



**MEETING OF THE
CITY OF EL SEGUNDO
ARTS and CULTURE ADVISORY COMMITTEE
AGENDA**

MEETING DATE: March 23, 2021

MEETING TIME: 5:30 p.m.

MEETING PLACE: El Segundo Public Library

DUE TO THE COVID-19 EMERGENCY,
THIS MEETING WILL BE CONDUCTED
PURSUANT TO THE GOVERNOR'S
EXECUTIVE ORDER N-29-20.

How Can Members of the Public Observe and Provide Public Comments?

Residents are strongly encouraged to participate remotely in the virtual Arts and Culture Advisory Committee Meeting. Access remotely via Zoom (Meeting ID 971 7511 4447| Passcode 846319 | Phone No. 669-900-9128). Members of the Public may provide comments electronically by sending them to Julie Todd Senior Librarian (jtodd@elsegundo.org/310-524-2729), with a limit of 150 words and accepted up until 30 minutes prior to the meeting. The emails will be read to the Arts and Culture Advisory Committee during public communications and are subject to disclosure under the Public Records Act.

Additional Information

The Arts and Culture Advisory Committee, with certain statutory exceptions, can only take action upon properly posted and listed agenda items. Unless otherwise noted in the Agenda, the public can only comment on City-related business that is within the subject matter jurisdiction of the Arts and Culture Advisory Committee, and items listed on the Agenda during the **Public Communications** portion of the meeting. The time limit for comments is five minutes per person, maximum 30 minutes.

Before speaking to the Arts and Culture Advisory Committee, please state: your name, residence, and the organization you represent, if desired. Please respect the time limits.

In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact the City Clerk (310) 524-2305. Notification 48 hours before the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

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

B. ROLL CALL

- | | |
|---|--|
| <input type="checkbox"/> Jeff Cason | <input type="checkbox"/> Brian Mitchell |
| <input type="checkbox"/> Kristen Dorsey | <input type="checkbox"/> Samantha Smith-Strassner |
| <input type="checkbox"/> Maureen Kingsley | <input type="checkbox"/> Vice Chairperson Natalie Strong |
| <input type="checkbox"/> Mark Knight | <input type="checkbox"/> Eva Sweeney |
| <input type="checkbox"/> Michael Kreski | <input type="checkbox"/> Chairperson Neal Von Flue |

CITY COUNCIL LIAISONS

- | | |
|---|---|
| <input type="checkbox"/> Councilmember Lance Giroux | <input type="checkbox"/> Councilmember Scot Nicol |
|---|---|

C. PRESENTATIONS - NONE

D. PUBLIC COMMUNICATIONS (Related to city business only and for which the Advisory Council is responsible – 5 minutes per person; 30 minutes total).

E. APPROVAL OF MEETING MINUTES for February 23, 2021

F. SPECIAL BUSINESS – NONE

G. UNFINISHED BUSINESS

1. Continued Discussion of Big Idea List Top 5 Ideas to Present to Council on April 20th.
(Chairperson Neal Von Flue/60 minutes)

Supporting Documentation: DRAFT Big Idea List with Top 5 ideas

H. NEW BUSINESS

1. Centennial Art Project – Utility Box Wraps
Discussion and possible action
(Julie Todd/15 minutes)

Supporting Documentation: Utility Box Wraps designed by Joe Natoli

I. GOVERNANCE

J. ADVISORY COMMITTEE MEMBER COMMENTS

Chairperson Neal Von Flue
Vice Chairperson Natalie Strong

Mark Knight
Michael Kreski

Jeff Cason
Kristen Dorsey
Maureen Kingsley

Brian Mitchell
Samantha Smith-Strassner
Eva Sweeney

CITY COUNCIL LIAISON COMMENTS
Councilmember Lance Giroux

Councilmember Scot Nicol

L. CITY LIAISON UPDATES

M. ADJOURNMENT

NEXT MEETING: Regular meeting on April 27, 2021 at 5:30 p.m.

