



City of El Segundo
Arts and Culture Advisory Committee
Meeting Minutes
for July 26, 2022 5:30 p.m.

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 5:33 p.m. by Chairperson Natalie Strong.

B. ROLL CALL

1. Members present: Jane Burrell, Maureen Kingsley, Brian Mitchell (arrived 5:37pm), Joan Palmer, Chairperson Natalie Strong, Eva Sweeney (left at 7:30pm), Tanya Taylor (left at 7:01pm), and Vice Chairperson Neal Von Flue.

City Council Liaisons:

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

2. City Staff Liaisons present: Senior Librarian Julie Todd and Cultural Arts Coordinator Sam Lee.

C. PRESENTATIONS

1. Beyond Meat's public art team will present their public art plan for ACC approval to be installed on site at 888 North Douglas Street.
(Kaycee Olsen [Indiewalls], Stone Shif [Indiewalls], Yelena Filipchuk [Artist], and Beaulieu [Artist]; 30 minutes)

Kaycee Olsen introduced the art collective HYBYCOZO (based in Venice, California), which consists of artists Yelena Filipchuk and Serge Beaulieu via Zoom, Jim Carr (construction/project manager) and Beth Moskowitz (Beyond Meat) were also in attendance. For the front entrance of the Beyond Meat Headquarters, HYBYCOZO proposed a 10 feet high stainless steel sculpture called *Plumafolium*. The high-quality steel is corrosion- and decay-resistant and one of the most recycled and sustainable materials. Inspired by the developer's commitment to reducing our environmental impact and protecting animals, the open form, hybridized sculpture resembles half of a leaf and half of a feather combined; the art showcases the interconnected nature of plant and animal elements and also highlights the shadow effects cast by light. The sculpture invites

the community to see the harmony and connection in all beings and reflect on how we interact with our planet.

Eva Sweeney asked about the value of the sculpture and the 1% of the total development fee. Jim Carr responded that it is \$220,000 USD, which includes the artists' and public art consultant's fees and the design, fabrication, and installation costs.

Neal Von Flue asked if the plans have been approved by other City departments. Jim responded that the engineering drawings for the artwork went to Building & Safety for plan check. Sam Lee added that when the sculpture is installed, a final on-site art inspection will occur with Recreation, Parks and Library Director Aly Mancini, a City's Building & Safety inspector and himself. If approved and all Cultural Development Program requirements are met, then a signed letter from Aly will be sent to Building & Safety, recommending issuance of the Certificate of Insurance.

Sam shared the sample of the steel material that HYBYCOZO sent in advance with the ACC members. He also asked about the timeline and when the sculpture would be installed. Jim replied that it would be done by the end of 2022. Sam also asked about the fabrication of the sculpture and where it would be made. Serge responded that it will be created in Murrieta, California, by HYBYCOZO's fabrication partners.

Supporting Documents:

- Final Sculpture Proposal – HYBYCOZO – Beyond Meat = 7.26.22

A verbal vote was taken by Julie Todd.

MOTIONED by Eva Sweeney and SECONDED by Tanya Taylor to approve Beyond Meat's Art Plan. Motion CARRIED 8-0.

D. PUBLIC COMMUNICATIONS – NONE

E. APPROVAL OF MINUTES for June 28, 2022

1. Approval of minutes of the Arts and Culture Advisory Committee Regular Meeting of June 28, 2022.

A verbal vote was taken by Julie Todd.

MOTIONED by Neal Von Flue and SECONDED by Natalie Strong to approve the minutes. Motion CARRIED 8-0.

F. SPECIAL BUSINESS – NONE

G. UNFINISHED BUSINESS

1. Fiscal Year 2022/2023 initiatives update.
(Sam Lee/15 minutes)

Sam and Julie have been working on the Festival of Holidays and some of the ACC's newly approved initiatives by City Council.

Julie, Sam, and the Recreation staff are meeting to discuss the Festival of Holidays. The goal is to combine the Christmas tree lighting event with the other holiday celebrations, making it a one-day event. The ACC provided a number of recommendations to the City staff. Julie and Sam responded that they would take those recommendations to Recreation, Parks and Library Director Aly Mancini.

Regarding the Visual Artists in Community Program, a selection panel includes a DEI and an ACC member, and a library staff member (not Julie or Sam). Ten out of a group of 16 pre-selected artists were chosen from the El Segundo's Artist Pool and those artists are developing their initial proposal for final selection. An orientation meeting with all participating artists occurred on Tuesday, July 19. Questions were captured and an addendum to the original Request for Proposal was issued for transparency and equity. The proposal deadline is Friday, August 26. The selection committee will reconvene in September to select four finalists and two alternates, who will all then be approved by the ACC.

