



City of El Segundo
Arts and Culture Advisory Committee
Meeting Minutes
for March 22, 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 5:31 p.m. by Chairperson Natalie Strong.

B. ROLL CALL

1. Members present: Joanne Bowe, Maureen Kingsley, Mark Knight, Michael Kreski (left at 6:00 p.m.), Brian Mitchell (arrived 5:40 p.m.), Joan Palmer, Chairperson Natalie Strong, Tanya Taylor, and Vice Chairperson Neal Von Flue.
2. City Council Liaisons:

Councilmember Lance Giroux – present
Councilmember Scot Nicol – not present
3. City Staff Liaisons present: Senior Librarian Julie Todd, Library Manager Mark Herbert, Cultural Arts Coordinator Sam Lee, and Senior Administrative Specialist Valeria Rendon.

C. PRESENTATIONS – NONE

D. PUBLIC COMMUNICATIONS – NONE

E. APPROVAL OF MINUTES for February 22, 2022

1. Approval of minutes of the Arts and Culture Advisory Committee Special Meeting of February 22, 2022.

A verbal vote was taken by Julie Todd.

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

F. SPECIAL BUSINESS – NONE

G. UNFINISHED BUSINESS

1. Discussion on planning for Council presentation April 19th, including past successes, challenges, public art on site, and initiatives to propose for the new fiscal year.
(Natalie Strong/45 minutes)

Natalie Strong asked Councilmember Lance Giroux about the upcoming April 19th Arts and Culture Advisory Committee's presentation to City Council, specifically how much detail is needed for the FY 2022-2023 proposed initiatives? Mr. Giroux suggested separating the initiatives into two sections; first section to include the previous FY's successful initiatives that the ACC would like to renew, such as Poet Laureate and Festival of Holidays, and second to include the new initiatives, detailing for Council the new initiatives' crucial elements such as outcomes and benefits.

One new initiative to be proposed is the Visual Artists in Community Program. Sam Lee explained that this program will help create a public art collection for the City, where murals or permanent sculptures would be created, adding value, and enhancing the City's spaces for residents, businesses, and visitors. Sam explained that there will be a plan in place, overseen by the Community Services team from inception to completion, to make sure any artwork coming out of this initiative would meet high standards. Julie Todd interjected that the Visual Artists in Community program is the visual equivalent to the Poet Laureate program. It would be a program where the visual artist would educate and provide opportunities for engagement through visual arts, very similar to what the Poet Laureate is doing through the written word. Neal Von Flue added that other LA cities have similar successful programs.

Mr. Giroux asked about the Arts and Culture Community Engagement Fund. Sam responded that the fund would provide smaller scale, short-term art, and cultural experiences such as music performances, a visiting speaker series, and opportunities that may arise throughout the year such as Dr. Valery Lanyi's holocaust survivor presentation. Sam reminded that these types of cultural activations would be vetted and developed by the City staff and ACC members, and approved by the Community Services Director and City Manager. The Arts and Culture Advisory Committee proposed Operating Fund has already been established as a line item within the Cultural Development Program Fund. Julie shared that the City's CFO recommended a transfer of \$10,000 into it for supplies or things that may support the approved projects.

Neal updated Mr. Giroux that the El Segundo Art Walk is requesting \$38,000 for producing the event and an additional \$20,000 for the art component, which would be a mural on the 109' north wall of John Labib & Associates' building on Main Street.

Mr. Giroux asked about the 2nd City Talks initiative and what are the benefits of implementing this event. Julie reported that originally the plan was to create a TEDx event; however, there are a lot of restrictions by TED. One requires the City to create a non-profit entity specific to the event series, another requires a dedicated event website. Instead, the ACC and City staff would like to produce a City-branded talk event, similar in format to that of TEDx. The purpose of the one-day event is to feature some of the visionaries in El Segundo and present their unique ideas through a series of 18-minute long talks. Natalie asked Brian Mitchell if there were any updates with the TEDx initiatives. Brian responded that there have not been any new updates. Julie reminded the ACC that in order for El Segundo to create a TED talk, the City is required to create a non-profit entity and a dedicated website, both of which the City staff would not have time to manage. However, Julie reported that Scott Werve, Director of Operations at the El Segundo Performing Arts Center, emailed her, expressing his willingness to partner with the ACC and City staff if a series of talks were to take place.

For the presentation to City Council, Julie mentioned that she and Sam would be using visuals from past programs and initiatives to support the new proposed FY 22/23 initiatives. Neal suggested that the Visual Artists in Community initiative and the Cultural Development Engagement Fund should be one because there are overlaps and they could be misunderstood as the same thing by City Council. Sam clarified that the former would create a permanent art collection such as a mural or a permanent public sculpture whereas the latter would create temporary experiences such as music performances and talks.

Sam asked the working groups to provide details for the FY 2022-2023 initiatives by March 30, 2022, so that he can move forward with completing the Staff Report for submission and approval on the April 19 City Council Meeting agenda. The deadline to submit for review is April 4, 2022.

H. NEW BUSINESS

1. City's Finance Director Joe Lillio explains the City's budgeting process and considerations to help ACC prepare their initiatives to take to City Council.
(Joe Lillio/30 minutes)

Joe Lillio presented and recapped to the ACC the City Council approved FY2020-2021 budget funded by the Cultural Development Program Fund, which consisted of \$300,000 for the City Gateway Entry Project and \$100,000 for the Library Park Renovation Project. He added that the adopted budget for FY 2020-2021 also included \$100,000 for the Cultural Arts Coordinator position, \$60,000 for the Festival of Holidays, \$55,000 for the Outdoor Dining Enhancements, \$50,000 for TEDx El Segundo, and \$8,000 for the Poet Laureate program. The current balance is approximately \$310,000 in the Cultural Development Program account, and the expected fund balance for FY 2022-23 is \$800,000 as new funding would be coming in through the City's 1% for Art Program. The funding for the City Gateway and Library Park projects has already been withdrawn from the Cultural Development Program account and deposited into the Capital Improvement Fund,

as the \$400,000 total has been earmarked. Neal asked if the City is moving towards a 2-year funding cycle. Joe responded that that plan has paused.

Neal also asked if all new initiatives need to be attached to the yearly budget approval cycle or is there flexibility in that timeline for the process of proposing newly developed initiatives to City Council for approval? Mr. Giroux mentioned that because the ACC is a specialized committee in which they have a funding source, the process should be more organic and the ACC should have some latitude to come back to Council around mid-year. Natalie asked Joe about the unused funds from the FY 2021-2022 initiatives, and if the ACC needs to officially request reallocation? The City's CFO replied that the unused money stays in the Cultural Development Program Fund and can be reallocated to the newly City Council approved initiatives for FY 2022-2023. The ACC and City staff thanked Joe Lillio for his expertise and attendance.

I. GOVERNANCE

Julie reported to the ACC that she and Sam scouted available City-owned public spaces for potential mural opportunities as research for the Visual Artists in Community program. Julie and Sam are also working on the presentation for the past approved, executed initiatives and upcoming budget items that will be shared at the 4/19/22 City Council meeting. Julie reminded the ACC that the El Segundo Public Library will host a welcoming reception for Poet Laureate Hope Anita Smith on Wednesday, April 6, from 6:30 to 8:30pm in the Library's Reading Lounge. The event will include poetry reading and a book signing by Hope. Julie encouraged the ACC to attend this reception and support the initiative.

Sam added that in conjunction to Hope Anita Smith's Welcome Reception, her nine art collages will be on display in the El Segundo Public Library from Monday, April 4 to Saturday, April 30, 2022. He reminded the ACC to email Julie or Sam three things that each member loves about El Segundo for Hope's inclusion in her *Ode to El Segundo* poem.

J. ADVISORY COMMITTEE MEMBER COMMENTS

Joanna Bowe – no comments.

Maureen Kingsley – no comments.

Mark Knight – no comments.

Brian Mitchell – asked if we had a marketing budget for the Festival of Holidays. Julie replied that we could use funding from the approved budget for this initiative for promotions. If a Festival of Holidays takes place in 2022, Brian suggested as an example, 15% of the total budget could be used for marketing.

Joan Palmer – suggested a yearly survey to developers who did not donate to the 1% for Art Fund why they chose to do art on-site. Julie interjected that L'Oréal was very excited commissioning art for their west coast headquarters. Sam added that developers who chose to put art on their campuses are also bringing value to the

City. Natalie and Joan both felt that the reasons for putting art on-site are important to know.

Natalie Strong – no comments.

Tanya Taylor – no comments.

Neal Von Flue – felt it would be beneficial for the ACC to receive a weekly or bi-weekly email of updates and activities from City staff to keep the committee in the loop.

CITY COUNCIL LIAISON COMMENTS – NONE

Councilmember Lance Giroux – left after Item #G

Councilmember Scot Nicol – not present

K. CITY LIAISON UPDATES

1. Julie reported that there were several Library + ESMoA collaborative programs during the week of March 7. On Wednesday evening, March 9, Peter Samuelson, inventor of EDAR (Everyone Deserves a Roof) shared his story behind designing temporary mobile shelters for the houseless. Poet Laureate Hope Anita Smith lead a poetry workshop at ESMoA on Friday, March 11, as part of the Living Library. On Saturday morning, March 12, in City Hall Plaza, Dr. Valery Lanyi talked about her experience as a holocaust survivor; she also received questions from the community in advance. Later that afternoon, Living Library human books were available for 20-minute one-on-one conversations at ESMoA. ACC members Mark Knight and Tanya Taylor talked about their *Black in Mayberry* film as part of the Living Library. Julie thanked Mark and Tanya.
2. Sam reported that on Saturday, April 9, South Bay Swing Orchestra will perform music from 20s, 30s and 40s in the gazebo from 1:00 to 2:00 pm.

L. ADJOURNMENT – Meeting adjourned at 7:33 PM.

NEXT MEETING: on Tuesday, April 26, 2022 at 5:30 pm, in person at the El Segundo Public Library's Community Room.

Posted by: Sam Lee

Date & Time: