



**CITY OF MANHATTAN BEACH
CULTURAL ARTS COMMISSION**

July 12, 2016

Manhattan Beach City Hall
City Council Chambers
1400 Highland Avenue
Manhattan Beach, CA 90266
6:00 PM

A G E N D A

A. CALL TO ORDER

B. PLEDGE TO THE FLAG

C. ROLL CALL

Chairperson Jacquelyne May
Commissioner Nancy Dunn
Commissioner James Gill
Commissioner Fred Manna
Commissioner Leon Prigozhin

D. APPROVAL OF MINUTES

April 26, 2016
June 14, 2016

E. CEREMONIAL

None

F. AUDIENCE PARTICIPATION (3-Minute Limit)

The public may address the Commission regarding City business not on the agenda.

G. STAFF ITEMS

Update on Cultural Arts programs and events
Update on future work plan

H. COMMISSION ITEMS

I. GENERAL BUSINESS

J. ADJOURNMENT

CITY OF MANHATTAN BEACH
MINUTES OF THE CULTURAL ARTS COMMISSION

April 26, 2016
Manhattan Beach City Council Chambers
1400 Highland Avenue
Manhattan Beach, CA 90266

A. CALL TO ORDER

Chairperson Ramezani called the meeting to order at 6:02 PM.

B. ROLL CALL

Present: Dunn, Gill, May, Samuels, Chairperson Ramezani

Absent: None

Staff Present: Martin Betz, Cultural Arts Manager, Eilen Stewart, Ceramics Supervisor and Rosemary Lackow, Recording Secretary.

C. APPROVAL OF MINUTES –February 9 and March 8, 2016

A motion was made and seconded (Samuels/Gill) to approve both meeting minutes as submitted, however it was noted that Commissioner Dunn was not present at both meetings, therefore Commissioner Samuels withdrew the motion.

It was subsequently moved and seconded (Samuels/May) to approve the minutes of February 9, 2016 as submitted.

Ayes: May, Samuels, Chairperson Ramezani

Nays: none

Abstain: Dunn, Gill

Absent: None

It was moved and seconded (Samuels/ Gill) to approve the minutes of March 8, 2016 as submitted.

Ayes: Dunn, Gill, May, Samuels

Nays: none

Abstain: Chairperson Ramezani

Absent: None

D. CEREMONIAL.

It was noted that at the next meeting there will be a ceremonial item commemorating the end of year reorganization as Commissioner Samuels will be ending six years on the Commission
Commissioner Ramezani will be stepping down as Chair.

E. AUDIENCE PARTICIPATION (3-Minute Limit) - None

F. STAFF ITEMS

Cultural Arts Director Martin Betz updated the Commission on the following items:

Budget update

Mr. Betz called attention to the latest print out of the Cultural Arts Fund and explained that there are no changes from the last report – that the Fund is still at \$423,198 a sizable amount. Commissioner Samuels recommended that the Commission look for good use of those funds and perhaps acquiring another permanent piece of art in the City collection. Mr. Betz stated that currently staff is working on a Work Plan for the Commission and he is maintaining a running list of suggestions made by the Cultural Arts Commission to track what is being done.

Mr. Betz gave a brief summary of the staff retreat held at the Getty Villa and noted Commissioner May was in attendance. The afternoon discussion focused on how best to tailor art programs for Manhattan Beach and what is working. Mr. Betz noted that there is a real interest for art in the community, but staff believes that citizens do not want a typical class oriented program, rather more substantial for example, that would expose students to art at a professional level. After further discussion, Mr. Betz noted that he will be putting together a package focusing on visual arts programs at Mira Costa and bringing it back to the Commission.

Commissioner Dunn stated she believes strongly that a rebranding of the arts center is needed and there is so much potential especially in some fresh signage and landscaping. Mr. Betz stated he agreed but believes that the proposals for physical improvements and programs should be contained in a single package. Chair Ramezani suggested perhaps a grand re-opening could be held. Commissioner Dunn also suggested the name of the Art Center could be changed to “Manhattan Beach Institute for the Arts” and Mr. Betz stated that for now the name will stay as is, but this is worth discussing in the future after more programs get going. Commissioner Samuels asked if staff could see if the Council would support researching the cost of a new sign and some landscaping in concept. Mr. Betz advised the Commission to not formally make this request at this time, as there are some other concepts being considered at the Arts Center that have been funded already by the City Council. He pointed to the “Wishing Tree” program and patio improvements that have been implemented.

Sculpture Garden Installation Update

Mr. Betz gave an update on the piece from Asher Kelman. The art piece is still being fabricated and Mr. Betz believes that Mr. Kelman is working very hard to have the piece installed at a Civic Center Plaza location by September, before the end of his one-year agreement with the City.

Chair Ramezani asked if there is any new discussion about the general Sculpture Garden program, and Mr. Getz stated that there hasn't been any change, however, he suggested that the Kelman installation can be extended such that all the pieces would be able to be on the same schedule. Mr. Betz stated that he will prepare a staff report on the general program for the next meeting.

Update on Cultural Arts Division

Eilen Stewart, Ceramics Supervisor gave a slide presentation on proposed projects. The first project she discussed was an exhibit of John Van Hamersveld a very prominent graphic artist who is from the South Bay and early on in his career became well known for the “Endless Summer” movie poster and went on to design many album covers for the Beatles, Rolling Stones, etc. and iconic branding designs.

The City will be sponsoring an exhibit of his graphic art works this August at the Art Center. In advance of the exhibit, the artist has proposed to design a graphic on a vinyl strip, which he proposes to attach to the façade of the Art Center building just below the roofline, creating a 2-foot tall decorative frieze. The vinyl strip can be detached at any time, but can last up to ten years. Cultural Arts Manager Betz added that the staff is also planning to have the street address “1560” painted in large format on the building front wall.

The Commission provided their input regarding the proposed frieze concept.

Commissioner Dunn stated that she would be interested in exploring something with more color that she thinks would speak more of Manhattan Beach. In general she thinks generally this is a great idea but she would really like to see this as part of a comprehensive approach for rebranding the center. Mr. Betz emphasized that this is considered just a start - the city is not yet ready for a full rebranding.

Commissioner Samuels inquired as to the process in deciding on the frieze graphic and whether this is something that the Commission and/or community should be more engaged in. Cultural Arts Manager Betz explained that staff considered the frieze to be a part of the Van Hamersveld exhibit itself as opposed to a distinct art installation. Commissioner Samuels stated he supports the process going forward but would like to see the final design be more reflective of the Manhattan Beach community.

Commissioner Ramezani suggested that the design on the frieze could be changed periodically and be more like an exhibit itself.

Commissioner May was enthusiastic about the concept and inquired if the center name could be included in the vinyl graphic design. Mr. Betz responded that this had been considered but agreed it didn't look good and also clarified that 10 years is the maximum guaranteed life of the vinyl material.

Commissioner Gill stated his concern that the proper review process is being followed. He believes that small elements such as adding large address numbers do not need Commission review, but, he would expect the Cultural Arts Commission to be engaged in decisions that were about a comprehensive plan or program for the Arts Center. He noted that in general there are different way to handle temporary vs. permanent exhibitions and this frieze project feels like a hybrid. Mr. Betz acknowledged this point but noted also that he expects the installation of the frieze will be positive in getting people noticing and talking about the Center.

Chair Ramezani concluded the discussion, stating that the reality is that it takes a long time to come up with a comprehensive program and she believes that staff should be credited for coming up with a creative idea in the meantime that may start discussion about art. This is a temporary installation and there are processes in place to replace or change the proposed frieze.

Chair Ramezani invited public input.

Thomas Tomikawa, student at Mira Costa stated that he likes the idea of the frieze being treated as an ongoing exhibit itself and perhaps it could be changed annually.

Ceramics Supervisor Eilen Steward next provided a slide presentation on upcoming exhibits at the Art Center for 2016-2017. Upcoming exhibits include:

- Words into Images: an intergenerational exhibition between MB Middle School students and MB older adults.
- May 26 (reception) - July 2: Family Plot: work of nationally prominent artist Ed Moses, son Andy Moses and Kelly Berg.
- July 8 – July 13 StART Project: These are Mira Costa students – the program started with 26 students and there are now 9, although recently 3 new students have signed on. July 21 – Aug 6, 2016 Older Adults Program Exhibition (a judged exhibit).
- August 25 – October 16: John Van Hamersveld: Contemporary Post Future: Dichotomy of Design & Art.
- October 26- December 31: Selected works from the collection of Cheech Marin. This is a collaboration with the USC school of Music, as Mr. Marin’s wife, Natasha, a world renowned harpsichordist will perform as a part of the exhibit.
- January 19, 2017 – March 2017: Very Cinematic Narrative and Exhibition of Artworks by Cynda Valle and William Sandell.
- March 24 – April 9, 2017 Mira Costa Annual Exhibit
- April 20 – June 18 2017: A.C. Conner. The City owns 9 paintings of A.C. Conner who was one of four founders of the City of Manhattan Beach (City Treasurer) and was also one of the founders of the Los Angeles Painters’ Club in the early 1900’s.
- June 29 – July 16, 2017 Older Adults exhibit.

The Commissioners thanked staff for the presentation noting there is a very exciting lineup. At Commissioner Dunn’s request, Mr. Betz stated that he would send the Commission all known reception dates and times. The Chair also reminded Mr. Betz that once the Van Hamersveld exhibit leaves, a plaque should be placed to acknowledge the frieze as an art work. There was some discussion about getting the word out about the calendar of exhibits and events. Commissioner Gill suggested adding a notice on the city-wide water bills. In response to comments and inquiries from the Commission, Cultural Arts Manager Betz stated that he believes that word of mouth has worked better than social media; staff is looking into setting up an electronic newsletter focusing on the cultural arts programs; staff coordinates notices of events with the public library and staff is also looking into targeting art programs for the broad category of “adults”. Chair Ramezani concluded the discussion by stating that part of the arts program should involve promoting local artists and Mr. Betz agreed stating that staff is also looking into alternative spaces for local artists to showcase their work.

Chair Ramezani invited any further public comment.

Kim Friedman, resident, has taken oil painting classes for ten years at the Art Center and strongly supports the center. She loves the idea of the Van Hamersveld frieze installation and also supports outreach to local businesses (noting Johnny Rockets has done this in the past) to host exhibits of local students or artists work in their commercial space. Ms. Friedman also mentioned the Young at Art program and suggested it could be a potential partner with the City.

Mr. Betz noted that staff is working with Johnny Rockets currently about starting up such a program.

Elise Friedman, Mira Costa High School student, strongly supports the Young at Art program and she believes that having a strong art education program is important for many reasons including helping to relieve stress of students as they commonly compete academically at high levels. She believes especially at the elementary levels, such programs also allow the students to “be a kid”.

Thomas Tomikawa, Mira Costa High school student with an emphasis in music, echoed Ms. Friedman's comments about incorporating art into students curriculum and that for him personally the art programs helped him understand that he can be creative.

Cultural Arts Manager Betz provided the Commission with sponsorship packets for the summer day long 75th anniversary festival on July 24th and noted the summer program is available now on the website.

G. COMMISSION ITEMS

Commissioner Gill inquired as to whether an installation schedule has been determined for art inside the Library, to which Mr. Betz responded that he is not clear on the status, with staff turnover at the Library but will look into this matter and report back.

Commissioner May noted two items: 1) the local artists group has a promotional flyer and will have a booth at the April 30 Earth Day Festival, and 2) she would like to invite the two Mira Costa students present at the meeting to address the Commission about incorporating music into the cultural arts program.

Chair Ramezani invited the students to address the Commission.