The El Segundo Talks working group will resume meeting soon to implement this new initiative. Julie and Sam met with Scott Werve, Director of Operations, El Segundo Performing Arts Center, to discuss possible dates, staffing, lighting and sound, rehearsals, food, and stage design for the event. Scott has fabrication contacts if we needed any for special stage designs. Neal Von Flue asked if the budget allows for an event coordinator; Sam responded that it does. Julie asked the working group for their availability to meet. She suggested having eight speakers and two separate performances; the latter would enhance the talks and occur after the intermission and at the end of the last speaker's talk.

Sam and Julie are planning a number of events in August and September for the El Segundo Public Engagement Program. In conjunction with the El Segundo Art Walk, *Summertime*, *Summertime* is a community juried art exhibition that requires the general public's participation. The theme is summer. Exhibition guidelines were provided to the general public through the City's website and its GovDelivery service; the exhibition is also promoted via the Public Library's Instagram account.

August is National Dog Month. *Best in Show: Dog Portraits by Stephen Holman* will be on exhibit in the library along with *Summertime, Summertime*. Stephen created twenty portraits for this exhibition and will also hold a drawing workshop, teaching the community to create their own pet portraits using colored pencils. Details for the workshop are forthcoming. The exhibition dates are August 22 to September 30, 2022 and the opening reception is Thursday, August 25 from 6:00 to 7:30pm.

Julie and Sam will implement a creative series which will occur monthly on a Saturday. The purpose is to offer workshops to the public, engaging them culturally through music playing to art making. Some of the workshops would be led by artists or musicians and some by staff. The first workshop will be held in Library Park with artist Hadley Holliday, who will teach the public to make cyanotypes by using the

sun for light exposures. Julie added that a title is needed for this series and encouraged the ACC members to suggest any good ones.

Another creative project is to teach ukulele to Park Vista residents, and other members of the community. Sam shared this program plan with the ACC. The committee gave positive feedback in support of this program. Julie will purchase five tenor ukuleles for the community to use for the music lessons. The goal is to expand this program, held in Library Park, to include all interested residents of El Segundo. Neal Von Flue interjected that there is an ukulele club in town. He will reach out to the founder of the club.

A Speaker series is another way to engage the public by having notable speakers discuss important social and cultural issues. For September, Sam has invited Kathleen Jacecko, a South Bay-resident who runs a non-profit organization called Teaching Green, to speak about environmental issues. Details will be forthcoming.

Eva Sweeney asked when the discussions of new initiatives for FY 2023-2024 should occur. Neal mentioned that April is usually when the ACC brings new ideas to Council; the ACC should start thinking about new programs to present to Council for approval. Sam interjected that he would like to see a Youth Poet Laureate program.

H. NEW BUSINESS

1. ACC discussion to consider creating a Jr. ACC Member with one of the current vacant ACC seats.
(Natalie Strong/30 minutes)

Jane Burrell asked what the goal of this position would be and if the individual would have the power to vote on issues/initiatives. Tanya Taylor asked about the age group; it depends on the age of the junior ACC member would be and what they would be able to accomplish. Neal mentioned that the individual should be between fourteen to eighteen years of age; the vetting process would also be unique. The ACC discussed the duration of the term and high school commitments that may hinder the individual from participating in all required ACC meetings. Tanya suggested that it would be dynamic for the individual if they are connected to an already established arts group at the high school and assigned to work on an ACC initiative, approved by the City Council, such as Festival of Holidays. The experience would be more enriching for this junior member. Neal thought that a Teen Advisory Committee previously exists in our City. He suggested that the ACC reaches out to this committee for a teen recommendation, if this group still operates. Eva Sweeney would like the term to be longer than one year. Natalie Strong mentioned that the junior year is the most active so it would mean getting someone who is a freshman or sophomore. Tanya countered that the commitment would not be overwhelming since the ACC meets only once a month and the meetings are fixed to the fourth Tuesday of each month. Neal added that there are also the details involved to bring this individual into the ACC; he is curious what the process would entail. Brian mentioned that this role is perfect for an engaged student who has an inquisitive mind and wants to get involved with civic issues.

He thinks that someone who is interested in journalism, theater, or a discipline like that would be engaged in learning more about the ACC committee and its role within a larger community.

