



ARTS COMMISSION

Monday, January 23, 2023
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 (Wood)
- 4) Commissioner, Council and Staff Communications
- 5) Cultural Arts Funding Grant Presentations
Cultural Arts Center (Rick Conkey)
- 6) Public Communications - *To assist the Arts Commission in the timely completion of its business, speakers are asked to limit their presentation to three minutes or less.*
- 7) Items for Discussion and Action:
 - A. **Red Phone Booth Temporary Art Installation** – Discuss and select finalists to present their proposals. (Commissioner: Ballard, Staff: Bichler)
 - B. **Arts Marketing Workshop** - Discuss the concept, timeframe, and format for an Arts Marketing Workshop. (Staff: McGregor)
 - C. **Restoration of Public Art** – Overview of public art restoration projects. (Staff: Bichler)
 - D. **Fostering Creativity in a Time of Crisis** – Update report on grant facilitation. (Staff: Poeschl)
- 7) Adjournment

Pursuant to the Americans with Disabilities Act, persons with a disability who require a disability-related modification or accommodation 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
Director Transit and Community Services

Post through January 24, 2023



LAGUNA BEACH ARTS COMMISSION

Regular Meeting

Monday, December 12, 2022

Council Chambers

505 Forest Avenue, Laguna Beach, CA 92651

5:00 p.m.

Recap of Minutes

PRESENT: **Commissioners:** Donna Ballard, Michael Ervin, Laura Ford, Pat Kollenda, Adam Schwerner, and Karen Wood.

Absent: Suzi Chauvel

STAFF: Sian Poeschl, Cultural Arts Manager, Michael McGregor, Arts Program Coordinator, and Jamie Bichler, Public Art Coordinator

- 1) Karen Wood called the meeting to order at 5:00 p.m.
- 2) Minutes of the November 28, 2022, meeting were approved as presented. M/S Kollenda/Schwerner.
- 3) **Chair's Announcements:** Karen Wood attended the ribbon cutting for the mural "Lovely Day" by artist Andy Davis.
- 4) **Commissioner and Staff Communications:** Staff Poeschl met with new City Council members Alex Rounaghi and Mark Origill to update them on the status of the Cultural Arts Plan and the Public Art Ordinance and Policy. Staff McGregor noted the selected artists from the 2022 Children's Holiday Palette exhibition would be recognized by the City Council with a certificate presentation on December 13, 2022. Staff Bichler provided an update on the Alta Laguna Park mural project.
- 5) **Cultural Arts Funding Grants:** Mark Lowry presented on behalf of Laguna Community Concert Band regarding how grant funds were used.
- 6) **Public Communications:** None.
- 7) Items for Discussion and Action:
 - A) **Donation of Sculptures by Vladimir Kush (Kush Fine Art)** – Jorge Barrera and artist Vladimir Kush presented the application and proposal to donate and install the sculpture "Segway Seahorse" in Heisler Park. Mr. Kush noted an additional potential location near Las Brisas restaurant. Staff Poeschl noted that only sites included in the proposal and agenda would be discussed in the meeting. Mr. Kush noted the sculpture was one of nine in the edition. Pat Kollenda noted the intent for public art collection to have unique original artworks created and designed for the specific space. Staff Poeschl noted that the proposal did not address the concerns of the Public Art subcommittee provided in the staff report and did not fit within the draft of the Public Art Ordinance and Policy approved by the Commission. Mr. Barrera noted they would be open to working the City to create an appropriate custom artwork. Staff Poeschl noted there were no current designated locations for new permanent installations. A motion was made to deny the application and directed that future proposals be reviewed by the subcommittee to determine level of interest prior to utilizing staff resources. M/S Schwerner/Ballard. Yeas: Ballard, Ervin, Ford, Kollenda, Schwerner, Wood. Noes: None.

- B) **Temporary Sculpture Installation on Laguna Frontage Road** – Staff Bichler presented the amended proposal by artist Margaret Hemsley to fulfill the art installation requirement for the “Fostering Creativity in a Time of Crisis” grant awarded to her by the City. A motion was made to approve the temporary installation of the sculpture “SIT” in the park at Laguna Frontage Road and Woodland Drive from June 15, 2023, to September 15, 2023. M/S Kollenda/Ervin. Yeas: Ballard, Ervin, Ford, Kollenda, Schwerner, Wood. Noes: None.
 - C) **Key Dates List for 2023** – Staff McGregor presented the list of key dates for 2023.
 - D) **Arts Commission Programming Year End Review** – Staff McGregor presented the Year-in-Review document recapping Arts Commission and Cultural Arts programming and accomplishments in 2022.
- 8) Adjourned at 5:50 p.m.

cc: City Manager, City Clerk, Mayor Pro-Tem Kempf, Assistant City Manager



July 1, 2022

Rick Conkey
Laguna Beach Cultural Arts Center
235 Forest Avenue
Laguna Beach, CA 92651

Dear Rick:

On behalf of the City of Laguna Beach, I am pleased to present a grant of **\$15,000** to the Laguna Beach Cultural Arts Center to support your organization's work in 2022-2023. This funding should be used to hire production technicians. This grant program is made possible from revenues of the Laguna Beach Tourism Marketing District. The use of these grant funds should be acknowledged in written materials by a statement that **"funds for this program are provided by the lodging establishments and the City of Laguna Beach."**

The City of Laguna Beach Arts Commission will be reviewing a final report on your use of these funds in early 2023. The Commission will be inviting your organization to its meeting to give an overview of your programming and use of the funds. The report form will be mailed to you early next year.

Once again, congratulations! I hope this funding will assist your organization in realizing the full potential of your projects.

Sincerely,

Sue Kempf

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

To: Arts Commission
From: Jamie Bichler, Public Art Coordinator
Agenda Item: A
Title: Red Telephone Booth Temporary Art Installation
Location: Forest Avenue, Downtown

Overview

The City of Laguna Beach Red Telephone Booth is a project of the Arts Commission. The K-6 telephone booth is located on Forest Avenue in downtown Laguna Beach. The public telephone has been removed and the booth now serves as a location for temporary art installations selected via a call for artists juried by the Arts Commission. The purpose of the biennial competition is to add to the City's public art collection with high quality artwork.

The competition closed on January 9, 2023, with a total of fifteen applicants. The Arts Commission may view the submissions at www.slideroom.com and images are attached to this report. Per the guidelines, the chosen proposal and design should be imaginative, whimsical, and colorful. The artist may incorporate a design or installation on the interior or exterior of the box. Any lighting proposed must be solar and materials should be durable, safe, and appropriate to a public setting. The installation will be for a period of 24 months. The current installation "Call to Action" by artist Jeffery Skarvan was installed in April of 2021 with a designated period of 24 months. The chosen Artist(s) will have a completion date of June 16, 2023, (or prior).

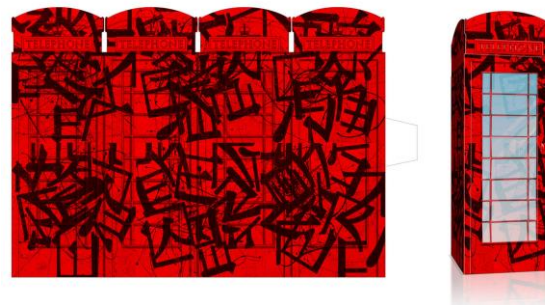
Summary of the Matter

The Public Art sub-committee members Donna Ballard and Adam Schwerner met and reviewed the submissions. The sub-committee are recommending four finalists be selected to present their concepts at the next Arts Commission meeting on February 13, 2023. The recommended finalists are: Raphaele Cohen-Bacry; Tiffany Nassiran, Robyn Sanford, and Candice Brokenshire/Julie Setterholm.

Attached: Submissions to the Red Telephone Booth Temporary Art Installation



#1



#2



#3



#4



#5



#6



#7



#8



#9



#10



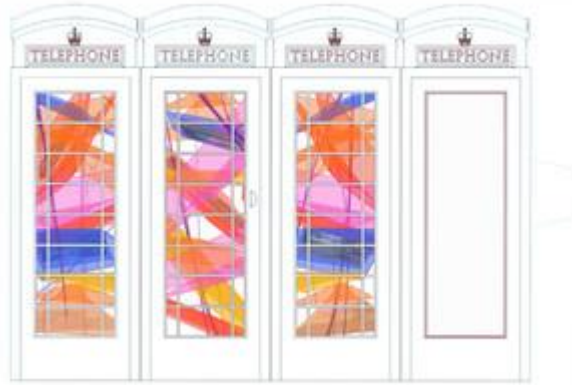
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#12



#13



#14



#15

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

To: Arts Commission
From: Michael McGregor, Arts Program Coordinator
Agenda Item: B
Title: Arts Marketing Workshop
Location: Laguna Beach, CA

Overview

The Arts Commission, in partnership with Americans for the Arts, has previously provided free marketing workshops for artists and arts organizations. The cost to produce the May 13, 2022, workshop with J.A. Medcalf was \$1,250. Workshops since February 2021 have been presented via online webinar. Digital presentation has allowed for more potential presenters at a lower cost due to travel accommodation. Following the workshops, recordings and materials are made publicly available via the City's website.

Summary of the Matter

"Connecting with the local community" has been suggested as a workshop topic. Americans for the Arts is currently featuring an initiative called "The pARTnership Movement" (<https://artsu.americansforthearts.org/artsbiz>) that promotes collaboration between local arts and local businesses. Staff has contacted the Laguna Beach Chamber of Commerce and Americans for the Arts regarding potential partnership in presenting a workshop and is awaiting response.

Recommendation

Commissioners should discuss digital/in-person hosting, potential dates, and additional presenters and topic recommendations for workshops in 2023. It is recommended that the Arts Commission provide direction to staff to develop a workshop proposal to take place in April 2023.

Attached: Previous Marketing Workshops and Survey Feedback

Previous Workshops:

Date	Workshop	Presenter(s)
May 2022	Digital Marketing for the Modern Artist	J. A. Medcalf
May 2021	Perfecting Your Pitch	Krista Scenna and Peter Gynd
February 2021	Digital Marketing and E-Commerce Fundamentals for Artists	Ceci Dadisman and Drew McManus
October 2018	The Art of Relevance	Cindy Hohman
April 2018	Beyond Marketing: Making Community	Con Christeson and Roseann Weiss
October 2017	Marketing Principles & Models	Joseph Yoshitomi
March 2017	The Artist's Post-Digital Playbook for Marketing and Engagement	J Reese
October 2016	Not All Marketing Dollars Are Created Equal... and That's Okay!	Diana Wyenn

Arts Marketing Workshop Survey Feedback – Spring 2022:

Describe your arts background:

Artist	4
Arts Organization Representative	3
Gallery Representative/Owner	0

Have you previously attended a City of Laguna Beach "Arts Marketing Workshop"?

Yes	5
No	3

In what month would you prefer the workshop take place?

March	2
April	6
May	1

How long of a workshop would you be willing to attend?

2 hours	7
4 hours	3

What workshop times work for your schedule? (Select all that apply)

Weekday Morning	6
Weekday Afternoon	2
Weekend Morning	2
Weekend Afternoon	1
Other	1

Would you prefer an in-person or online workshop?

In-person	4
Online	6

What are your current greatest marketing and sales challenges?

Increased materials/framing costs affecting pricing of work and keeping online presence updated.
Getting Attention.
Finding correct social media for us.
How to increase sales.
Growing audience interested in purchasing art or taking painting workshops.
Figuring out online options and social media
Connecting with venues to exhibit and sell your work.

What topics would you like to see covered or what background experience would you like the presenter to have?

Digital experience, Gallery experience
Where is art business going in the future when everyone makes art?
Social media expert
Branding finding target market expert on marketing focus on artist sales not on festivals sales.
Email Marketing, Social Media Marketing
Online options, ticketing websites
A presenter should be a full-time working artists or art professional with a long history and knowledge of what it takes to make it as a full-time artist or art professional.

Additional suggestions:

Give clarity about making art that only wants to be created and exposed vs the art business
Help for individual artists ideas on how to sell original art
Teaching artists how to represent themselves in "selling" their own work
Reach outside the bubble of Laguna Beach to people with vastly different experiences and skill sets.

Cultural Arts Department Staff Report

To: Arts Commission
From: Jamie Bichler, Public Arts Coordinator
Agenda Item: C
Title: Restoration Project Overview
Location: Laguna Beach, CA

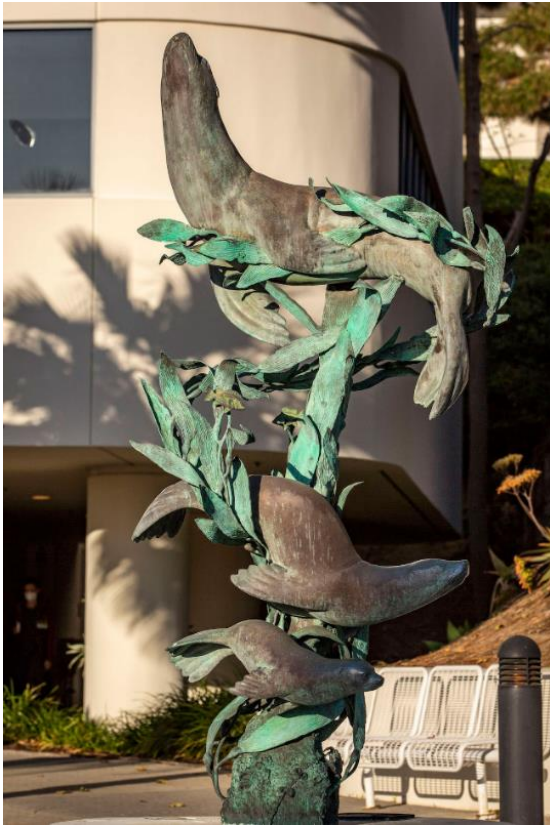
Overview:

The 2022 Cultural Arts account has a \$25,000 budget for the Restoration of Public Art. Following is an overview of the funds spent in 2022 to refurbish over eleven Public Art pieces throughout the city of Laguna Beach. In addition to the ones pictured below, Cultural Arts refurbished: Marsh Scott “Colors of the Canyon” 2013, Julia Klemek “Eucalyptus Bench” 1998, Jorg Dubin “Semper Momento” 2011, Jon Seeman “Bluebird Park Gate” 2009, Gerard Stripling & Michele Taylor “Eternal Legacy” 2014, Louis Longi “Support” 1999.



Sukhdev Dail, “Sea Breeze”
Repaired due to vandalism.





Before & After
Terry Thornsley, "Laguna Kelp Beds" 1992



Before & After

Michele Taylor, "Laguna Tortoise" 2003
18 elements were replaced and several reinstalled, acid washed, re water sealed, and detailed.



George Stone, "Rock Pile Carve" 2000



Before, In Progress, After
Tuan, "Historic Rendezvous" 2008

MEMORANDUM

DATE: January 18, 2023
TO: Arts Commission
FROM: Siân Poeschl, Cultural Arts Manager
SUBJECT: **Fostering Creativity in a Time of Crisis – Update Report (D)**

In 2020, the Arts Commission granted \$100,000 to Laguna Beach artists through the program “Fostering Creativity in a Time of Crisis” funded through a generous donation by Wayne Peterson through the Laguna Beach Community Foundation. Funding was designed to assist artists in getting back to work during the COVID pandemic with a creation to be shared with the community in some way. Grants ranging between \$1,000 and \$8,000 were distributed to 28 artists. To date, 20 of the grant recipients have completed their projects.

Updates on the program is as follows:

- The Arts Commission recently approved a temporary sculpture installation on Laguna Frontage Road by Margret Hemsley. The installation will occur once the construction has been completed on the Laguna Canyon Storm Channel, anticipated in June 2023. Staff has made an application to the Planning Commission for approval of the site and required Temporary Use Permit. It is anticipated the sculpture will be on exhibit for three months. Artist David Kizziar will install his work at the same location commencing September through December 2023.
- Stephen Davy completed the creation of a violin and High School student Archer Joseph was selected as the recipient of the instrument. A performance with the violin will be performed at a date to be determined.
- Ceramic Artist Jesse Bartels and sculptor Nevada Silva have both completed the work, but a location has not been identified for exhibition. Artists are looking to the Arts Commission and staff to assist with this aspect of facilitation.
- Sculptor Casey Parlette and glass artist Christopher Jeffries are interested in completing their projects and are in the process of design and engineering. Both will continue to work with staff on facilitation.
- Ceramic Artist Monica Prado has been unable to complete her project, due to changes in the scope of the proposal. She has returned the grant funds which has been deposited back into the account.
- Staff will work with the remaining artists Andrew Myers, and Naomi Schoenherr in realizing their potential for their projects.

The current fund balance is \$10,000. The Commission should consider allocating \$40,000 from its 2023/24 budget to continue the program under a different title, which was also a goal identified in the *Cultural Arts Plan: 2.15 Create an innovation fund to encourage experimentation by artists....*

Staff recommends the Public Art Sub-committee discuss possible exhibition locations and implementation with the artists noted in this report.