Elise Friedman, resident and Mira Costa student, gave a slide presentation, making the following main points about music education:

- Reasons why music in education is important: music has been shown to have health benefits, students who have music in their curriculum score higher on standardized tests such as the SAT, and overall, they excel in academics.
- What does this mean? With these benefits, students have more skills and are better prepared for life.
- What is the request? To encourage community involvement and garner attention to music programs, she would like to see student music incorporated at all levels into Cultural Arts programs. Potential student music groups are: the Mira Costa Jazz Band and Marching Band (school contact: Joel Carlson) and Mira Costa Chamber Orchestra (school contact: Denise Haslop). She suggested that ensembles can be created by combining/pairing groups at various levels of education (including elementary level). She closed by noting that Mira Costa will be going to Carnegie Hall.

Cultural Arts Manager Betz commented that he would make contact with the school with assistance from the students.

Commissioners Dunn and Chair Ramezani thanked the students for their input and their passion and enthusiasm. Commissioner Dunn noted that she has been suggesting some type of program be set up to partner with Metlox and this would be an opportunity for student musicians. Mr. Betz suggested that the students contact the performing arts director at the City.

Chairperson Ramezani suggested that in the future if this subject were to be officially placed on the Commission agenda, then this would encourage formal discussion which would assist in execution of ideas that were raised. It was agreed that Mr. Betz place this topic on a future agenda as a staff item. Commissioner Dunn noted that she has vigorously supported that STEM by STEAM and this is an opportunity to take this message to the schools to integrate into the curriculum.

H. ADJOURNMENT

It was moved and seconded (Gill/Dunn) to adjourn the meeting at 8:36 PM to 6:00 PM on May 10, 2016 in the Council Chambers.

Ayes: Dunn, Gill, May, Samuels, Chairperson Ramezani.
Noes: None
Abstain: None
Absent: None

DRAFT

CITY OF MANHATTAN BEACH
MINUTES OF THE CULTURAL ARTS COMMISSION

June 14, 2016

Manhattan Beach City Council Chambers
1400 Highland Avenue
Manhattan Beach, CA 90266

A. CALL TO ORDER

Chairperson May called the meeting to order at 6:04 p.m.

B. ROLL CALL

Present: Dunn (till 7:45), Gill, Manna, Prigozhin, Chairperson May

Absent: None

Staff Present: Martin Betz, Cultural Arts Manager, Eilen Stewart, Ceramics and Program Supervisor and Rosemary Lackow, Recording Secretary.

Chair May welcomed the two new commissioners Leon Prigozhin and Fred Manna and invited them to introduce themselves, after which Commissioner Dunn, Gill and Chair May gave brief introductions.

Commissioner Leon Prigozhin moved to the States from Russia as a teenager; his background is in painting and professionally he is an architect; he graduated from Southern California Institute of Architecture (SciArc).

Commissioner Fred Manna recently completed 2 terms on the Parks and Recreation Commission, is an avid arts participant and is very eager to join the Commission and help advance the goals of the Commission and grow the City's arts programs.

Commissioner Nancy Dunn stated this is her fourth year serving on the Commission, prior she graduated from Leadership Manhattan Beach. Her background is in entertainment marketing, is a big picture thinker and she very much would like to grow the arts in Manhattan Beach.

Commissioner James Gill noted that he occupies the "business chair" on the Commission, is a financial advisor, and a third generation Manhattan Beach citizen. He enjoys photography and design. His pet project is exposing a mural in the City Hall and generally wants to contribute as much as possible to the City's art programs.

Chairperson May noted she is a third generation Manhattan Beach citizen, is an artist and has background in teaching. She is working to establish an artist group in Manhattan Beach and has found the City to be very supportive.

Chair May noted that all suggestions for agenda items should be submitted to Mr. Betz, the Cultural Arts Administrator and she plans to meet with Mr. Betz on Wednesdays in the week that the meeting agenda is being finalized.

C. APPROVAL OF MINUTES - May 10, 2016

Cultural Arts Manager Martin Betz noted that the April 26 meeting minutes will be put on the next meeting's agenda.

The minutes of May 10, 2016 were approved unanimously (Dunn, Gill, May) with Commissioners Manna and Prigozhin abstaining subject to three changes:

Page 3, top paragraph, 3rd line and 6th line, insert "Livability" after "Blue Zones"

Page 5, top paragraph, 1st line: correct "Gil" to read "Gill"

Page 5, under Adjournment: delete "1:40 pm"

D. CEREMONIAL - None

E. AUDIENCE PARTICIPATION (3-Minute Limit)

Gary McAuley, beach city resident since 1975 is an amateur artist and has been involved in community affairs in the City for over 20 years. He would like to know if there is going to be a mural project at the proposed skate park in Marine Avenue Park and believes strongly that the public should be involved in the planning of such a project.

A discussion followed about the Marine Avenue Park Skate Spot project. Cultural Arts Manager Betz Martin responded that the idea of a mural has come up but is conceptual only. If such a project were to be approved by the City Council, it would come before the Cultural Arts Commission.

Commissioner Manna noted that the final design has been approved, and the facility location is behind centerfield of the large baseball field, on the west side of the AdventurePlex. Cultural Arts Manager Betz noted that the design is very artistic and a memorial bench will be included, but because the grant funding was contingent on the construction being completed in 2016, it was determined that any additional embellishments would be considered after construction is completed.

F. STAFF ITEMS

Update on Sculpture Garden - Mr. Betz advised that, although the art selection occurred a year ago, the artist, Mr. Asher has maintained that it is his goal is to complete his sculpture before his contract expires.

Presentation on Cultural Arts Division programs and projects – After a brief introduction by Mr. Betz, Ceramics Supervisor Eilen Stewart gave a comprehensive slide show informing the Commission of the Division's work programs, covering: Manhattan Beach Art Center Exhibition Schedules through 2019; the Live Oak Ceramics Studio, the Youth Education Program, Adult Education Programs, Summer Concert series, Summer Metlox Movies, Joslyn Center Performance Series, StArt Projects (with Mira Costa High School); Art As Experience (Family Workshop Days); Special Projects and Programs, and the Cultural Arts Commission purpose.

Mr. Betz described all the city programs and highlighted several. The MBAC Exhibit program is key in that it is a marketing driver for other programs. Its emphasis is on local artists who are from the metro Los Angeles area. The high school studio program has been very successful and all of the Commissioners are welcome to visit the program and interact with the participating students. Regarding the Live Oak Ceramics Studio program: staff plans to present an exhibition of professional level ceramics every two years. The Summer Concert series from July to September is very popular, drawing between 5,000 to 12,000 attendees. There will be three outdoor summer movies held on specific Thursday nights at the library or Metlox sites. Commissioner Manna suggested that movies with an art focus be shown. Mr. Betz responded to Commissioner Prigozhin that the City uses social media in part to advertise the events; Commissioner Manna suggested that announcements at City Council meetings could be another avenue to get the word out, and Commissioner Gill stated that he publicizes Manhattan Beach art happenings on his “Art in Manhattan Beach” Facebook page.

A discussion followed the presentation. Commissioner Gill explained that the Public Trust Fund is generated by an assessment of 1% on new commercial development, and the money collected must be spent within a 5-year period. Commissioner Gill also highly recommended that each Commissioner review the Master Plan for the arts in the City, which is available from staff. Chairperson May raised the question as to whether there was interest in looking into an alternative way of generating public art funding (other than the current 1% formula) and Mr. Betz explained the protocol established by the City Council is that, before the Commission can discuss such a topic first permission must be granted by the City Council, and if such permission is granted, then the topic would be placed on an agenda for open discussion at a meeting. Commissioner Manna inquired whether the City keeps a roster of artists, to which Mr. Betz responded that staff is generally very aware of local artists, and the staff strategy is to use the Art Center as a focus for attracting local artists.

Introduction of Cultural Arts Division Staff, was covered in slide presentation, where it was noted that the Cultural Arts Division is supported by 3 full-time staff: Cultural Arts Manager Martin Betz, Ceramics Supervisor/Program Supervisor Eilen Stewart, and Art Center Supervisor Deborah Hom and 9 part-time staff members who assist with exhibits, arts education, StArt and other special programs, marketing and PR, the art eNewsletter, the Ceramics Studio and other activities.

Update on future work plan

Mr. Betz noted that Staff is hoping there will be a shift in that a true work plan will be developed. However, if this doesn't happen in the next month, then this will be a topic of discussion at the next meeting and he will provide the Commission with a list of four specific projects to discuss.

G. COMMISSION ITEMS

The following items were raised by the Commission:

Commissioner Dunn recommended two current LACMA/ Center exhibits: one about the history of men's fashion and another on Robert Maplethorpe.

Commissioner Manna highly recommended the Annenberg Space for Photography in Century City where the exhibits have a focus on video and photography. He noted he was familiar with

two Maplethorpe exhibits and while they are very good, he noted that the subject matter is adult oriented.

Commissioner Prigozhin thanked Mr. Betz for all the hard work for so many projects and would like to plug in and participate.

Mr. Betz invited all the Commissioners to meet with him to discuss the City art programs, but can meet with no more than 2 commissioners at a time. He also reminded that the closing of the Ed Moses exhibit is June 30th, 6-8 pm and invited all to attend, as the artists (except Ed Moses) will likely be present.

Chairperson May reported that she visited the StArt program and it was very interesting to see the students' projects in progress. The Chair also noted that she and Staff member Eilen Stewart met with a commissioner from the City of Beverly Hills Art Commission to discuss that city's art program. Topics discussed included their donation program and how they purchase art, including a list of criteria that guides in purchasing art, which is done carefully as the art is considered part of a financial investment portfolio. Chair May noted that she is not sure Manhattan Beach would want to have such rigid criteria, but found it interesting. Chair May went on to explain that many artworks are on loan and they look to have a stipend come with the donation, to pay for installation, maintenance and that the City also has an annual fair which involves their art program. Commissioner Prigozhin suggested that Manhattan Beach could consider an art festival along the Strand as the city is associated with the beach. Ms. Stewart noted that there will be an Art Village at the City's 75th Anniversary event in July and there will be booths for artists .

Mr. Betz noted that he and the Chair met with Tony Choueke, who owns some downtown businesses as well as an art museum in Japan. Mr. Choueke has indicated he wants to integrate art into the downtown.

Chair May reported that she had recently talked to Dwight Crem's son who has been involved with the surf festivals which in years past featured a prominent sand castle contest, and she asked if there was any interest by the Cultural Arts Commission in reviving the sand castle contest. Mr. Betz stated he believes that the City's Parks and Recreation division is involved with something similar already but he will look into this.

Chair May also reported on the new artists group, and she noted that she has found a great new commercial space for an exhibit but needs to do a walk-through. She is also recruiting an executive board for her artists group and inquired as to whether an active cultural arts commissioner could concurrently participate as a board member of the group, and Mr. Betz stated he would look into this and report back. She invited anyone interested to help with this endeavor.

H. GENERAL BUSINESS

15/1208.1 Sculpture Garden

Mr. Betz noted his purpose is to have a vote from the Commission giving him the authority to extend the Sculpture Garden program another year which would allow the City staff to renegotiate the contracts with the artists and reinvigorate the program.

It was moved and seconded (Gill/Manna) that the program be extended by one year, and the motion passed 4-1 with a hand vote (Commissioner Dunn absent, having left at 7:45 pm).

I. ADJOURNMENT

It was moved and seconded (Gill/Manna) to adjourn the meeting at 8:15 PM to 6:00 PM on July 12, 2016 in the Council Chambers. The motion passed with the following hand vote:

Ayes:	Gill, Manna, Prigozhin, Chairperson May
Noes:	None
Abstain:	None
Absent:	Dunn

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