



ARTS COMMISSION

Monday, November 13, 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 (Ballard)
- 4) Commissioner, Council and Staff Communications
- 5) Cultural Arts Funding Presentations – LagunaTunes
Third Street Writers
Community Art Project
- 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. **306 Third Street Temporary Mural Installation (Laguna Beach Garden Club/ Laguna Beach County Water District)** – Discuss and approve a temporary mural by Matt Wiley titled “The Good of the Hive” (Commissioner: Schwerner Staff: Wood)
 - B. **Artist Innovation Grants** – Discuss, approve, or reject grant applications for funding. (Commissioner: Ballard, Staff: Poeschl)
 - C. **2023 Annual Review of City Banners for Maintenance and/or Deaccession** – Discuss and approve sub-Committee recommendations (Commissioner: Kollenda, Staff: Wood)
 - D. **Call for Artists – Sunset Serenades Promotional** – Discuss and approve guidelines and honorarium of \$900. (Staff: McGregor)
 - E. **World AIDS Day** – Discuss and approve ribbon installations. (Staff: McGregor)
- 8) 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 Pro-Tem, Director Transit and Community Services

Post through November 14, 2023



LAGUNA BEACH ARTS COMMISSION

Regular Meeting

Monday, October 9, 2023

Council Chambers

505 Forest Avenue, Laguna Beach, CA 92651

5:00 p.m.

Recap of Minutes

PRESENT: **Commissioners:** Donna Ballard, Austin Barrow, Michael Ervin, Pat Kollenda, Michael Ray, Adam Schwerner, and Carl Smith. **ABSENT:** Suzi Chauvel.

STAFF: Mike McGregor, Arts Program Coordinator, Karen Wood, Public Art Coordinator, Michael Litschi, Director of Transit and Community Services.

- 1) Donna Ballard called the meeting to order at 5:00 p.m.
- 2) The minutes of the September 25, 2023, meeting were approved as presented. M/S Schwerner/Ervin.
- 3) **Chair's Announcements:** None.
- 4) **Commissioner and Staff Communications:** Carl Smith commended the *Symphony on the Go!* concert on October 6, 2023. Staff Wood noted the summer banners would be cleaned and reviewed over the weekend. Staff noted the walkway mural by Beau Stanton was expected to be completed by October 13, 2023, and Gerard Stripling would begin routine cleaning of public art sculptures. Staff McGregor thanked commissioners for attending the *Symphony on the Go!* concert and noted it a success. Staff noted that the Cultural Arts Department would reserve a Community Tree for the Sawdust Winter Fantasy on behalf of the Commission and invited commissioners to assist in decorating.
- 5) **Public Communications:** Lucy Pina and Hannah Miller introduced themselves as the appointed 2023-24 Youth Art Advisors. Edith Tonkin thanked the Commission on behalf of the Laguna Dance Festival and noted they would be hosting a gala on December 2, 2023.
- 6) Items for Discussion and Action:
 - A) **Art in Public Places – 1369 North Coast Highway** – Staff Wood recapped the Art in Public Places application and Commission decision from the previous meeting. Artist Rahul Jhobalia presented the revised proposal, mock-up, and material samples. A motion was made to approve the installation as presented. M/S Kollenda/Schwerner. Yeas: Ballard, Barrow, Ervin, Kollenda, Ray, Schwerner, Smith. Noes: None.
 - B) **Holiday Palette Competition** – Staff McGregor presented the submitted palette designs and noted the Youth Art Advisory Board recommendations. Pat Kollenda provided the sub-committee recommendations. A motion was made to select designs by Colleen Corbett, Jennifer Griffiths, India Hynes, and Marcel Mead. M/S Kollenda/Ervin. Yeas: Ballard, Barrow, Ervin, Kollenda, Ray, Schwerner, Smith. Noes: None.
- 7) Adjourned at 5:37 p.m.

cc: City Manager, City Clerk, Mayor Pro-Tem Kempf, Director of Transit and Community Services



July 1, 2023

Patti Jo Kiraly
LagunaTunes Community Chorus
PO Box 4356
Laguna Beach, CA 92652

Dear Patti:

On behalf of the City of Laguna Beach, I am pleased to present a grant of **\$5,000** to LagunaTunes to support your organization's work in 2023-2024. This funding should be used to present two free concerts. **The grant will provide funds for marketing and promotion.** This grant program is made possible from revenues of the Laguna Beach Business Improvement 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 2024. 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 project.

Sincerely,

Bob Whalen
Mayor



July 1, 2023

Jennifer Griffiths
Third Street Writers
507 San Nicholas Court
Laguna Beach, CA 92651

Dear Jennifer:

On behalf of the City of Laguna Beach, I am pleased to present a grant of **\$6,000** to Third Street Writers to support your organization's work in 2023-2024. **This funding should be used to produce a website and digital content enabling the organization to participate in current digital publishing trends.** This grant program is made possible from revenues of the Laguna Beach Business Improvement 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 2024. 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 project.

Sincerely,

Bob Whalen
Mayor



July 1, 2023

Faye Baglin
Community Art Project
PO Box 4066
Laguna Beach, CA 92652

Dear Faye:

On behalf of the City of Laguna Beach, I am pleased to present a grant of **\$6,000** to Community Art Project to support your organization's work in 2023-2024. **This funding should be used to market and promote its exhibitions at the City Hall, the Cultural Arts Center, and Laguna Beach Susi Q Community Center.** This grant program is made possible from revenues of the Laguna Beach Business Improvement 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 2024. 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,

Bob Whalen
Mayor

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

To: Arts Commission
From: Karen Wood, Public Arts Coordinator
Agenda Item: A
Title: **306 Third Street Temporary Public Art Mural Application (Laguna Beach Garden Club/Laguna Beach County Water District)**
Location: City Hall, 505 Forest Avenue

Overview

The Laguna Beach County Water District (LBCWD) building located at 306 Third Street is being proposed as the site for a Temporary Public Art Mural. The project is being developed by the Laguna Beach Garden Club represented by Karen Nelson in collaboration with the LBCWD represented by Assistant General Manager Christopher J. Regan and artist Matt Wiley.

Summary of the Matter

Currently there is a twenty-five-foot wide and six-foot-high blank wall adjacent to the entry vehicle gate at the LBCWD located in the downtown with an existing planter in front of it titled the Bruce Scherer Waterwise and Fire Safe Demonstration Garden. This proposal includes plans for a twenty-five-foot wide and six-foot-high bee themed mural on that wall.

Artist Matt Wiley is a designer and mural painter with nearly thirty years of experience painting murals for private and public clients. He is also the Founder and President of The Good of the Hive project, “a global project igniting curiosity and conservation through art and bees”. As seen in the examples included in this Application, the Artist is creating murals and installations around the world in an effort to raise awareness of the importance of pollination while highlighting the beauty and power in human connection. The proposed mural artwork for LBCWD is titled “The Good of the Hive” and is designed as illustrated herein. The installation process will include power washing and patching of the wall, with an application of a Behr Latex Primer, and artwork applied with Chroma Mural and Modern Masters Paints. The mural will be sealed with Exterior Dead Flat Varnish.

The proposal also includes a refurbishing and re-planting of the planter with water-wise plants with drip irrigation, and a refreshing of the surrounding landscape, including adding a walkway of hexagon shaped cement pavers in sand allowing the public easy access to photograph the mural. The planter will be made of eighty hexagon pavers to mimic a beehive, with twelve engraved stones interspersed.

There will be an aluminum sign affixed to a large rock held in place with cement that will hold a plaque identifying the artist and the Laguna Beach Garden Club. There will be three QR codes for more information: the artist’s Hive Foundation QR Code, The Water District’s QR Code, and the Laguna Beach Garden Club’s QR Code which will reiterate the importance of pollinators.

The Consent letter from LBCWD confirms their intent to maintain the mural. The artwork will become an extension of the District’s Bruce Scherer Waterwise and Fire Safe Demonstration Garden. Time and resources necessary to maintain the mural will be provided by the Water District.

LBCWD, working with the artist, will also provide the appropriate lighting to spotlight the artwork as identified in the Lighting/Irrigation Plan notes, including a thirty-watt equivalent low voltage integrated LED black outdoor landscape path light, five hundred and fifty lumens, and a LED spotlight twenty-watt equivalent black integrated LED, two hundred lumens.

All required documentation for this application has been received.

Recommendation

The Art Commission Public Art Sub-Committee consisting of Adam Schwerner, Pat Kollenda and Donna Ballard have reviewed the submission and will give a verbal recommendation at the meeting.

Staff recommends the temporary mural be approved for one year, as indicated in the approved Public Art Ordinance and Policy document and be administratively extended upon annual review in collaboration with the LBCWD and the Laguna Beach Garden Club based on the condition of the mural with no additional applications or permits.

(B)

City of Laguna Beach

ARTS COMMISSION APPLICATION

Name: Christopher Regan Laguna Beach Water District / Karen Nelson Laguna Beach Garden Club

Address: 306 Third Street, Laguna Beach, CA 92651
Laguna Beach, CA 92651

Phone / Fax: 949-494-1041

Date: 09/15/23 Contact person: Karen Nelson 949-280-4417

Art in Public Places – required by the Municipal Code

Property Information:

Location: 306 Third Street, Laguna Beach, CA 92651

Property owner: Laguna Beach County Water District

Description of Project: (Additional information may be attached. Please include materials, maintenance schedule, site drawing, colored drawing of installation and photograph of location.)

A 25X6 Wall adjacent to the entry vehicle gate at the Laguna Beach County Water District will have a Matt Willey mural painted with a bee themed mirror that represents the need for pollinators being protected and the metaphor of caring for one's community by caring for "the hive" as opposed to being more concerned with the individual.

Dimension of site: 25 FT. W X 6 FT. H

Dimension of proposed art work: 25 Ft. Wide by 6 FT. High

Estimated cost: \$32,000

Maintained by: Laguna Beach County Water District

This form must be submitted to the Cultural Arts Department for consideration at an Arts Commission meeting.

Signature: Karen Nelson - Laguna Beach Garden Club

For Cultural Arts Department Use

Date received: _____ Arts Commission agenda date: _____

Application # _____

Date _____

LAGUNA BEACH COUNTY WATER DISTRICT

BOARD OF DIRECTORS:

BOB WHALEN, President
SUE KEMPF, Vice President
MARK ORGILL
ALEX ROUNAGHI
GEORGE WEISS

LEGAL COUNSEL:

MEGAN K. GARIBALDI

GENERAL MANAGER:

KEITH VAN DER MAATEN

MANAGEMENT:

CHRISTOPHER J. REGAN, Assistant General Manager
BRIAN W. JEWETT, Ph.D., Manager of Finance/Treasurer
BOBBY YOUNG, P.E., Manager of Engineering
KEVIN LUSSIER, Manager of Operations



INCORPORATED 1925

October 12, 2023

Subject: LETTER OF CONSENT

Dear Laguna Beach Garden Club Members,

On behalf of the Board of Directors of the Laguna Beach County Water District, we are excited to accept your generous donation of a commissioned mural by world renowned artist, Mark Willey, known for starting a global art project called, "For the Good of the Hive." The District's Board expressed its excitement for the proposed mural and unanimously approved the donation at their September 28 meeting, following a recommendation from Staff and the District's Commission.

"The Good of the Hive Art Project and Organization," which was founded by Willey to fulfill his personal commitment to hand-paint 50,000 honeybees – the number in a healthy, thriving hive – in murals around the world, reminds and inspires us to take action to save not only honeybees but all the species that rely on healthy ecosystems, including our own. With bees facing pressures from habitat loss and climate change, his message is one that the District fully supports given the importance of water to a healthy hive and how it echoes the District's message of the importance of water to our local Laguna Beach community.

Thanks to you, your donation provides our community with a work of art that is not only a visual improvement to a non-descript block wall along a well-traveled walkway but will also spark curiosity and inspire all who stop to view it, to want to create change.

Maintenance

Public art is an investment for the future. The life of an artwork doesn't end after its purchase or installation date. As such, once completed, the artwork will become an extension of the District's award-winning Bruce Scherer Waterwise and Fire Safe Demonstration Garden. Time and resources necessary to maintain the mural will be provided by the District in the same manner that is consistent with our long-standing tradition and recognition of our historic significance in the downtown area. The District, working with the artist, will also provide the appropriate lighting to spotlight the artwork.

Again, on behalf of the District, thank you for this generous offer and we look forward to future collaborations with the Laguna Beach Garden Club.

Sincerely,

Christopher J. Regan
Assistant General Manager

Mural Location Information:

Matt Willey

Nov 13, 2023

306 3rd St, Laguna Beach, CA

Application: Artist's Statement

This mural in Laguna Beach in partnership with the Laguna Beach Garden Club and the Laguna Beach Water District is part of a global art project generating radical curiosity, connection and change – one pollinator at a time.

Artist Matt Willey is creating murals and installations around the world in an effort to show what one tiny bee showed him back in 2008 - We are all more connected than we realize, and amazing things happen when we start acting like it.

Water, like food and pollination, is an example of something that must be viewed as shared. A bee sees all that comes into the hive as collective and water is as important to their health as nectar. Without water, the hive cannot produce honey or maintain the temperature needed for survival. In the way a bee is both an individual and a part of superorganism called a hive, water is both within us and the basis for all life and health on earth.

Through color, line and beauty this mural is meant to remind people that water is not just essential to physical life for humans, it is one of the things that can remind us of our profound connectedness to each other.

Healing the planet is a marathon, not a sprint. Eight years into an estimated 21-year project, Willey has created 48 murals and installations with over 10,000 hand-painted bees. He has reached hundreds of thousands of people and created large-scale works at the Smithsonian's National Zoo in Washington DC, Dag Hammarskjold Plaza, NYC, and Burt's Bees Global Headquarters. He has collaborated with the World Council of Peoples for the United Nations (WCPUN) and NYC Parks' Art in the Parks Public Art Program. He has painted in a Tony-Winning Broadway star's dressing room in NYC, at a fire station in the American south and at schools across the country and in the UK. October of 2021 through August 2022 his bees were displayed at the American Embassy in Beijing, China.

Matt has shared the stories of The Good of the Hive through speaking engagements at the United Nations, the FAO in Washington DC, the German and French Embassies in DC, Burt's Bees Global HQ, Smithsonian's National Zoo, Duke University, MIT, Georgetown University, Auburn University, the Planetary Health Alliance 2018 annual meeting in Scotland, many podcasts including the NEA and educational institutions throughout the US.

His work has been featured in the *New York Times*, Reuters London, The Today Show, *The Huffington Post*, *The Washington Post*, and countless other publications and media channels.

A feature documentary about his work is currently in production.

MATT WILLEY

ARTIST/MURAL PAINTER

Mural Location Information:

Nov 13, 2023

306 3rd St.

Laguna Beach CA

• 1 646-369-0261 • matt@thegoodofthehive.com • TheGoodoftheHive.com • @thegoodofthehive

PROFESSIONAL EXPERIENCE

Mar '15 - Present

Artist/Designer/Mural Painter/Founder

The Good of the Hive |

A global project igniting curiosity and conservation through art and bees.

Design, Artistry, Leadership & Coordination

- Implementation of all aspects of 37 large-scale murals and installations in 8 years with organizations such as Burt's Bees Global, Smithsonian's National Zoo in DC, the World Council of Peoples for the United Nations (WCPUN), a farmer in Nebraska, a genetics company in Southern CA (to name a few) and schools and communities across the US and beyond.
- Founder and President, organizing and managing contracts, job site engagement, media, PR, brand recognition and continuity, social and traditional media engagement and general logistics.
- Public Speaking - United Nations, Smithsonian, MIT, Duke U, Georgetown U, Auburn U (keynote), the Planetary Health Alliance meeting in Edinburgh, Tedx Tullahoma and local talks in schools and communities across the country rallying interest in bees and pollinators.
- Innovator/Entrepreneur developing ideas for the future
- Brand Development and Marketing

Feb '93 - Present

Artist/Designer/Mural Painter

Matthew Willey Murals Inc | New York, US

Commission artist and designer

- Worked closely with designers, architects, organizations, and private clients creating one-of-a-kind murals and artworks in a wide range of settings from homes to restaurants to sports arenas to underserved communities.

EDUCATION

Sep '90 - Jan '93

School of the Museum of Fine Arts and Tufts University, Boston

Bachelor of Fine Art | Boston, MA

Sep '88 - May '90

Alfred University

Undergraduate Studies | Alfred, NY

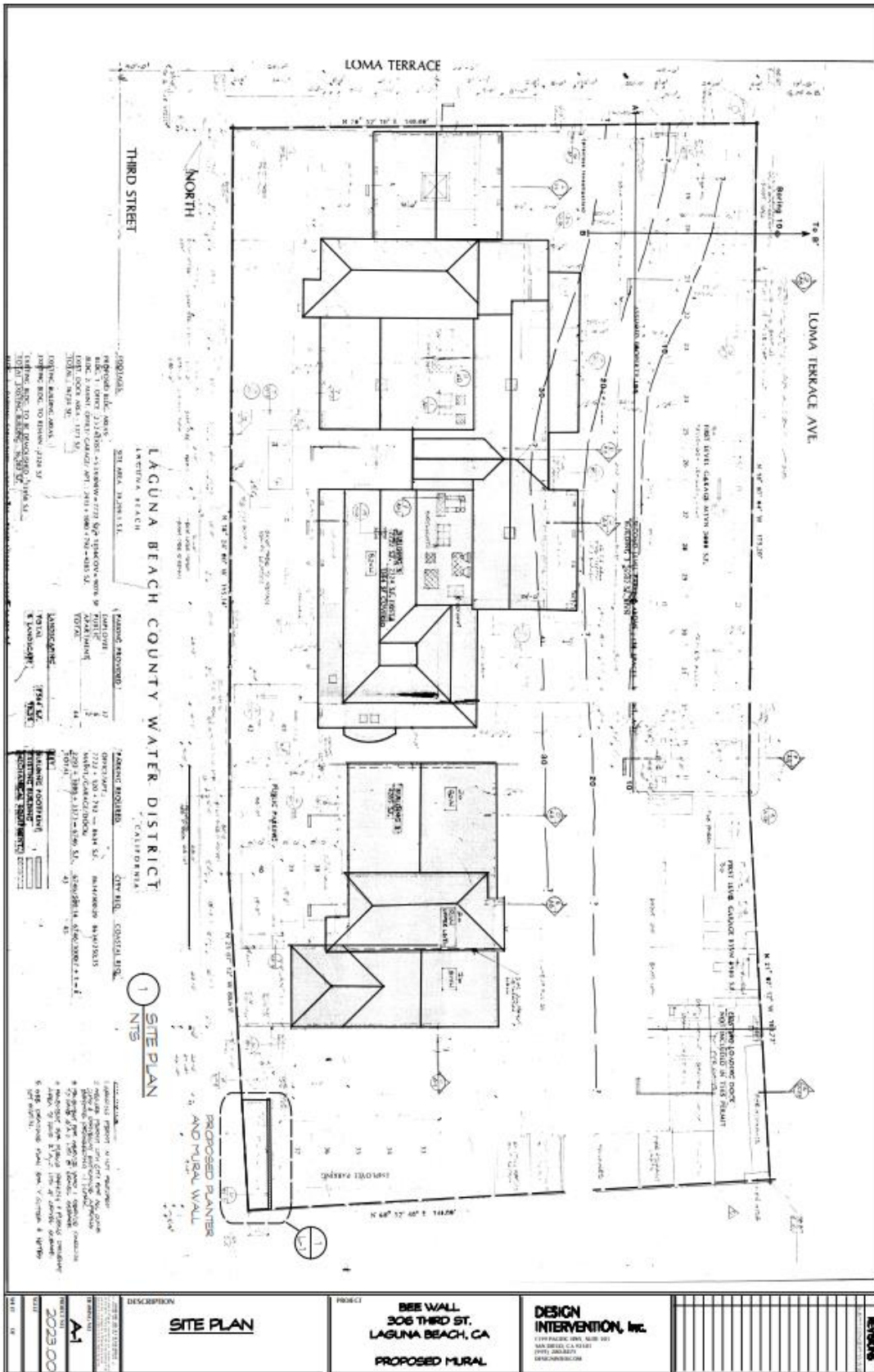
- **Top 5 percentile** of the class

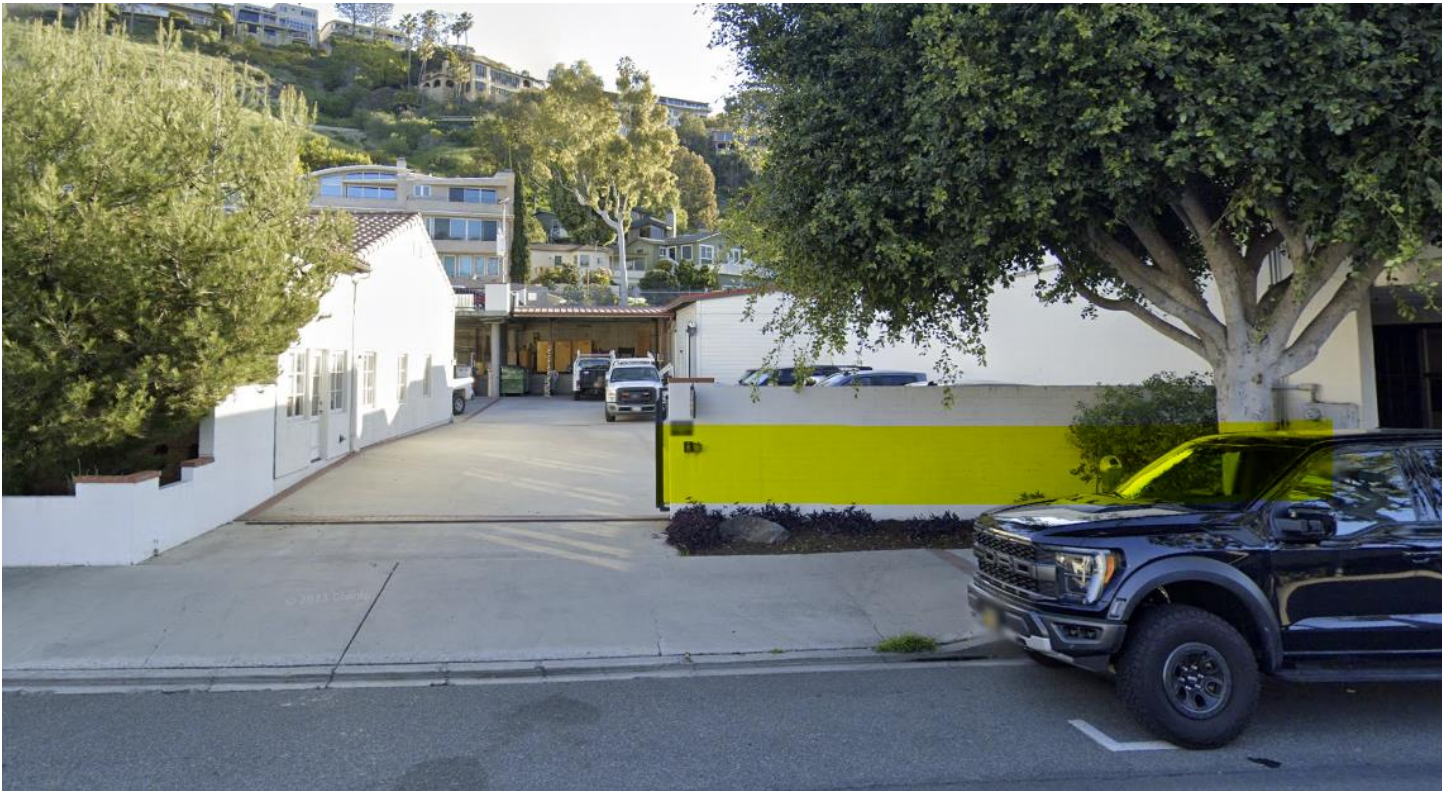
SUMMARY

Nearly 30 years of experience painting murals for private and public clients.

Founder and President of The Good of the Hive, a global project igniting curiosity and conservation through art and bees.

LOCATION







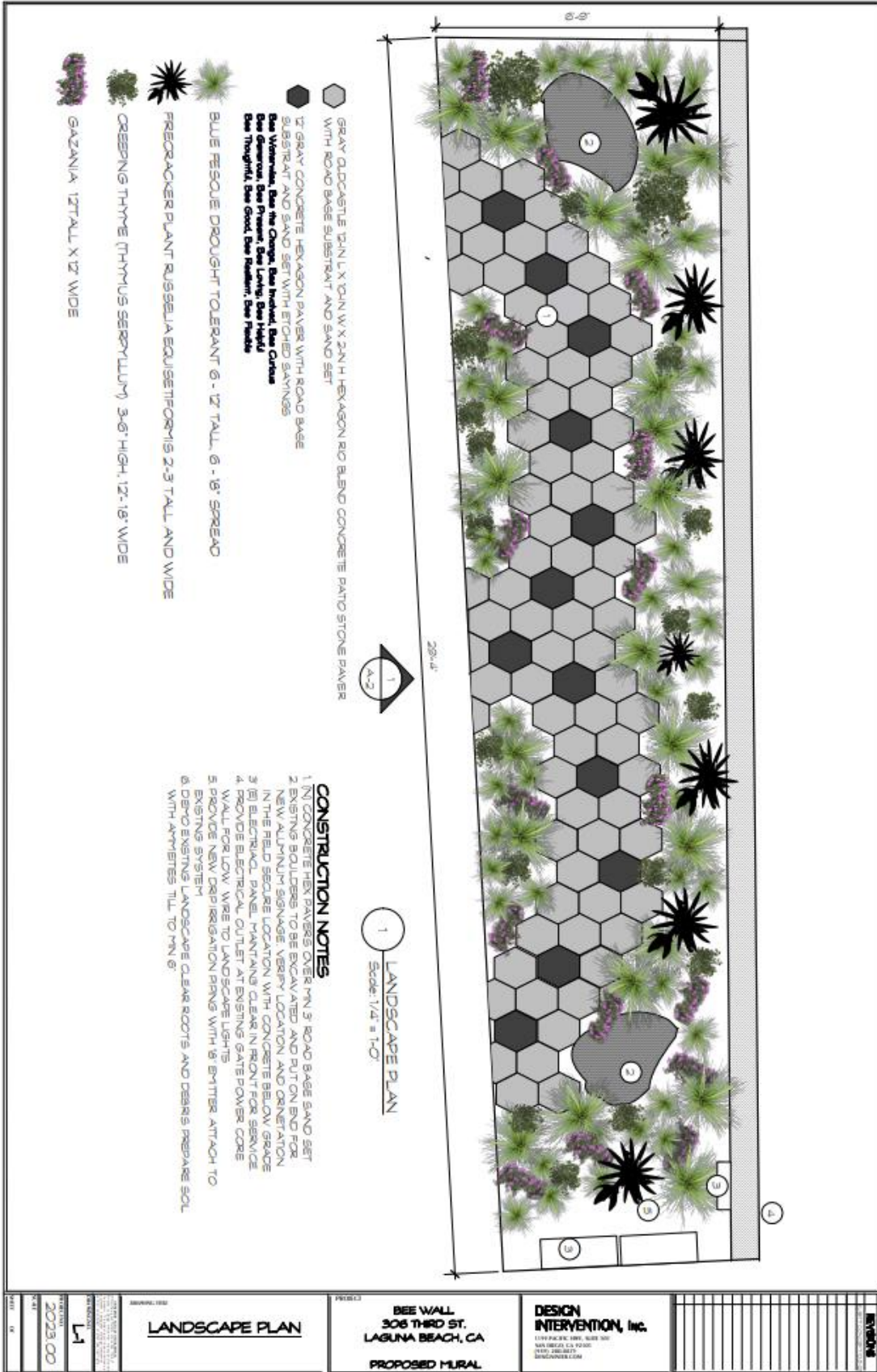
CONSTRUCTION NOTES

- 1. PRESSURE WASH (E) WALL REMOVE ANY LOOSE PAINT OR SURFACE MATERIAL.
- 2. PATCH ANY DAMAGED AREA WITH NON-SHINK GROUT.
- 3. PAINT PRIME FOR WALL SURFACE PREPARATION FOR MURAL.
- 4. ETCHED ALUMINUM PLACARDS 15" X 12"

1 PROPOSED MURAL ELEVATION
Scale: 1/4" = 1'-0"

DATE 2023.00	SHEET NO. A-2	DRAWING TITLE LIGHTING PLAN IRRIGATION PLAN	PROJECT BEE WALL 306 THIRD ST. LAGUNA BEACH, CA PROPOSED MURAL	DESIGN INTERVENTION, Inc. <small>1775 PARKWAY DRIVE, SUITE 100 SAN DIEGO, CA 92101 PH: 619.453.8200 WWW.DESIGNINTERVENTION.COM</small>	
-----------------	------------------	---	--	---	--

PROPOSED PLANTER



GRAY QUACASTE 12IN L X 12IN W X 2IN H HEXAGON RD BLND CONCRETE PATO STONE PAVBR

7\"/>

8in Verticella, 8in The Orange, 8in Nevada, 8in Corona
8in Devonian, 8in Phoenix, 8in Larkspur, 8in Hybrid
8in Thymus, 8in Good, 8in Redstart, 8in Frisco

BLUE FESQUE DROUGHT TOLERANT 6 - 12\"/>

PRECRACKER PLANT RUSSELLA EQUISSETIFORMIS 2-3\"/>

CREEPING THYME (THYMUS SERPYLLUM) 3-6\"/>

GAZANIA 12\"/>

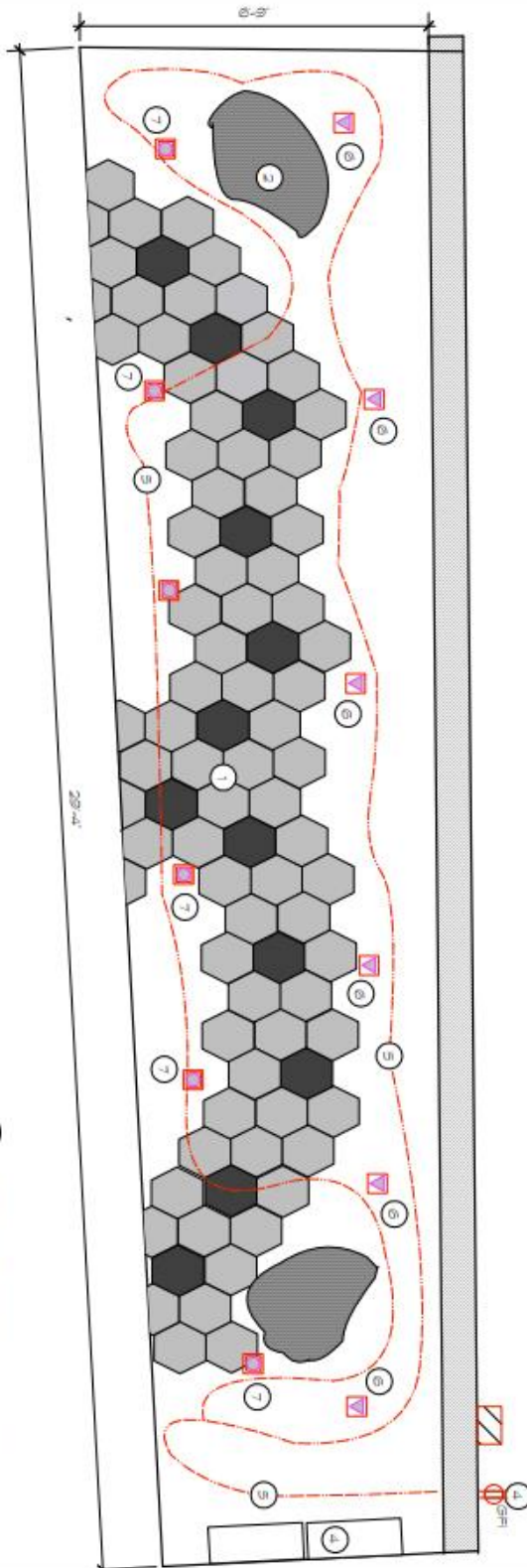
1 LANDSCAPE PLAN
Scale: 1/4\"/>

CONSTRUCTION NOTES

- 1) IN CONCRETE HEX PAVERS OVER 1/4\"/>
- 2) EXISTING Boulders TO BE ENCAVATED AND PUT ON END FOR NEW ALUMINUM SIGNAGE. VERIFY LOCATION AND ORIENTATION IN THE FIELD.
- 3) (E) ELECTRICAL PANEL MOUNTING CLEAR IN FRONT FOR SERVICE.
- 4) PROVIDE ELECTRICAL OUTLET AT EXISTING GATE POWER SERVICE WALL FOR LOW VOLT TO LANDSCAPE LIGHTS.
- 5) PROVIDE NEW DRIP IRRIGATION PRINGS WITH 18\"/>
- 6) DETO EXISTING LANDSCAPE CLEAR ROOTS AND DEBRIS. PREPARE SOL WITH ATTRIBUTES TILL TO 1/4\"/>

2023.00 2023.00 2023.00	LANDSCAPE PLAN	BEE WALL 306 THIRD ST. LAGUNA BEACH, CA PROPOSED MURAL	DESIGN INTERVENTION, Inc. 1100 PARKWAY DRIVE, SUITE 200 SAN DIEGO, CA 92108 619.435.8627 DESIGNINTER.COM	
-------------------------------	-----------------------	--	---	--

LANDSCAPE NOTES

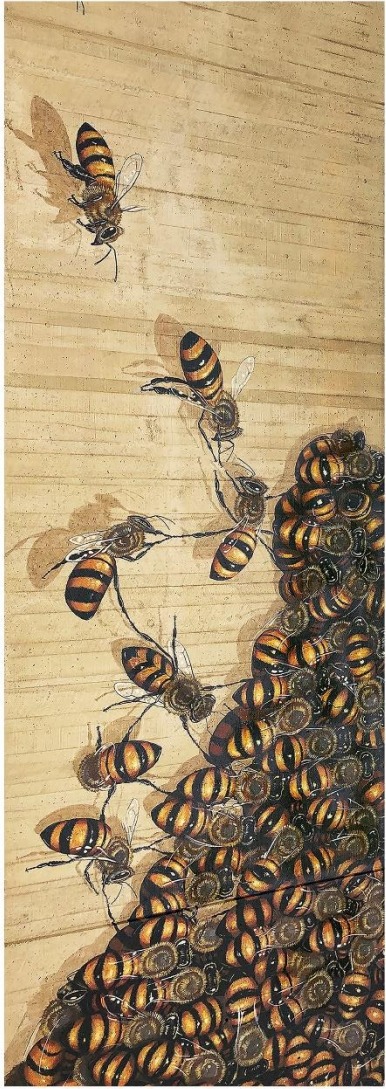


- LANDSCAPE NOTES**
1. PROVIDE 2" PVC SLEEVE UNDER PAVING FOR WIRE AND DRIP LINES
 2. EXISTING BOLDERS TO BE EXCAVATED AND PUT ON END FOR NEW ALUMINUM SIGNAGE. VERIFY LOCATION AND ORIENTATION IN THE FIELD. SECURE LOCATION WITH CONCRETE BELOW GRADE
 3. (E) ELECTRICAL PANEL, MAINTAIN 3' CLEAR IN FRONT FOR SERVICE
 4. PROVIDE ELECTRICAL OUTLET AT EXISTING GATE POWER CORE WALL FOR LOW VOLTAGE WIRE TO LANDSCAPE LIGHTS
 5. PROVIDE NEW 1/2" DRIP IRRIGATION PIPING WITH 'B' FITTERS ATTACH TO EXISTING SYSTEM
 6. LED SPOTLIGHT HAYTON BAY 20-WATT EQUIVALENT MILLENNIUM BLACK INTEGRATED LED 200 LUMENS
 7. HAYTON BAY 30-WATT EQUIVALENT LOW VOLTAGE INTEGRATED LED BLACK OUTDOOR LANDSCAPE PATH LIGHT 500 LUMENS

1 LIGHTING / IRRIGATION PLAN
Scale 1/4" = 1'-0"

DATE: 2023.00 SCALE: 1/4" = 1'-0"	LIGHTING PLAN IRRIGATION PLAN	PROJECT: BEE WALL 306 THIRD ST. LAGUNA BEACH, CA PROPOSED MURAL	DESIGN INTERVENTION, Inc. <small>LAGUNA BEACH, CA 92653 (949) 490-0022 DESIGN@DI.COM</small>	
--------------------------------------	--	--	--	--

EXAMPLES OF PREVIOUS WORK



Mural Detail from Willey's permanent installation at Smithsonian's National Zoo. (Sample of the 'feel' of the bees.



Detail from Willey's North Carolina Museum of Natural Sciences Mural.

Matt Willey
Nov 13, 2023
306 3rd St, Laguna Beach, CA



Plaque words

THE GOOD OF THE HIVE 

Is a global art project generating radical curiosity, connection, and change... one pollinator at a time. This mural is a part of a unique, much larger piece of art about planetary healing. Matt Willey's goal is to paint bees in every type of community in the world to raise awareness and activate people around the importance of pollination while highlighting the beauty and power in human connection.

The Laguna Beach Garden Club hopes all who see it will spread the buzz. We're all in this together.

Matt Willey

November 3, 2023

306 Third Street, Laguna Beach

Title of Mural:

“The Good of the Hive”

Bee Words for Hexagons

Bee Waterwise

Bee the Change

Bee Involved

Bee Curious

Bee Generous

Bee Present

Bee Loving

Bee Helpful

Bee Thoughtful

Bee Good

Bee Resilient

Bee Flexible

MEMORANDUM

DATE: November 7, 2023
TO: Arts Commission
FROM: Siân Poeschl, Arts Manager
SUBJECT: **Artist Innovation Grants** (Item B)

On August 14, 2023, the Arts Commission approved the guidelines for Artist Innovation Grants recognizing and supporting artists who reside, exhibit or work in Laguna Beach. The grant is intended to support artists who push the boundaries of creative expression, anchor our community, and advance the creative field. The approved budget allocated allows for the distribution of \$50,000 from the Arts Commission Special Programs budget of the Laguna Beach Marketing and Tourism District. The full guidelines and selection process review are attached.

The Commission has received 19 applications which have been reviewed by the sub-committee consisting of Chair, Donna Ballard, Vice-Chair Adam Schwerner and Treasurer, Michael Ervin. The applications can be reviewed [HERE](#).

The sub-committee found consensus in supporting two applications, Monica Prado (\$10,000) and Andrew Corradini (\$20,000) there was also support from two members of the proposal by Hedy Buzan (\$10,000) As noted in the guidelines the Arts Commission may select one or multiple proposals and reserves the right to reject all proposals.

It is recommended that the Arts Commission hear the comments and discussion of the sub-committee and approve grant allocations not to exceed \$50,000.



CALL FOR ARTISTS

ARTISTIC INNOVATION GRANTS FOR ARTISTS

Creating, Exploring and Implementing New Ideas

The City Council and Arts Commission recognizes and supports artists who push the boundaries of creative expression, anchor our Laguna Beach community, and advance the creative field. The Artistic Innovation Grants for Artists encourages the spirit of experimentation and exploration, exclusively engaging artists in Laguna Beach.

This grant program offers grants between \$5,000 and \$20,000 to support the art-making process and premiere of these endeavors. This program has been made possible through the generous support of the lodging establishments and City of Laguna Beach.

An Artistic Innovation Grant for Artists project is one that has in-person experiences of art, art making, or artists at the heart of the initiative and introduces a new or original idea or product to the applicants audience. Engagement through feature presentation and outreach included but is not limited to performance, publication, lecture/demonstration, exhibition, masterclass and/or workshop. Project proposals are encouraged to explore artistic excellence that goes beyond technical proficiency, that involves pushing boundaries, challenging conventions and produces work that resonates with audiences on intellectual, emotional, and aesthetic levels with a strong creative vision.

Applications will be accepted through October 9, 2023 for projects occurring between January 1, 2024 and December 30, 2025. Awards will be reviewed by the Arts Commission on November 13, 2023 and awards announced November 15, 2023. (Dates are tentative and may be subject to change.) Each applicant may submit one application and request an amount of \$5,000, \$10,000 or \$20,000. At the conclusion of the program grant recipients will be required to provide an overview of expenditures and brief description of the project undertaken.

These grants aim to support artists holistically to build a more equitable Laguna Beach Arts ecosystem. By pushing the boundaries of creativity and expression Artists contribute to the evolution of culture and human understanding.

DEADLINE: October 9, 2023

ELIGIBILITY: Artist who reside, work, or exhibit in Laguna Beach may submit one proposal Applicants must be 18 years and older by the application due date. Proof of eligibility will be required. Demonstrate through a professional resume at least three years of engagement in a creative practice prior to the application due date. **Conflict of Interest:** *City of Laguna Beach employees, members of City Boards or Commissions are in-eligible for this program.*

APPLICATION:

- Proof of eligibility and professional resume
- Grant request amount (\$5,000, \$10,000 or \$20,000)
- Proposal Title
- Overview of the project (maximum 500 words)
- Objectives of the project (maximum 250 words)
- Project implementation (maximum 250 words)
- Timeline

SELECTION PROCESS:

The Arts Commission will review the applications and make their selection based on the following:

- **Qualifications:** Artist qualifications as demonstrated by past work and the appropriateness of their concepts to the project. Of highest priority are the artistic capabilities of the artist and the inherent quality of their original artwork to enhance the City's cultural profile as demonstrated in the resume.
- **Artistic Excellence:** Artists and the proposal shall demonstrate excellence of creative and aesthetic ideas, a mastery of skills and techniques in the creation of original art works, communication of unique vision or perspective, and professional approaches to process and presentation. The Arts Commission will apply aesthetic and artistic judgements in their review.
- **Public Liability:** Safety conditions or factors that may bear on public liability.
- **Diversity:** Diversity of style, scale, media, and artists.
- **Content:** Appropriateness and relevance and should not contradict the City's values of environmental sustainability, accessibility, and cultural inclusiveness.

The Arts Commission may select one or multiple proposals and reserves the right to reject all proposals.

Applications are first reviewed by the Arts Commissions Sub-Committee. If the proposal is approved by the subcommittee the item will be placed on the agenda for the full Arts Commission. The Arts Commission will meet on November 13, 2023 to review the recommendations at 5 p.m. in the City Council Chamber, 505 Forest Avenue, Laguna Beach. (Dates are tentative and may be subject to change.)

The City of Laguna Beach does not provide any additional resources to the grant honorarium, and does not provide marketing, publicity, venue rental or reservation. The selected recipient will enter a contract with the City of Laguna Beach to undertake the project. Artists must keep the Cultural Arts Department updated on progress and identify the funding as the *"Innovation Grants for Artists funded by the lodging establishments and City of Laguna Beach"*.

Applications can be submitted to Siân Poeschl, Cultural Arts Manager at spoeschl@lagunabeachcity.net

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

To: Arts Commission
From: Karen Wood, Public Arts Coordinator
Agenda Item: C
Title: **2023 Annual Review of City Banners for Maintenance and/or Deaccession**
Location: City hall, 505 forest Avenue

Overview

The City of Laguna Beach cultural Arts Banner Program was established in 1982. Of the municipal collection, sixty to seventy banners are displayed annually over the summer season. At the end of each summer the City Public Works Department takes down the banners and cleans them. They are pressure washed, setting aside any that require repair or have been damaged beyond repair. Those that need repair and are within the seven-year life expectancy for a banner are offered back to artists to repair if they so choose. Those damaged beyond repair are de-accessed, utilizing the city approved procedure. After cleaning and sorting, banners ready to go back into storage are wrapped in plastic and returned to the city storage bay at Act V.

Summary of the Matter

Upon request, the Public works team put aside banners that have too much damage to be installed next season. Staff and Arts Commission Sub-Committee, Pat Kollenda, Carl Smith and Suzi Chauvel have reviewed the damage to the six banners.

Recommendation:

The sub-committee recommendation is to offer four banners for repair to artists, one with a two-hundred-dollar stipend, and to de-access two banners that cannot be repaired:

Artist name	Year	Damage	Recommendation
Michael "Durden" Phillips	2015	Repair stitching failure.	Repair- No stipend. Banner was restored the previous year, the repairs have failed, but the material is still present.
Yvette LaPayese	2016	Hole mid-banner	Repair/Deaccession- Out of date. No stipend.
Ron Geisman	2019	Hole mid-banner and pole-pocket tear.	Repair- Newer banner, repainted in 2022.
Noel Lashley	2022	Major paint deterioration.	Repair- One-time stipend to repaint and reseal.
Hedy Buzan	1997	Shredded.	Deaccession- Unrecoverable and out of date.
Al Esquerra	2013	Pole-pocket fully torn off.	Deaccession- Heavily damaged and out of date.





City of Laguna Beach
Cultural Arts Department
Staff Report

To: Arts Commission
Meeting Date: November 13, 2023
Agenda Item: D
Title: Call for Artists – Sunset Serenades Promotional

Overview

Sunset Serenades is a free public concert series held each Friday evening in May, June, and September at the Heisler Park Amphitheater. The program features a focus on world cultural music in June. The program is promoted via the Cultural Arts calendar, as well as the City’s social media channels, website, and newsletters.

Summary of the Matter

Cultural Arts staff is recommending holding a call for artists to generate creative imagery to be featured on concert schedule postcards as well as online promotional content for Sunset Serenades to bring more attention to the concert series and give identity to the program.

Recommendation:

It is recommended that the Arts Commission approve the guidelines as presented.

Attached: Call for Artists- “Sunset Serenades” Promotional Art



Call for Artists

“Sunset Serenades” Promotional Art



Submission Deadline

February 5, 2024

Eligibility

Open to artists ages 18 or older who are residents of Orange County, CA. Employees, Council members, Board members and Commissioners of the City of Laguna Beach are not eligible.

Honorarium

\$900

Description

The City of Laguna Beach Arts Commission is seeking 2D artwork to use in promotional materials for its Sunset Serenades music series. Sunset Serenades concerts are held at the Heisler Park Amphitheater each May and September featuring a variety of genres including original singer/songwriters, opera, classical, and jazz/blues, and a focus on world cultural music each June.

The proposed designs should be imaginative, colorful and include the theme of the Sunset Serenades concert program and/or iconic Heisler Park. The proposed design should convey a positive reference to Laguna Beach. Submitted designs must be at least 8 inches wide by 10 inches tall. The selected design will be

featured on concert schedules as well as online promotional content for the series. Concert schedule text and information will be laid over the design.

Materials

Designs may be hand-drawn/painted or digital 2D artwork. *Photography will not be considered.*

Timeline

February 5, 2024 Deadline for receipt of design proposals.

February 12, 2024 Arts Commission will review and select designs and/or finalists.

Application Delivery

Prospective design proposals must be made online to <https://lagunabeachcity.slideroom.com/>

Application Presentation and Content

Artists may submit **1 (one)** design.

Concert schedule text and information will be laid over the design.

The following materials will be required for application:

- One hi-resolution (300 ppi) color rendering, at least 8" (width) and 10" (height).
- Proof of Orange County, CA residency.
- Artwork title.
- Artist statement of how the design supports the theme.

Selection Process

The seven members of the City of Laguna Beach Arts Commission will judge the entries. Judging of the winning design will be based on creativity and appropriateness for the location.

The City of Laguna Beach Arts Commission reserves the right, as its interest may appear, to reject any and/or all applications or proposals, to reject any finalist, to waive informalities in applications or proposals, or to terminate the selection process for any project without prior notice. The Arts Commission reserves the right to make selections for this project from the Arts Directory if insufficient applications are received, or to terminate the project at any time. Application to any project advertised by the City of Laguna Beach Arts Commission constitutes agreement with all applicable rules and guidelines.

Conditions

The selected artist will enter into a contract with the City of Laguna Beach whereby: 1) The selected artwork(s) will become property of the City; 2) The City will retain exclusive rights to use, modify and reproduce the selected work(s) for publicity purposes without further compensation to the artist; and 3) The selected artist may not use the selected artwork(s) for any other program, endeavor, or commercial purposes.

Contact

Michael McGregor, Arts Program Coordinator
505 Forest Avenue, Laguna Beach, CA 92651
(949) 497-0743

mmcgregor@lagunabeachcity.net

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

To: Arts Commission
From: Michael McGregor, Arts Program Coordinator
Agenda Item: E
Title: World AIDS Day
Location: Downtown Laguna Beach

Overview

World AIDS Day takes place on December 1, each year to show support for people living with HIV, and to commemorate those who have died from an AIDS-related illness. In recognition of this day, the Cultural Arts team and Arts Commission also show support by displaying black and red ribbons on sculptures in the downtown area. In addition, information cards are placed with the ribbons to identify the significance of World AIDS day and the displayed ribbons.

Recommendation:

It is recommended that the Arts Commission approve the wording for the information cards and placement of ribbons on the following sculptures:

The People’s Council, North and South Wave, The Shopper, The Discussion, Red Telephone Booth, Laguna Blossoms

Info card:



December 1, 2023 - World AIDS Day is an international day dedicated to raising awareness of HIV/AIDS. The black and red ribbons signify mourning for those who have died of the disease and support for people living with HIV.