's gazebo. Ainsley made 7' tall, wooden gingerbread people and candy canes to support the gazebo roof. The decorations will be used year after year.

L. ADJOURNMENT – Meeting adjourned at 7:06 PM.

NEXT MEETING: on Tuesday, January 25, 2022 at 5:30 pm, held virtually on Zoom.

Posted by: Sam Lee
Date & Time: