



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

Meeting Minutes  
for October 27, 2020 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 US.

### **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, Kristen Dorsey, Maureen Kingsley, Mark Knight, Michael Kreski, Brian Mitchell, Samantha Smith-Strassner, Natalie Strong, Vice Chairperson Eva Sweeney, and Chairperson Neal Von Flue
2. City Council Liaisons present: NONE
3. City Staff Liaisons present: Library Director Melissa McCollum and Senior Librarian Julie Todd

### **C. PRESENTATIONS**

1. Gateway Committee Update (Jay Hoeschler/10 minutes)

Gateway Committee representative Jay Hoeschler discussed the status of the Gateway project. Two teams were asked by the Gateway Committee to combine their design concepts earlier in the year, but recently John Clark of LookingLA voluntarily withdrew from the project. The Gateway Committee now feels that the current Gateway Design Team of Maryam Eskandari and Julia Watson should work with signage and lighting specialists to achieve the best results for the project.

The Gateway project has expanded to both the east and the west sides of the intersection due to an expanded budget approved by the City Council. Jay Hoeschler added that the Gateway Committee also asked Maryam's team to consider the existing design constraints such as noise and traffic, and how the corner could be programmed and activated for future use, encouraging people to want to return.

Brian Mitchell ask about timeline practicality. Elias Sassoon mentioned that they should have a good design in early 2021 and construction may begin by the fall.

Melissa McCollum reminded the committee that the Gateway Project will be the first project funded by the Cultural Development Program, and Council wants to use it as an example to businesses. It is important for the project to be successful as we all have a vested interest in it.

The Gateway Committee plans to present a work in progress design to the City Council for feedback in December.

#### **D. PUBLIC COMMUNICATIONS – NONE**

#### **E. APPROVAL OF MINUTES for August 25, 2020**

1. Approval of minutes of the Arts and Culture Advisory Committee Meeting of September 22, 2020.

A verbal vote was taken by Julie Todd.

MOTIONED by Mark Knight and SECONDED by Vice Chairperson Eva Sweeney to approve the minutes of the September 22, 2020 meeting as presented. Motion CARRIED 10-0.

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

#### **G. UNFINISHED BUSINESS - NONE**

#### **H. NEW BUSINESS**

1. ACC Workflow Proposal (Jeff Cason, Neal Von Flue/45 minutes)

Jeff Cason shared that before the ACC meets with Council to present their accomplishments, goals, and how they see the committee aligning with Council's interests and direction in 2021, the committee should determine how the ACC wants to operate moving forward within their own expectations for serving on the committee.

Jeff sees the ACC's evolved role as ideating, researching, and curating projects based on City needs and strategic plans, and then presenting ideas and recommendations to Council. Ultimately the City would direct City staff to activate the recommended projects and programming based on City needs.

Jeff Cason also said that perhaps the committee should bring back the "Big Idea List" to spend time brainstorming possible projects to propose to Council based on given themes, and City goals. Each idea would be thoroughly examined for project scope, cost, reach/audience, desired outcomes, key stakeholders, timeline, and how it meets the community's needs. Each curated idea would be drafted in detail to present to the Council.

Michael Kreski agrees with Jeff's plan. Natalie Strong also agrees that this workflow would be much more satisfying and less frustrating. Kristen Dorsey felt that the

presentation makes sense, but still is disappointed and discouraged about the budget being allocated towards projects not initiated by the ACC. Vice Chairperson Eva Sweeney feels that Jeff's workflow is a good start, and she also agrees with Kristen and feels it would be helpful for the City Manager or the Council Liaisons to be available for ACC project feedback to make sure the proposed projects are more likely to receive buy in from Council. Samantha Smith-Strassner also felt it was important to find ways to optimize City Manager/City Council feedback for project alignment.

Melissa McCollum shared that both City Manager Scott Mitnick and Councilmember Lance Giroux felt the proposals to Council should be narrowed down from 20 curated ideas to a few, and when ACC projects are accomplished, others are added.

Brian Mitchell feels that the process Jeff described was already what the ACC has been doing. He also feels that because the ACC does not have a lot of agency on the actual execution of projects, it would be helpful to receive project briefs, and more direction from Council.

Chairperson Neal Von Flue expressed that he feels the City Manager is hoping to rely on the ACC more for ideation as opposed to Council telling the ACC what to be working towards. Jeff Cason said open communication with Council is key to the idea process.

ACC members Neal Von Flue, Eva Sweeney, Jeff Cason, and Natalie Strong will work on a more formal version of Jeff's workflow for the Council presentation on December 15<sup>th</sup>.

## **I. SUBCOMMITTEE UPDATES**

1. Anti-Racism Through an Intersectional Lens - none
2. Cultural Development Program - none
3. Events/Marketing - none
4. Grants – none
5. Projects – none

## **J. GOVERNANCE**

Melissa McCollum mentioned the upcoming holidays, and asked if the ACC would like to adjust their meeting schedule. After discussion, there was consensus to cancel the regular ACC Meetings in November and December and schedule a special meeting on December 2<sup>nd</sup> at 5:30 PM.

ACC interviews will likely be held in early January 2021.

## **K. ADVISORY COMMITTEE MEMBER COMMENTS**

Chairperson Neal Von Flue – none  
Vice Chairperson Eva Sweeney – none  
Jeff Cason – none  
Kristen Dorsey – none  
Maureen Kingsley – Thanked Jeff Cason for his Workflow presentation

Mark Knight – none

Michael Kreski – Appreciates the color illumination of the ES water tank.

Brian Mitchell - none

Samantha Smith-Strassner – Thanked Jeff Cason for his Workflow presentation

Natalie Strong – Thanked Jeff Cason for his Workflow presentation. Announced that November is National Novel Writing Month

CITY COUNCIL LIAISON COMMENTS – none

Councilmember Lance Giroux – not present

Councilmember Scot Nicol – not present

## **L. CITY LIAISON UPDATES**

Julie Todd shared Living Library program updates. The Living Library will take place in collaboration with ESMoA over a two-week period; November 11, 12, 13, 18, 19, and 20, from 4:00PM to 6:00PM on Zoom. SignUpGenius link will be made available soon.

**M. ADJOURNMENT** – Meeting adjourned at 7:05PM.

NEXT SPECIAL MEETING: on Wednesday, December 2, 2020 at 5:30 p.m., held virtually on Zoom.

Posted by: Julie Todd

Date & Time: