



City of El Segundo
Arts and Culture Advisory Committee
Special Meeting Minutes
for December 2, 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: Community Services Director Melissa McCollum and Senior Librarian Julie Todd

C. PRESENTATIONS - NONE

D. PUBLIC COMMUNICATIONS – NONE

E. APPROVAL OF MINUTES for October 27, 2020

1. Approval of minutes of the Arts and Culture Advisory Committee Meeting of October 27, 2020.

A verbal vote was taken by Julie Todd.

MOTIONED by Michael Kreski and SECONDED by Brian Mitchell to approve the minutes of the October 27, 2020 meeting as presented. Motion CARRIED 10-0.

F. SPECIAL BUSINESS - NONE

G. UNFINISHED BUSINESS

1. ACC Report to City Council on December 15, 2020

Supporting Documents:

- City of El Segundo Strategic Plan 2020-2021
- ACC Bylaws

Chairperson Neal Von Flue, Vice Chairperson Eva Sweeney, Jeff Cason, and Natalie Strong were tasked with working on the presentation to Council on December 15, 2020. Chairperson Neal Von Flue shared their rough draft presentation with all ACC members. Melissa McCollum shared that Chairperson Neal Von Flue will be giving the ACC workflow presentation, but all are welcome to attend the Council meeting through Zoom.

Chairperson Neal Von Flue recapped the ACC's purpose as stated in the bylaws, and defined by the City; to generate and recommend innovative ways to bring quality of life to residents and enrich the community.

A few projects highlighted that originated from the ACC include the Creative Economy Report, working with City departments to strengthen existing institutions through supporting programs and installations, facilitating public art projects that beautify the town such as the basketball wall at Rec/Park, the Portals to Memory mural at the library, and the DWP Tank Mural by renowned artist John Van Hamersveld, and creating the Cultural Development Program. Since its approval at the end of last year, the Cultural Development Program has established an avenue for on-site art and funding for more of the types of projects and initiatives mentioned that will help bring our community together at an important time.

Jeff Cason established a workflow to help the ACC move forward with idea generating and recommendations to Council.

The proposed workflow includes the following steps:

- Step 1 - Ideating
- Step 2 - Researching the viability of the projects
- Step 3 - Curating the list to the most viable projects
- Step 4 - Creating a brief for each project to present to City leadership
- Step 5 - Advising City staff and Council on each project, giving Council the final say on what projects are given the green light

Mark Knight suggested summarizing the presentation with one final slide that bullet points the prime content. Kristen Dorsey thought the presentation summed up the committee quite well, but felt that the number of project briefs was a bit much. Chairperson Neal Von Flue felt it was appropriate for the ACC to use the CDP budget to determine how many and what type of project briefs are presented. Kristen Dorsey felt that giving the ACC the most flexibility without having to promise a certain number of briefs was the best way to go.

Vice Chairperson Eva Sweeney recalled that City Council was more interested in fewer projects and she feels that the given number of project briefs should be removed, with the next step being establishing project categories that leads to possible proposed project briefs. She also felt that the intent of the meeting on the

15th is so that the City Council understands that the ACC is only an advisory committee, and that the members understand that as well. Vice Chairperson Eva Sweeney also would like to see a variety of public art projects from El Segundo represented in the presentation photos.

Jeff Cason agreed that the presentation should move away from specific project numbers, and be more vague, i.e. “a handful.” Jeff Cason also agreed with Eva Sweeney that more public art should be represented in the presentation photos.

Chairperson Neal Von Flue felt it is important to include a lot of data and metrics for the Council’s benefit. Brian Mitchell felt it would be a good idea to bold some of the key point texts to draw attention to key points.

Samantha Smith-Strassner asked if there were any KPIs around impact that could be used in the presentation. She also thinks that at the end, a summary slide of the workflow and how it will get the ACC to where they wish to be. Julie Todd asked if it would be appropriate to use KPIs from the Art Walk and how the event contributed to the economy through bringing business to the local restaurants and businesses. Vice Chairperson Eva Sweeney felt it would be appropriate to use more of the art and culture of the community, and use some statistics from the Creative Economy Report.

