



City of El Segundo Arts and Culture Advisory Committee

Meeting Minutes
for January 25, 2022 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 (left early), Tanya Taylor, and Chairperson Neal Von Flue.
2. City Council Liaisons:

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. Warren Brand of Branded Arts presents Kinecta Credit Union's "Spruce Goose" Public Art Plan.
(Sam Lee and Warren Brand/30 minutes)

Sam introduced Warren Brand of Branded Arts to the ACC. Warren is currently working with Kinecta to create an on-site art for its campus. Warren mentioned that his company has managed over 600 art projects in 60 cities around the world in the last 12 years. His company has a profound dedication to give back to the communities, as he has worked with schools and youth centers. The Kinecta project is very special because it is a tribute to the history of aviation and El Segundo. This project is at 2100 Park Place in El Segundo in which Josh Everhorn (also known as Josh Valencia) has been commissioned to create a brass sculpture for the entrance of Kinecta. Josh is an accomplished artist whose sculptures can be seen throughout the U.S. Josh's sculpture is a tribute to the Spruce Goose and will be placed on a concrete pedestal, which is 8 ft. high. The sculpture is 4 to 6 ft.

in height, and 6 ft. from wingtip to wingtip. Warren also read Josh's artist statement. Michael Kreski questioned the choice of planes because the Spruce Goose was built in Westchester; it was flown off the coast of Long Beach for 600 ft.; it was then put in a warehouse and is now in Oregon. Michael did not see a connection to El Segundo. Warren replied that it has a connection to southern California history and with Howard Hughes. Warren wanted to do something that was iconic and representative of that era of aviation. Even though the Spruce Goose is not connected to the City directly, it is connected to the region. Julie added that her mother retired from Kinecta, which used to be Hughes Aircraft Credit Union, so the history of Howard Hughes and the Spruce Goose is related to the project. Mark Knight added that Hughes merged with Raytheon; he believed that there is a strong connection as a corporate legacy. Maureen Kingsley asked about the specific materials of the sculpture. Tanya Taylor asked about the landscaping, but Warren responded that he is not involved with the landscaping element. Maureen followed up with a 2nd question regarding whether the sculpture is an exact replica of the Spruce Goose. Warren replied that Josh's sculpture is a dramatic interpretation and is not an exact replica. Neal asked about the relationship of Kinecta to the sculpture. Warren mentioned that Kinecta saw a lot of different planes and worked through several ideas; it has been a good experience. Mark also asked if an art plaque would be installed. Warren confirmed that there would be one; Sam added that one of the requirements is to have an art plaque with specific dimensions and guidelines be installed next to the sculpture. Neal also asked Sam about the financial responsibility of the developer. Sam confirmed that the artwork valuation from a third-party public art consultant would be required to meet the guidelines for the on-site art portion. Neal thanked Warren for his presentation.

A verbal vote was taken by Julie Todd to approve Josh Everhorn's sculpture for Kinecta Credit Union's campus.

MOTIONED by Neal Von Flue and SECONDED by Mark Knight to approve the artwork. Motion CARRIED 11-0.

2. Introduction of El Segundo's Inaugural Poet Laureate Hope Anita Smith
(Sam Lee/15 minutes)

Sam expressed that he was thrilled to introduce Hope Anita Smith as El Segundo's first ever Poet Laureate. Hope has been writing poetry since she was 8 years old. To her, poetry—one of the few creative platforms that has a level playing field—is a wonderful and succinct way to share a story or an idea. Hope is a professional storyteller and teaches poetry writing workshops to all grade levels. She believes that each person has a voice and her goal is to help them discover that voice so they can be heard. The inspirations for creating a poem are endless, as they can stem from the everyday, from reality TV shows to photography. To date, Hope has published five books of poems, two of which she illustrated using torn paper collage. She is the recipient of numerous awards, including the Coretta Scott King Honor, the Claudia Lewis Award, and the American Library Association Notable Children's Books Award. Hope was born in Akron, Ohio, and now lives and works in Los Angeles.

Hope expressed her excitement as the Poet Laureate and looks forward to developing programs with the city. She is already hard at work in organizing upcoming workshops. She assured the ACC that she has extensive experience in working with children as well as adults. Hope mentioned that even though her books are written for kids, they can be enjoyed and are relatable for adults also. Hope read two poems to the ACC. One is hers, titled "I Got a Momma" and the other titled "Love is Not All" by Edna St. Vincent Millay. After reading the poems, Hope stayed to answer questions. Tanya Taylor asked if Hope has any published works. Hope responded that she has five published books of poetry. Sam mentioned that he would email the ACC members with the links to Hope's books. Neal and Natalie thanked Hope for her reading.

D. PUBLIC COMMUNICATIONS - NONE

E. APPROVAL OF MINUTES for December 8, 2021

1. Approval of minutes of the Arts and Culture Advisory Committee Special Meeting of December 8, 2021.

A verbal vote was taken by Julie Todd.

MOTIONED by Natalie Strong and SECONDED by Joan Palmer to approve the minutes. Motion CARRIED 11-0.

F. SPECIAL BUSINESS

1. ACC Election of Chair and Vice Chair.
(Julie Todd/15 minutes)

Julie mentioned that Neal and Natalie have served two years as Chair and Vice-Chair. She confirmed that no one other than Neal Von Flue and Natalie Strong expressed interest in serving as Chair or Vice Chair. Julie then launched the voting poll via Zoom to each ACC member. Julie received the 11 votes and shared the results. Natalie will be the new Chair and Neal will be the Vice-Chair, effective immediately.

A verbal vote was taken by Julie Todd.

MOTIONED by Neal Von Flue and SECONDED by Eva Sweeney to approve the election results. Motion CARRIED 11-0.

G. UNFINISHED BUSINESS

1. Wrap-up Final Festival of Holidays Budget.
(Sam Lee/15 minutes)

Sam reminded the ACC that the Festival of Holidays initiative was approved by the City Council on June 15, 2021 with a budget of \$60,000. The actual total spent was \$25,282.62. He shared a breakdown of the budget. Natalie asked about the fees that were paid to the performers. Sam reported that he asked each performer to share their performance fee and after discussing with Julie Todd, negotiated with some of the performers who were a bit more expensive. Jane Burrell asked if we had an estimated attendance. Sam mentioned that it was around 500 people, but Jane felt that it was more like 750+ people. Neal concurred and thought that it was over 750. Maureen asked about the sale of the tickets. Sam replied that they sold \$1,500 worth of tickets; each ticket was a dollar. That money went back to the Cultural Development Program fund. Natalie asked what the budget would be for next year's Festival. Sam mentioned that if approved by Council, it would depend on the scope of the program scope. There are many factors such as time duration, number of performances, expansion of the Festival onto Main Street, etc. Neal asked about the budget that was allotted for the event planning. Julie confirmed that \$12,000 was allocated by the ACC however, we did not spend that amount because the event planner dropped out. Tanya asked about the support of the local businesses and whether they had increased sales after the festival. Julie replied that we had reached out to the local businesses such as the Japanese and Indian restaurants; both are in El Segundo. The City staff was trying to represent the different cultures and provide the food from those cultures at the Festival.

H. NEW BUSINESS

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

Recommendation: Approval

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.

2. Big Idea List. Discussion of existing list status.
(Neal Von Flue/30 minutes)

Neal reported that there has been a Big Idea list that the ACC created to develop art and cultural initiatives to fund through the Cultural Development Program. The reason the ACC is revisiting this list now is due to the City's upcoming budget cycle. The ACC needs to identify what initiatives should be recommended to the City Council. Neal suggested that Councilmember Lance Giroux could attend the next ACC meeting as the ACC begins to update the big idea list. Julie mentioned that April 19 is the next opportunity for the ACC to provide new recommendations to the City Council. Melissa confirmed that there are several opportunities to talk about the ACC's recommendations to City Council. The first study session is mid-March but the April 19 meeting is really an opportunity for the ACC to update the Council on the initiatives in 2021 as well as developers' projects that are in process.

The adoption of the new City budget will occur in June 2022. Neal asked Sam and Julie to report what the current balance is from the Cultural Development Program Fund. Melissa mentioned that the City staff needs to get confirmation from Finance regarding the balance of the Cultural Development Program Fund, but roughly we have about \$850K for the first year (FY 2019/21), \$400K was allocated to the Gateway Project and Library Park renovation. For the second year (FY 2021/22), \$293K was allocated to the Festival of Holidays, Outdoor Dining Enhancements, TEDx El Segundo, Poet Laureate Program, the Cultural Arts Coordinator salary, and El Segundo Art Walk. We will have some funding left from the approved initiatives to be carried over or put back into the fund to be considered for other new initiatives.

There is roughly \$120K to \$150K unallocated funds right now, hopefully with more funds made available through the in-lieu payment option from developers. Brian asked about the amount that was allocated for the Gateway Project, as he does not remember. Melissa mentioned that the amount needs to be clarified. Eva asked for an update on the Library Park project. Melissa reported that because of COVID-19, some projects have been put on hold. In the coming new year, this project will be brought up again to the City Council, as the renovation of the park has many phases. Neal added that with the Gateway Project, the allocated portion of the Cultural Development Program fund should go towards public art. Neal asked the ACC to come back with new ideas that would be discussed at the February ACC meeting. Natalie noted that any new ideas should be emailed to Julie.

I. GOVERNANCE - NONE

J. ADVISORY COMMITTEE MEMBER COMMENTS

Joanna Bowe – had no comments.

Jane Burrell – congratulated the city staff on the selection of the Poet Laureate. She expressed that it is a great project and looks forward to learning more about what Hope Anita Smith has planned.

Maureen Kingsley – mentioned that she just wrapped up the February issue of the El Segundo Scene, which included an interview with Hope and reproductions of her torn-paper artworks. The February issue also included an interview with Eric Petterson and Almir Araújo, co-owners of Tapizôn, the new Brazilian restaurant. From speaking with them, Maureen learned a lot about Brazilian beach culture, which is quite like the SoCal beach culture. The owners want to bring these two cultures together through their menu. Eric and Almir invested artworks into their property.

Mark Knight – added that one of the artworks at Tapizôn comes from a Douglas DC-8 aircraft, which is mounted on a pedestal. There is an exciting film festival called the Banff Mountain Film Festival, which will be screening at the Fox Event Centre in Redlands, California, on Friday and Saturday, February 25 and 26. It is a mountain film festival about a mountain culture that funds our mountains.

Michael Kreski – recommended *The Pink Floyd* exhibition at the Vogue Multicultural Museum, which used to be the Vogue movie theater. The building has been renovated and transferred into an exhibition space. The next exhibition will feature HR Giger and his artworks.

Brian Mitchell – nothing more to add.

Joan Palmer – nothing to add. She wished everyone a Happy New Year.

Natalie Strong – thanked everyone for their vote of confidence. She hopes to do what she can and be a good leader. She thanked Neal for his leadership for the last two years.

Tanya Taylor – congratulated Natalie and Neal as Chairperson and Vice Chairperson.

Neal Von Flue – thanked everyone, as it has been a great two years. He had a wonderful time taking over from Jeff Cason’s tenure; they were big shoes to fill. We kept the momentum, which Neal is proud of. He looks forward to Natalie taking over as the new Chairperson and being able to support her moving forward.

CITY COUNCIL LIAISON COMMENTS – NONE

Councilmember Lance Giroux – not present

Councilmember Scot Nicol – not present

K. CITY LIAISON UPDATES

Julie Todd apologized and mentioned that she should have introduced Valeria Rendon much earlier in the meeting. Valeria is the new Senior Administrative Specialist for Community Services. She is observing this meeting and will eventually compile the meeting minutes. Valeria expressed that she was pleased to meet everyone virtually. Julie continued by sharing that the Los Angeles Music Center had reached out to her about a free community music performance program. She is working with them to bring a jazz performance by the Grammy-winning performer Dr. Bobby Rodriguez and his band for Thursday, March 3 from 4pm to 5pm in conjunction with the Farmers’ Market. There will be an instrument making workshop for the kids also during that time.

Julie also shared that she is working with Barbara Boehm from ESMoA for the Living Library program. The Living Library began in Denmark and its concept is to have 20-minute conversations with people one may not normally choose to have a conversation with, breaking down stereotypes and having more empathy for people’s differences. This year the event will be in person (last year was via Zoom) on Saturday, March 12, 2:00 – 5:00 p.m. at ESMoA. On Wednesday, March 9, the El Segundo Public Library will host a presentation by Peter Samuelson, the inventor of EDAR (Everyone Deserves a Roof)—a mobile homeless shelter on wheels. Peter will also be a part of the Living Library.

Sam shared that from February 14 to March 26, *Small Treasures* exhibition will be on display in the Room of Requirement within the Public Library. *Small Treasures* is the first annual juried exhibition of small artworks. The idea stems from having a show that involves the whole community. Sixty-plus 4"x4" canvas kits were picked up by the public; artwork submissions are due Friday, January 28. All artworks will be juried by Jane Burrell, an ACC member, and Barbara Boehm of ESMoA. There are three categories: 10 years old and under, 11 to 18, 19 and older. At the end of the exhibition, there will be raffle; each participant will get someone else's creation.

Melissa McCollum expressed a belated welcome and thank you to the new ACC members. She appreciates all the ACC's work and commitment and looks forward to getting to know the new members and working with everyone.

L. ADJOURNMENT – Meeting adjourned at 7:36 PM.

NEXT MEETING: on Tuesday, February 22, 2022 at 5:30 pm, held virtually on Zoom.

Posted by: Sam Lee

Date & Time: