



ARTS COMMISSION

Monday, April 11, 2022

Council Chambers

505 Forest Avenue, Laguna Beach, CA 92651

5:00 P.M.

- A G E N D A -

- 1) Call to Order
- 2) Approval of Minutes
- 3) Chair's Announcements (Schwerner)
- 4) Commissioner, Council and Staff Communications
- 5) Public Communications - *In order to assist the Arts Commission in the timely completion of its business, speakers are asked to limit their presentation to three minutes or less.*
- 6) Items for Discussion and Action:
 - A. **2022 World Music** – Discuss and approve performers for the World Music Series. (Kollenda)
 - B. **Arts Marketing Workshop** – Discuss and approve workshop proposal. (McGregor)
 - C. **Arts and Economic Prosperity Report 6** – Update report. (Staff)
 - D. **Public Art Restoration** – Update report. (Staff)
- 7) Adjournment

Pursuant to the Americans with Disabilities Act, persons with a disability who require a disability-related modification or accommodation in order to participate in a meeting, including auxiliary aids or services, may request such modification or accommodation from the Arts Manager at 949-497-0722 or email art@lagunabeachcity.net. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to assure accessibility to the meeting.

cc: City Manager
City Clerk
Council Liaison Mayor Kempf
Assistant City Manager

Post through April 12, 2022



LAGUNA BEACH ARTS COMMISSION

Regular Meeting

Monday, March 14, 2022

Virtual Meeting

5:00 p.m.

Recap of Minutes

PRESENT: **Commissioners:** Donna Ballard, Suzi Chauvel, Michael Ervin, Laura Ford, Pat Kollenda, Adam Schwerner (left at 5:54 p.m.; returned at 6:01 p.m.), Karen Wood.

ABSENT: **Commissioner:** Suzanne Mellor

COUNCIL: Mayor Kempf

STAFF: Sian Poeschl, Cultural Arts Manager and Michael McGregor, Arts Program Coordinator.

- 1) Adam Schwerner called the meeting to order at 5:00 p.m.
- 2) Minutes of the February 14, 2022, meeting were approved as presented. M/S Kollenda/Wood.
- 3) **Chair's Announcements:** None.
- 4) **Commissioner and Staff Communications:** Staff Poeschl noted that consideration for a mural by Beau Stanton at the Third Street stairway as well as performances by Circus Bella, Luce Puppet Company, and Lee Rocker would be on the City Council agenda on March 15, 2022. Staff noted City Council would also be addressing mid-year budget adjustments which included \$55,000 for a utility box wrapping program. Mayor Kempf noted she would not be supporting the utility box program based on the input of the Arts Commission against the program. Staff noted the next Arts Commission meeting would be dedicated to reviewing the draft of the Public Art Ordinance and Policy. Michael Ervin noted the Laguna Beach Arts Alliance would be holding a City Council candidate forum in September or October. Karen Wood provided an update on the Americans for the Arts Economic Prosperity Report and noted that the Art That's Small at City Hall exhibition was open to the public. Staff McGregor noted there would be an artist reception and awards ceremony for Art That's Small on April 7, 2022, at 6:00 - 7:00 p.m.
- 5) **Public Communications:** Rick Conkey presented on behalf of Laguna Beach Cultural Arts Center regarding how Cultural Arts Funding grant funds were used in 2021.
- 6) Items for Discussion and Action:
 - A) **3251 Laguna Canyon Road Mural Installation** – Staff Poeschl presented the application by artist Timothy Smith and Community Art Project for a mural installation at 3251 Laguna Canyon Road. Staff described the proposed imagery, installation site and surrounding area. Staff noted that the arts had previously received criticism for its inappropriateness in content and scale to Laguna Canyon or surrounding open space. Staff noted that other nearby sites had previously been approved as permanent locations for temporary murals and the murals currently installed at those locations had already been on display for a number of years. Staff noted that Community Art Project also had two temporary murals in the Downtown area which have been in place for approximately 12 and 20 years respectively. Staff recommended against the location of the mural.

Timothy Smith noted that the image depicting a female rock-climber did not contain any urban imagery and was specifically designed for Laguna Beach. Mr. Smith noted that he would personally maintain the mural and the property owners agreed to maintain the landscaping and tree trimming to keep the mural visible.

Public Communications: Penelope Milne, President of Laguna Beach CANDO, noted that climbing as depicted in the proposed image was not legally permitted in the adjacent wilderness park. Ms. Milne noted that the site was within the Laguna Canyon Annexation Area specific plan and development in the area must be rural and small-scale. Ms. Milne noted that the primary audience of the mural would be hikers and trail users who would not want to see an intensely colored graphic image that contrasts the natural environment. Ms. Milne expressed concern that the mural might pose a distraction to drivers on an already dangerous section of road.

Michael Ervin recused himself from comment and vote due to being a Board Member at the Laguna College of Art + Design and a tenant of the proposed property. Karen Wood asked if LCAD President Steven Brittan had input on the design or location; Timothy Smith indicated that he had not. Pat Kollenda noted that the building served as an artist studio and the mural would be an appropriate enhancement to the façade. Donna Ballard and Adam Schwerner noted concerns over what timeframe was being considered temporary. Commissioners Ballard, Chauvel and Schwerner noted that Mr. Smith already had multiple active murals in town and that diversity was a concern of the Commission. Adam Schwerner noted that the way the trees on the property were trimmed to allow for the mural was inappropriate.

Faye Baglin of Community Art Project noted that there was confusion over the temporary designation and the organization understood it to suggest for as long as an artwork was properly maintained. Staff Poeschl noted that “temporary” was intended to define a specific timeframe and the in-progress draft of the Public Art Ordinance and Policy would clearly define temporary art.

A motion was made to approve the application as presented. M/S Kollenda/None.

A motion was made to deny the application. M/S Ballard/Schwerner. Yeas: Ballard, Chauvel, Ford, Schwerner, Wood. Noes: Kollenda. Recused from vote: Ervin.

- B) **2022 Banner Competition** – Staff McGregor presented the 21 submitted designs and noted that sub-committee had previously reviewed them. Karen Wood provided the subcommittee’s recommendation. A motion was made to select designs by Thomas Clark, Noel Lashley, Marcel Mead and Tiffany Nassirian. M/S Ballard/Chauvel. Yeas: Ballard, Chauvel, Ervin, Ford, Kollenda, Wood. Noes: None.
- C) **Arts Marketing Workshop** – Staff McGregor presented the responses from the Arts Marketing Workshop survey and noted that staff had contacted Americans for the Arts requesting a proposal but had yet to receive a response. A motion was made to direct staff to plan for a single 2-hour digital marketing workshop to be held the week of April 18, at 9:00 – 11:00 a.m. and return with a proposal including presenter(s) and final costs for approval. M/S Ervin/Wood. Yeas: Ballard, Chauvel, Ervin, Ford, Kollenda, Wood. Noes: None.
- D) **Cultural Arts Funding** – Staff Poeschl presented the sub-committee recommended allocations for the 2022 Cultural Arts Funding grants. Staff noted an increase in the number of received applications. A motion was made to approve the allocations as presented by the sub-committee. M/S Kollenda/Wood. Yeas: Ballard, Chauvel, Ervin, Kollenda, Mellor, Schwerner, Wood. Noes: None. Pat Kollenda recused herself from voting on Laguna Beach Sister Cities due to affiliation with the organization. Donna Ballard recused herself from voting on LOCA Arts Education due to affiliation with the organization.

7) Adjourned at 6:21 p.m.

cc: City Manager, City Clerk, Mayor Kempf, Assistant City Manager

**City of Laguna Beach
Cultural Arts Department
Staff Report**

To: Arts Commission
From: Mike McGregor, Arts Program Coordinator
Agenda Item: A
Title: 2022 World Music Series
Location: Heisler Park Amphitheatre

Overview

World Music Series was started as a pilot program in 2016 and has continued to evolve with diversity and authenticity of performers. The concert is free to the public and held on Friday evenings in June, following the four-week Sunset Serenade series in May. The concerts are held at the Heisler Park Amphitheater from 6:30 p.m. to sunset.

The Arts Commission has previously approved the concert dates in addition to the budget of \$6,000 for the series.

Summary of the Matter

The World Music Series performances are curated with the help of local musician Jason Feddy. The following performances are recommended for the June 2022 concert series:

6/3	TBD		
6/10	Riad Abdel-Gawad	Egyptian violinist	Video link Video link
6/17	Las Colibrí	All-female ensemble Mariachi	Video link

Recommendation

It is recommended that the Arts Commission approve the presented performers for the 2022 World Music Series at Heisler Park.

City of Laguna Beach
Cultural Arts Department
Staff Report

To: Arts Commission
From: Mike McGregor, Arts Program Coordinator
Agenda Item: B
Title: **Arts Marketing Workshop**
Location: Online Webinar

Overview

The Arts Commission, in partnership with Americans for the Arts, has previously provided free marketing workshops for artists and arts organizations. The Commission directed staff to arrange a single 2-hour digital marketing workshop to be held the week of April 18, at 9:00 – 11:00 a.m. and return with a proposal including presenter and final costs for approval.

Summary of the Matter

Americans for the Arts has provided a proposal and recommended potential presenters for an online marketing workshop. The proposal includes pre-meetings with the selected presenter and Americans for the Arts staff to direct content prior to the workshop. Americans for the Arts will also provide use of their Zoom webinar platform and technical support on the day of the workshop. The two-hour workshop would be presented virtually via a video-conference platform and a recording of the event would be made available on the City's website. The total cost of the workshop will be \$1,250. Funds are available in the Arts Commission Special Programs budget for Digital Research and Marketing budget, which has a current balance of \$2,418.

Artist Joseph A Medcalf has been recommended to present the workshop. <http://www.byjamedcalf.com/artist>. Medcalf is from Michigan and started his artistic career in Chicago and is currently a digital nomad living in Bangkok, Thailand. An award-winning artist, Medcalf has partnered with Bombay Sapphire, LinkedIn, and Twitter. As a self-proclaimed "Artrepreneur" Medcalf is on a mission to redefine what it means to be a working Artist on his own terms. The workshop will explore topics such as how to use online tools and platforms to grow an audience and customer base.

Recommendation:

It is recommended that the Arts Commission take the following action: 1) Approve the workshop proposal with Joseph A. Medcalf as the presenter at a cost of \$1,250, allocated from the Digital Research and Marketing budget; and 2) Direct staff to work with Americans for the Arts to set a date on the week of April 25, 2022, for the event to allow for further content development and program advertisement.

Attached: Americans for the Arts ArtsU workshop proposal



PRESENTATION PROPOSAL

PRESENTERS:

This list below reflects just a few examples of presenters that could be selected for this activity. A presenter will ultimately be selected based on the agreed upon topic and presenter availability.

Joseph A. Medcalf is an award-winning visual artist and has had the pleasure of partnering with world class brands such as Cap'n Crunch, Bombay Sapphire, LinkedIn and Twitter. As a self-proclaimed "Artrepreneur" Medcalf is on a mission to redefine what it means to be a working Artist on your own terms. Medcalf is a painter with a newfound interest and passion for digital projects. Matching industry shifts caused by the impacts of the COVID-19 pandemic, Medcalf is deploying new digital assets and functionality to grow their audience beyond the traditional realm of face-to-face interactions of gallery showcases.

Shari Flores is a sculptor-photographer and marketing coordinator for Hyperallergic. In her role she coordinates all the publication's social media and digital marketing and works with clients to manage their advertisements. She has also run the social media accounts for other reputable arts institutions such as Chautauqua Visual Arts.

SCOPE:

Date: April/May 2022

Number of Workshops & Duration of Workshops: 1, 2-hour Digital Workshop

Content: Expanding your Audience through Digital Marketing*

This virtual workshop will explore how to use online tools and platforms to grow your audience and customer base. Potential topics and tools explored may include social media, e-commerce platforms, other social media tools, email marketing, artist websites, digital art sales, and others.

**Titles listed are simply placeholders to describe the content of the session and will adjusted based on feedback from the host organization.*

COST:

ArtsU Workshop: \$1,250

Cost Breakdown:

- \$500 for speaker presentation & prep
- \$250 for technical hosting fees
- \$500 for Americans for the Arts Administrative Fee

Includes:

- 1 presenter
- 1, 2-hour digital workshop.



- Up to 2, 1-hour content preparation call with presenter(s) and Americans for the Arts staff.
- Day of technical support from Americans for the Arts Staff including use of our zoom platform.

Host is responsible for the following:

1. Guiding and informing content
2. Local promotion and registration

Because we are committed to serving all communities, including those with limited resources, let us know if you require additional assistance or reduced fee consideration. We will do what we can to accommodate you!

TECH :

Americans for the Arts will provide a zoom link to the City of Laguna Beach no later than 48 hours before the live activity. Americans for the Arts will provide technical support for the day of the activity and will deliver workshop materials (i.e. Mp4 recording, resources, transcripts, and others) to City of Laguna Beach no later than five business days following the live activity.

ACCEPTANCE OF PROPOSAL :

Please contact Marissa Shadburn, Senior Coordinator, Creative Community Advancement, with any questions or requested amendments to this proposal.

Marissa Shadburn
Senior Coordinator, Creative Community Advancement
Americans for the Arts
mshadburn@artsusa.org
202-371-2830 ext 2027

MEMORANDUM

DATE: March 5, 2022
TO: Arts Commission
FROM: Siân Poeschl, Arts Manager
SUBJECT: **Arts and Economic Prosperity Report 6** (Item C)

The City of Laguna Beach will be facilitating and partnering with Americans for the Arts in the national “Arts and Prosperity Report6” (AEPR6). This will be the fourth time the City has partnered in the program that provides us with valuable data driven information about economic spending by audiences and non-profit organizations.

The last findings reported on the significance of the Arts to the Laguna Beach economy:

\$95.4 million annually in total economic activity

\$55.2 million in annual art related spending

Supporting 2,512 full time equivalent jobs

\$8.8 million in local and state government revenue

For the full report <https://www.lagunabeachcity.net/home/showpublisheddocument/3546/637409574228170000>

The much-delayed AEPR6 will officially begin audience survey collection on May 1, 2022. Over twelve months, there is a commitment to collect a minimum of 800 completed audience-intercept surveys. Americans for the Arts provided a discount to the City to enable a person to be hired to assist with survey collection. Surveys must be collected from a variety of events and venues, ideally 200 surveys per quarter.

Staff has reached out to arts organizations requesting dates and events when the surveys can be collected. To date four organizations have responded with the Laguna Playhouse and LagunaTunes kindly offering to collect the surveys on our behalf.

This report is an update, and no action is required. Attached is the audience intercept survey for your information.

Attached: AEPR6 Intercept Survey

Dear Attendee/Visitor/Audience Member:

Please take a couple of minutes to answer the following questions about your attendance at this performance, event, exhibit, venue, or facility. This survey is part of a study to measure the economic and social impact of arts and culture on the City of Laguna Beach. **Your answers are anonymous.** Please complete both sides of the page, then return the survey. Thank you!

1. **Including yourself and your immediate travel party, how many people are here with you?** Include only your immediate travel party. For example, do not include an entire school group or tour group.

Adults (18 or older): _____ Children (younger than 18): _____

2. **List the total amounts of money that you and the members of your immediate travel party will spend in the City of Laguna Beach specifically as a result of your attendance at this performance, event, exhibit, venue, or facility.** Remember to include money spent before, during, and after this activity. If exact figures are not available, simply provide your best estimates.

- a) Admission, tickets, or membership for your travel party's attendance to this activity\$ _____
- b) Food or drinks purchased *while attending* this activity.....\$ _____
- c) Food or drinks purchased *before or after* this activity (e.g., at a local restaurant/bar)\$ _____
- d) Groceries or supplies purchased specifically as a result of attending this activity.....\$ _____
- e) Retail shopping (including souvenirs, gifts, books, recordings, art)\$ _____
- f) Clothing or accessories purchased specifically to attend this activity.....\$ _____
- g) Local transportation such as parking, fuel, tolls, taxi/rideshare, bus (*exclude airfare*).....\$ _____
- h) Child-care specifically to attend this activity\$ _____
- i) Paid lodging such as hotel, inn, Airbnb, private vacation rental (*include one night only*)..\$ _____
- j) Miscellaneous/not listed above (briefly describe): _____.....\$ _____

3. **What is the ZIP Code or Postal Code of your primary home address?** If you are currently staying in a second residence or vacation property that you own, provide the ZIP code for that second residence.

ZIP Code or Postal Code: _____

4. **Which of the following best describes your primary reason for being in the City of Laguna Beach today?** (*Check only one*)

- I am a full-time resident (e.g., I live here, or I go to school here)
- I am a part-time resident (e.g., I have a second residence here)
- I am here specifically to attend this performance, event, exhibit, venue, or facility
- I work here or I traveled here for a work-related reason, but I live somewhere else
- I am here on a vacation, holiday, or personal trip (not specifically related to this activity)
- Not listed above (briefly describe): _____

5. **If today's arts or cultural activity was not available in the City of Laguna Beach, would you have traveled to a different community to attend a similar activity?** (*Check only one*)

- No, I would have skipped the arts or cultural activity altogether
- No, I would have replaced it with a different activity in the City of Laguna Beach
- Yes, I would have traveled to a different community to attend a similar arts or cultural activity

6. Is today your first time attending this specific activity or visiting this specific venue? (Check only one)

- Yes No

7. How many nights away from your primary residence will you spend in the City of Laguna Beach specifically as a result of your attendance at this activity or venue. If you are a full-time or part-time resident, and you will not spend any nights away from your home, respond with "0".

Nights: _____

8. Indicate your level of agreement with each of the four statements below regarding your attendance at this arts or cultural performance, event, exhibit, venue, or facility. (Check one for each statement)

- a) "This venue or facility is an important pillar for me within my community."
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- b) "I would feel a great sense of loss if this activity or venue were no longer available."
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- c) "This activity or venue is inspiring a sense of pride in this neighborhood or community."
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- d) "My attendance is my way of ensuring that this activity or venue is preserved for future generations."
 Strongly Disagree Disagree Neutral Agree Strongly Agree

The following questions are for research purposes only. This survey is completely anonymous.

9. Which of the following ranges includes your annual household income? (Check only one)

- Less than \$30,000 \$60,000 to \$99,999 \$150,000 to \$199,999
 \$30,000 to \$59,999 \$100,000 to \$149,999 \$200,000 or More

10. Which of the following ranges includes your age? (Check only one)

- Younger than 18 26-41 58-76
 18-25 42-57 77 or Older

11. What is the highest level of education that you have completed? (Check only one)

- Less than high school Technical or associates degree Master's degree
 High school graduate Bachelor's degree Doctoral degree

12. Do you identify as a person with a disability? (Check only one)

- Yes No

13. Which of the following best describe you? (Check all that apply)

- American Indian or Alaska Native or Indigenous or First Nations
 Arab or Middle Eastern or Northern African
 Asian or Asian American
 Black or African American
 Hispanic or Latino/Latina/Latinx or Spanish origin
 Native Hawaiian or Pacific Islander
 White or Caucasian or European American
 I prefer to self-identify: _____

MEMORANDUM

DATE: March 5, 2022
TO: Arts Commission
FROM: Siân Poeschl, Arts Manager
SUBJECT: **Public Art Maintenance** (Item D)

The Arts Commission annually budgets \$25,000 for the restoration of public art in the Arts Commission Special Programs budget of the Laguna Beach Tourism Marketing District. Since July 1, 2021, the following restoration projects have been facilitated:

Artwork	Artist	Restored by	Amount
"Forest Avenue Bollards"	Marlo Bartels	Marlo Bartels	\$1,000
"Third Reef"	Marlo Bartels	Silverlake Conservation	\$500 for report
"Canyon Chess & Checkers"	Marlo Bartels	Marlo Bartels	0
"Mermaid Street"	Jill Cooper	Jill Cooper	\$540
"Semper Memento"	Jorg Dubin	Gerard Stripling	\$500
"Trio"	Jorg Dubin	Gerard Stripling	\$800
"Tide pool Paddleboard"	Gavin Heath/Larry Gill	Gavin Heath	\$2,200
"The Shopper"	Andrew Myers	Gerard Stripling	\$800
"Laguna Road Blossoms"	Shin Gray Studio	Gerard Stripling	\$1,750
"Rockpile Carve"	George Stone	Gerard Stripling	\$1,750
"Eternal Legacy"	Gerard Stripling	Gerard Stripling	\$1,500
"Moving Forward"	Gerard Stripling	Gerard Stripling	\$800
"The Discussion"	Ralph Tarzian	Gerard Stripling	\$800
"Rendezvous"	Tuan	Gerard Stripling	\$1,500

To date 14 public art pieces have been restored at a cost of \$14,400. Restoration has mostly been preventative measures such as cleaning and sealing, or in the case of Jill Cooper a total replacement of the piece.

There are a number of upcoming restoration projects that are in progress:

Artwork	Artist	Restored by	Amount
"Canyon Chess & Checkers"	Marlo Bartels	Cost to relocate	TBD
"Third Reef"	Marlo Bartels	Cost to remove or repair	TBD Not approved by the Commission at this time.
"Semper Memento"	Jorg Dubin	Dubin/Stripling Install mow strip	TBD
Heisler Park All four pieces	Scott and Naomi Schoenherr	Scott and Naomi Schoenherr	\$2,900
Heisler Park	Schoenherr	Gerard Stripling Decomposed Granite	TBD
"Water Wall"	Francesca Zobek	Silverlake Conservation Relocate or replicate mural to accommodate construction project.	TBD

Recommendations regarding relocation, replication or removal of any installation will be reviewed by the Arts Commission prior to any action being taken.

The on-going maintenance of the public art collection is vital to its success and the public may not be fully aware the extent the collection is maintained on an annual basis. This report is an update, and no action is required at this time.