Posted by: Julie Todd Date & Time: 3/18/21, 2PM

**ARTS AND CULTURE ADVISORY COMMITTEE OUTREACH TO OTHER
CITY OF EL SEGUNDO COMMITTEES, COMMISSIONS, AND BOARDS**

Capital Improvement Program Advisory Committee: Michael Kreski

Diversity, Equity, and Inclusion Committee: Kristen Dorsey

Economic Development Advisory Council: Eva Sweeney

Environmental Committee: Kristen Dorsey

Gateway Committee: Michael Kreski

Investment Advisory Committee: Brian Mitchell

Library Board of Trustees: Natalie Strong, Brian Mitchell (alternate)

Planning Commission: Kristen Dorsey, Eva Sweeney (alternate)

Recreation and Parks Commission: Jeff Cason, Michael Kreski (alternate)

Senior Citizens Housing Corporation Board: Maureen Kingsley, Neal Von Flue (alternate)

Technology Committee: Brian Mitchell, Mark Knight (alternate)

Idea	Description	Category	\$--\$\$\$ Scope [2]	Strategic Goals [3] Notes
DEI Programming for Schools		Programming	Variable	1, 5
Outdoor Dining Spaces	Design and install artistic facades on outdoor dining K rails, temporary landscaping, and lighting	Minor/Medium Installation	Medium	3, 4, 5
Festival of Holidays	Multicultural festival where guests can visit food booths that reflect holiday traditions from different cultures. Similar to Disney California Adventure annual festival of holidays - Chic Plaza, Dec 2021	Event	Large	1, 5
TeXX El Segundo		Programming	Large	1, 3, 5
Poet Laureate	Writer/poet living in and writing about El Segundo and running workshops, etc.	Programming	Small	1, 5
July 4th Fireworks Spectacular	A story-driven fireworks show at Recreation Park with music, narration, and lighting—a signature special event to welcome the community back, similar to the Centennial Spectacular in 2020-2021	Event	Large	5
Drive-in Concert @ Cambria	Live drive-in concert in the large parking lot of Cambria Hotel where guests watch the show from the safety of their cars and tune in to the audio through their car stereos	Event	Large	2, 3, 5
Art Walk 2021	Live drive-in concert in the large parking lot of Cambria Hotel where guests watch the show from the safety of their cars and tune in to the audio through their car stereos	Event	Large	1, 5
Architectural Projections Show	An architectural projection mapped show, either stand-alone (ie. Story on the Library Wall) or as part of an anchor event (i.e. - nighttime exhibit as part of Art Walk)	Event	Medium	1, 3, 5
Library Park Themed Walk Thru	A themed nighttime walkthrough event that tells a story as guests travel along the walkways, using music, lighting in the trees, and projection mapping	Event	Medium	5
Battle of the Bands	High-energy live-music event	Event	Medium	5
Spoken Word Showcase	Live spoken-word performances featuring local writers/poets/public speakers	Event	Medium	5
Multicultural Fair	Community event sharing ES residents diverse backgrounds and cultures	Event	Medium	1, 5
Drive Thru Experience @ Joselyn Lot	A themed drive-thru experience in the Joselyn Parking Lot featuring music, scenic elements, and lighting	Event	Medium	2, 5
South Bay Musicians Showcase	"Variety show" of local musicians, live performances	Event	Medium	5
Virtual Speaker Series	Online virtual speaker series dealing with art and culture, topics TBD	Event	Small	1, 3, 5
Teen Center Youth Art Show	Teen artists display work and chat with public @ teen ctr	Event	Small	5
Book Talks	Local published authors (Ruff Thorpe, Kristen McCaffrey, Erin Harrington, etc.) hold readings and discuss their work with the public	Event	Small	5
Night At The Museum	ESMOA sleepover for tweens/teens	Event	Small	1, 5
Gundo Comedy Festival	Sponsorship of this annual comedy festival	Event	Small	5
Richmond AI Fresco Performances	Program performances for the 200 block of Richmond Street outdoor dining area	Event	Small	5
Summer Concerts in the Park	Additional funding for this existing program: more concerts	Event	Small	5
Concept Design Exhibit	Program the Room of Requirement as a concept design exhibit that showcases upcoming jobs and culture programming	Exhibit	Medium	1, 3, 5
Bus Shelter Artwork	Public art installations at all ES bus-stop shelters	Major Installation	Large	1, 5
North Gateway	Imperial Hwy & Main St	Major Installation	Large	3, 4, 5
South Gateway	El Segundo Blvd & Main St	Major Installation	Large	3, 4, 5
West Gateway	Grand Ave & Vista del Mar, grand hill, beach access, artwork, shade, seating, native plant restoration, interpretive signage	Major Installation	Large	3, 4, 5
East Gateway	El Segundo Blvd & Aviation, train bridge	Major Installation	Large	3, 4, 5
Please Touch Artwork	Public artwork/sculpture for touching and climbing on (for kids)	Major Installation	Large	1, 5
Bike Paths		Major Installation	Large	2, 4, 5
Pedestrian Bridge on PCH		Major Installation	Large	2, 4, 5
Plinth Art Piece		Medium Installation	Medium	1, 4, 5
Community Participation Mural		Minor Installation	Medium	1, 5
Let's Get Coffee Installation	Mural planned and led by pro artist with contributions from community members	Minor Installation	Medium	1, 5
"You Are Here" Interactive Map	An interactive sculpture featuring a small table and two chairs, one of which is occupied by a human figure. So you can sit and have coffee with a friend, even when there is no one available.	Minor Installation	Medium	1, 5
Handprint Alley 2.0	Find locations in town that mean something to your neighbors. A community-built personal history of day to day happenings. This is what it means to live here. A goochie of the legacy of our town	Minor/Medium Installation	Large	1, 5
Grand Ave Banner Project	Colorful banners up and down Grand Hill	Minor/Medium Installation	Medium	1, 5
Socially Distanced Gathering Chairs	A memorial to our distances past and an acknowledgement of what we all lost, the memorial itself is a place to gather, to recover together from our communal loneliness	Minor/Medium Installation	Medium	1, 3, 4, 5
Tiny Art show	example @lilyartshow on Instagram	Minor/Temporary Installation	Medium	1, 5
Postcard Series	Published anthology of writing and illustrations from the community of ES	Print project	Small	5
Community Mini Herb Gardens	Community-designed ES postcards showcasing ES art and photography	Print project	Small	5
Support Youth Council Programming		Programming	Small	5
Programming for BIPOC Months		Programming	Variable	1, 5
Support Community Services Programming	Ease need for sponsorship	Programming	Variable	1, 5

Strategic Plan:

Goal 1. Enhance Customer Service, Engagement, and Communications; *Embrace Diversity, Equity, and Inclusion.*

Goal 2. El Segundo is a safe and prepared community.

Goal 3. The El Segundo workforce is inspired, world-class, engaged, with increasing stability and innovation.

Goal 4. Develop Quality Infrastructure and Technology El Segundo's physical infrastructure supports an appealing, safe, and effective community.

Goal 5. El Segundo promotes community engagement and economic vitality. El Segundo approaches its work in a financially strategic and responsible way.

[1] \$ — \$4,999 or less
\$\$ — \$5,000 - \$49,999
\$\$\$ — \$50k +

[2] Small — Can be done quickly and with only a few person-hours

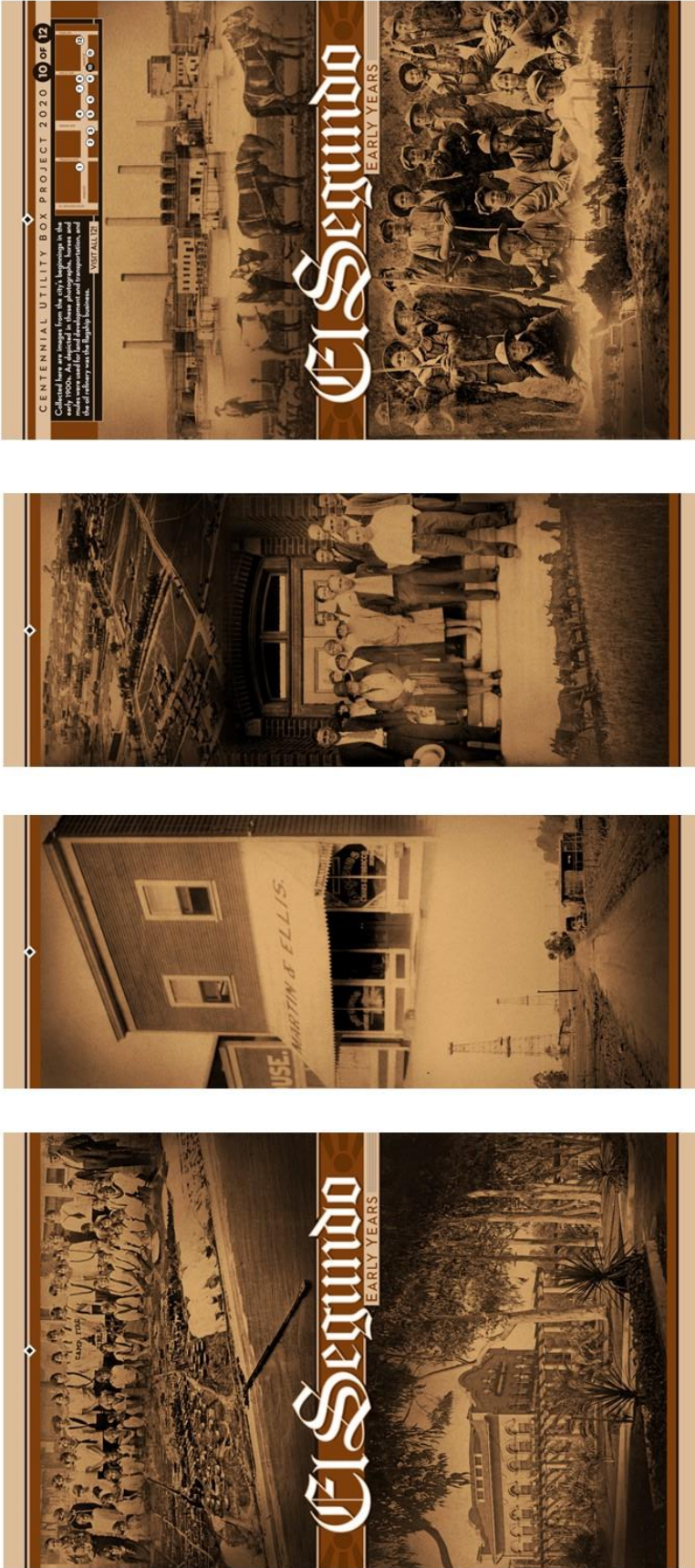
Medium — Involves a moderate amount of planning, management, and vendor participation, feasible to activate within a few months

Large — A large scale project that requires months or years of planning, logistics, teams, approvals, and installation.

[3] Refer to ES Strategic Plan tab

Sampling of Designs from Centennial Utility Box Project
 Designer: Joe Natoli, 2020

Centennial Utility Box Project 2020 — Early Years



Centennial Utility Box Project 2020 — Industry

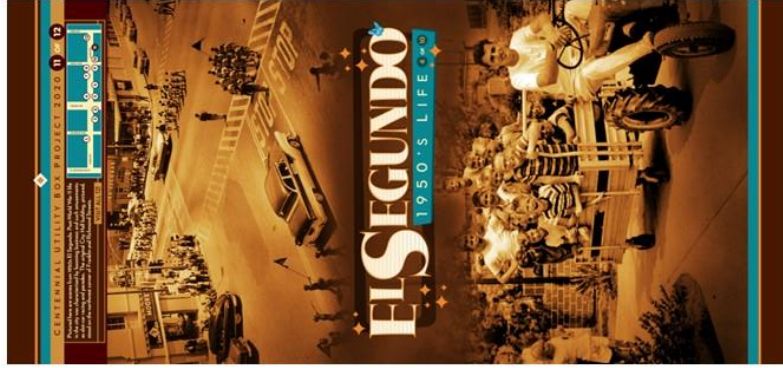



CENTENNIAL UTILITY BOX PROJECT 2020 2 OF 12

Voted "Most Business-Friendly City," El Segundo is home to more than a dozen Fortune 500 companies, including toy-maker Mattel, as well as numerous small businesses and creative firms.

VISIT ALL 12!

Centennial Utility Box Project 2020 — 1950s Life





CENTENNIAL UTILITY BOX PROJECT 2020 11 OF 12

Pictured here are scenes from 1950s El Segundo. Post-World War II life in the city was characterized by booming business and such amusements as slot-car racing and parades. The original City Hall building, pictured, stood on the northwest corner of Franklin and Richmond Streets.

VISIT ALL 12!

Centennial Utility Box Project 2020 —Sports

CENTENNIAL UTILITY BOX PROJECT 2020 9 OF 12

EL SEGUNDO —SPORTS

VISIT ALL 12!

El Segundo's athletics legacy is a rich one. Major League Baseball Hall-of-Famer George Brett graduated El Segundo High School in 1971, and the city has been home to the National Football League's Joe Caravello, Olympic water-polo player Urho Saari, and other world-class athletes. Pictured here are athletes of all ages and of various sports throughout the city's history.

EL SEGUNDO —SPORTS

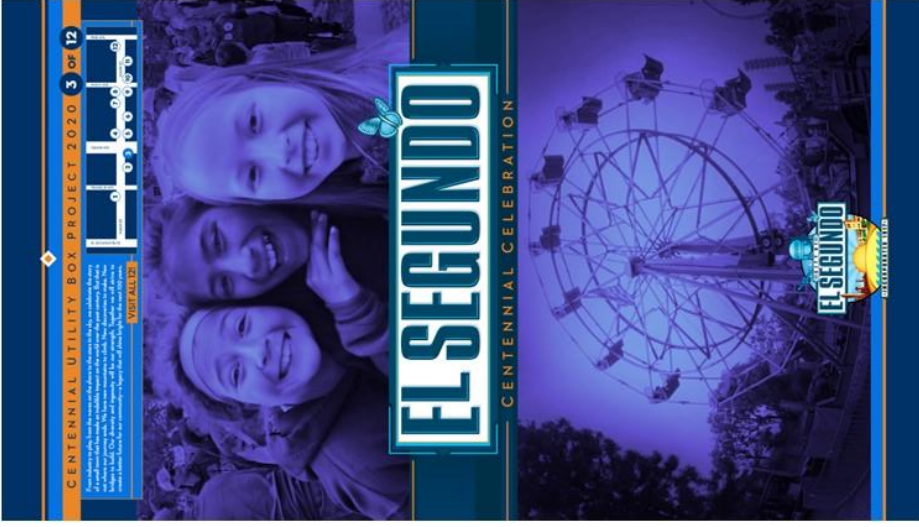
CENTENNIAL UTILITY BOX PROJECT 2020 9 OF 12

VISIT ALL 12!

EL SEGUNDO BOVD
FRANKLIN AVE
GRAND AVE
MOUNTAIN AVE
THE BE

1 2 3 4 5 6 7 8 9 10 11 12

Centennial Utility Box Project 2020—2017 Centennial



CENTENNIAL UTILITY BOX PROJECT 2020 3 OF 12

VISIT ALL 12!

3 OF 12

CENTENNIAL UTILITY BOX PROJECT 2020

From industry to play, from the waves on the shore to the stars in the sky, we celebrate the story of a small town that has made an indelible impact on the world over the past century. But that is not where our journey ends. We have new mountains to climb. New discoveries to make. New bridges to build. Our diversity and ingenuity will be our strength. Together we will strive to create a better future for our community—a legacy that will shine bright for the next 100 years.

VISIT ALL 12!