Melissa McCollum mentioned that data from the CDP fund and businesses could be part of the presentation. She also mentioned that there is a public art on-site plan that is scheduled to be presented to the ACC in January. Jeff Cason felt it would be a good idea to have two versions of the presentation – one version long that could be handed to the Council to review, and a second that would be condensed and more appropriate for a slide presentation. Melissa reminded the ACC that supporting information could be included in the staff report rather than having two versions of the presentation if needed. Melissa stated that this update is for the purpose of realignment and presentation of the proposed workflow. She also said that the City Council is interested in hearing from the ACC and other committees more than just annually.

Brian Mitchell is intrigued by the partnership model, but needed more clarity on the responsibilities of each side. Jeff Cason mentioned that he thinks the collaborative approach is probably the best fit for the relationship, a back and forth from each side that is more informative throughout the process. Jeff Cason would like to see the presentation circle back around to the ordinance language that was approved by Council.

Chairperson Neal Von Flue asked members for final comments before moving forward with revisions for December 15th. ACC members felt with the discussed comments, the presentation is on target for what the ACC wishes to say.

H. NEW BUSINESS – NONE

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 announced that it is time to elect a new ACC Chair and Vice Chair in January 2021, and please let Julie Todd know by the end of the year if you are interested in being considered for either position.

Beginning in January, Julie Todd will be the primary City Liaison for the ACC. Julie shared a little bit about her background, which includes her education, previous career, and serving as an ACC member prior to the committee moving under the direct guidance of the library. Melissa McCollum will remain available and involved, and there will be a dedicated full-time position hired to focus on the Cultural Development Program after the first of the year.

K. ADVISORY COMMITTEE MEMBER COMMENTS

Chairperson Neal Von Flue – Thanked Melissa for all of the work she has done in support of the ACC. Neal also thanked the committee for allowing him to serve as the Chairperson. He has enjoyed the role, and encouraged others to express interest, though he would be perfectly content continuing his role.

Vice Chairperson Eva Sweeney – Thanked the committee for allowing her to serve as Vice Chair and encouraged others to give it a try. She thought it would be a great opportunity for members to get to work more closely with City staff, and get to know how the City works. Vice Chairperson Eva Sweeney also encouraged members to watch the ESMoA virtual film festival, and vote for the public favorite.

Jeff Cason – Thank you to the current ACC leadership. Appreciated leading the group through one of the most challenging years so far.

Kristen Dorsey – Expresses that it has been a pleasure to serve on ACC with everyone. Thanked Melissa and Julie for their support, and also thanked the library for the toddler Craft to Go program.

Maureen Kingsley – Enjoyed Neal’s presentation, and looks forward to getting back to ideating with the ACC. Also mentioned that Natalie wrote 50,000+ words of a novel during the National Novel Writing Month program in November. Natalie is also a monthly writer for the El Segundo Scene.

Mark Knight – Thanked the team for putting together the presentation to Council on December 15th.

Michael Kreski – Has enjoyed meeting with ACC members every month.

Brian Mitchell – Thanked Neal and Eva or their leadership. Also thanked Melissa for her liaison role over the last few years. Proud and impressed that the ACC accomplished/passed the CDP.

Samantha Smith-Strassner – Looking forward to continuing to work with the group. Hoping to meet in person in 2021. Has enjoyed her time so far.

Natalie Strong – Natalie’s computer ran out of battery, so she sent a message to Maureen to share with the group. Maureen shared on Natalie’s behalf congratulating Julie on her new role, and will miss Melissa.

CITY COUNCIL LIAISON COMMENTS – NONE

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

L. CITY LIAISON UPDATES

Thanked ESMoA, Barbara, Avery, and Veronica for their collaborative efforts in bringing together the 3rd annual Living Library that took place November 11, 12, 13, 18, 19, and 20, from 4:00PM to 6:00PM on Zoom. This year through Zoom, the Living Library included a Living Book participant from Cape Town, Africa.

Julie also mentioned that the Library’s Virtual Home for the Holidays program will take place on Thursday, December 17th, 7PM on Zoom. The event will feature holiday caroling, crafts, and stories. Participants are encouraged to contact the Reference Desk to reserve their Holiday Cheer Kits prior to the program.

M. ADJOURNMENT – Meeting adjourned at 7:09PM.

NEXT MEETING: on Tuesday, January 26, 2021 at 5:30 p.m., held virtually on Zoom.

Posted by: Julie Todd
Date & Time: 1/21/21, 5PM