

DRAFT  
CITY OF MANHATTAN BEACH  
*MINUTES OF THE CULTURAL ARTS COMMISSION*  
Special Meeting, June 20, 2006  
6:00 p.m.  
CONTENTS

I. CALL TO ORDER

The Cultural Arts Commission (CAC) of the City of Manhattan Beach, California met on Tuesday, June 20, 2006 at 6:00 p.m. in the City Manager's Conference Room.

II. ROLL CALL

Present: Commissioners  
Sharon Greco (Chair),  
Shelby Phillips (Vice-chair)  
Candy Duncan  
Susannah Rosenthal  
Francey Seckinger

Juanita Purner, Cultural Arts Manager  
Megumi Sando, Art Education Supervisor

III. APPROVAL OF MINUTES

Approval for minutes postponed for regular meeting.

IV. AUDIENCE PARTICIPATION

None

V. GENERAL BUSINESS

06/06/20.1. City's Beautification of City Entryways

The Commission reviewed entryway criteria provided by City Council:

- Integrity and consistency in designs for three entry ways
- Consider adding pier and round house motif to City logo
- "Elegant" and "classy" design
- No bright colors
- Signage should not block vision
- Compatible with the environment

Further clarification is needed on two items:

- The total budget for the project and for the fees allotted to preliminary concept development, productions, and fabrication expenses.
- Possibility of including water and light elements

The Cultural Arts Commission reviewed six design-team portfolios and two firms selected for further consideration. The Commissioner's comments include:

1. **DÉVa Design**, Debra Valencia, completed projects with the City of Santa Monica; the Summer Olympics – Los Angeles 1984; and Disney. DeVa experience includes twelve years as a project manager with Sussman.
2. **Sussman/Pejza**  
*Sussman/Pejza is a large company with projects in the City of Santa Monica, Long Beach and Culver City.*  
The Commission commented that the previous work seemed a bit too conservative and perhaps the company's fee scale is beyond the City's budget.
3. **Graphic Solutions**  
*The firm has experience in the civic entry way signage in San Diego and Chula Vista.*  
The company's portfolio presented comprehensive design applications with different functions. The sharp, clean designs were appreciated and traditional.

In portfolios 4 – 6, the Commission appreciated the designs and the fact that the company's were local; however, there were reservations because of a lack of entryway signage experience.

4. **Bryan Cooper-Smith**  
*Mr. Cooper-Smith designed the Manhattan Beach Farmers' Market logo.*
5. **City Adwork**  
*The company has provided designs for the Manhattan Beach Wine Auction and for the Downtown Business Association's logo.*
6. **Robin O'Connor**  
*Another Manhattan Beach based graphic designer, who revamped the Downtown Directory for Manhattan Beach Business Association and the City map. The Santa Monica Third Street Promenade is also a client.*

A motion was made and passed to pursue DÉVa Design and Graphic Solutions. Commissioner Greco will contact the firms to explore preliminary submissions and cost estimates.

06/06/20.2 Strand Alcove/Bench Project:

The Commissioners agreed the five finalists for this project fall short of the bench criteria discussed at the joint meeting on June 13.

- Not too artsy
- Simple, classic, subtle
- Blends in to the environment and does not detract
- Comfortable

Commissioner Seckinger presented mosaic benches samples she researched on the internet. The benches were beautiful but shipping costs from the Italy are a serious drawback.

Commissioner Rosenthal suggested a cooperative plan for the bench project:

- 1) Use ready-made benches designed by significant architects such as Frank Gehry. It would satisfy the requirement of “classical” design.
- 2) For temporary installation (approximately two years), inexpensive ready-made designer’s chairs (e.g., plastic benches by Phillip Stark) in simple shapes were recommended. Artists have the opportunity to decorate the surfaces with mosaics.

Commissioner Phillips suggested purchasing these temporary benches to replace the existing concrete benches on the Strand. A donor can embellish one.

The Commission will reconvene with the PAAC members on July 11, when the alternative bench solutions will be discussed. In the meantime, the Commission will continue to research other possibilities for this project.

### **Other Business**

Commissioner Phillips mentioned she received an email from the Beach Reporter requesting an interview to discuss the Cultural Arts Commission’s current activities. She inquired about the protocol for Commissioners dealing with the Press. It was suggested that Press inquires are left to the individual Commissioner’ discretion, but generally these inquires are referred to the Chair.

## VII REPORTS AND OTHER BUSINESS

None

## VIII. ADJOURNMENT

Meeting was adjourned at 8:15 p.m.