Neal suggested outreach from the ACC would be the first step to promoting the position of a junior ACC member. Maureen volunteered herself to contact the person who runs the visual arts and performing arts pathway at the high school. Neal motioned to create an ad hoc committee to research and do outreach to the neighboring schools such as Da Vinci Schools and Vistamar School as well as the high school. Tanya, Natalie, and Maureen volunteered to be on the ad hoc committee. Tanya is interested in reaching out to the Manhattan Beach Youth Council, reporting back to the ACC in August; Natalie will contact the Da Vinci Schools. Julie will follow up with Mishia Jennings regarding the selection process. Tanya asked if the ACC would have any legal issues in terms of reaching out or face any discriminate issues. She mentioned that California is very strict on how you go about recruiting people.

A verbal vote was taken by Julie Todd.

MOTIONED by Vice Chairperson Neal Von Flue and SECONDED by Jane Burrell to form a working group to research the possibility of creating a Jr. ACC member with one of the vacant regular positions. Motion CARRIED 8-0.

I. GOVERNANCE

Sam mentioned that the City is currently working with some developers who chose the on-site art option from the City's 1% for Art Program. He provided an update of two completed on-site public art projects. Sam shared images of the artworks that L'Oréal and Grand + Nash successfully commissioned and installed on their campuses. Artist Nicole Landau created two Corian steel sculptures called *Cocoon* and *Wing* for L'Oréal, and artist Jon Krawczyk fabricated one stainless steel one called *Sublime Moon over El Segundo* for Grand + Nash. The artworks are stunning; the colors shift and change when one walks around the art pieces. Sam encouraged the ACC to visit the campuses, as the pictures do not do justice. Eva complimented Indiewalls for their professionalism. Jane suggested adding the images of these new artworks to the Library's website. Neal asked if there will be a ribbon cutting event/launch party for both projects. Sam mentioned that originally L'Oréal was planning something at the end of July but that is not going to happen. Sam had suggested to the developers to include us, especially either the Mayor or Councilmembers, if the developers were to have such ceremonies.

Sam brought up the issue of revising the language of the art plaque requirement within the Administrative Guidelines. Although the plaque required approval from the Cultural Development Program staff, it is open-ended and does not have any specific restrictions or guidelines currently listed in the document. He consulted City Attorney Joaquin Vazquez who suggested that a template be created for developers to use as it is required to be installed in close proximity to the actual artwork. Jane suggested that it would be nice to include more information about the artist on the plaque. Julie added that we should include a QR code on the template for reference to the online platforms such as the Library's website.

Julie reported that she spoke with John McCullough about the El Segundo Art Walk. He mentioned that an artist has been identified to do the public art mural, which is very exciting. Sam asked about the selection of the Augmented Reality artist. Julie responded that that has not happened yet.

J. ADVISORY COMMITTEE MEMBER COMMENTS

Jane Burrell – had no comments.

Maureen Kingsley – thought that the *Daddy and Me* event for Father's Day at the El Segundo Fire Department was awesome. Julie added that she will email the link of the El Segundo Media's coverage to all ACC members.

Brian Mitchell – none

Joan Palmer – none

Natalie Strong – none

Neal Von Flue – reported that he and Sam had a follow up meeting with Eduardo Schonborn last week. The meeting was to provide the ACC's recommendations to the City for the Roots on Eucalyptus' art program. Eduardo was satisfied with the recommendations, and Neal was happy to have assisted. The next step is for the owner to present the selected artists for the ACC's approval. Neal offered the ACC's assistance in the selection process also. Sam thanked Neal for being at the meeting and relaying the recommendations.

CITY COUNCIL LIAISON COMMENTS – NONE

Councilmember Lance Giroux – not present

Councilmember Scot Nicol – not present

K. CITY LIAISON UPDATES

1. With regards to the idea of having a new design for the City's flag, Julie mentioned that Charlie Henry will make a presentation via Zoom at the August ACC meeting, as he is going to college on the east coast. He will discuss the reasons why the City needs a new flag.

L. ADJOURNMENT – Meeting adjourned at 7:28 PM.

A verbal vote was taken by Julie Todd.

MOTIONED by Joan Palmer and SECONDED by Maureen Kingsley to adjourn the meeting.
Motion CARRIED 6-0.

NEXT MEETING: on Tuesday, August 23, 2022 at 5:30 pm, in person at the El Segundo Public Library's Community Room.

Posted by: Sam Lee
Date & Time: