



**CITY OF MANHATTAN BEACH  
CULTURAL ARTS COMMISSION**

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August 9, 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  
July 12, 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 future work plan  
Formal recognition of community members working in the arts.

**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 75<sup>th</sup> anniversary festival on July 24<sup>th</sup> 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**

July 12, 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 6:16 p.m.

**B. ROLL CALL**

Present: Chairperson May, Gill, Manna

Absent: Dunn, Prigozhin

Staff Present: Martin Betz, Cultural Arts Manager, Eilen Stewart, Ceramics and Program Supervisor

**C. APPROVAL OF MINUTES - April 26, 2016; June 14, 2016**

The minutes of April 26, 2016 will appear again on the next agenda as there was not a quorum of Commissioners present who were in attendance at the April 26<sup>th</sup> meeting.

Commissioner Gil moved to approve the June 14, 2016 minutes with the following change:

Page 4, 6<sup>th</sup> paragraph, 1<sup>st</sup> line- correct "Crem's" to "Crum's"

Commissioner Manna seconded the motion. The motion carried unanimously.

**D. CEREMONIAL - None**

**E. AUDIENCE PARTICIPATION (3-Minute Limit)**

None

**F. STAFF ITEMS**

Staff items were moved to the end of meeting at the request of Recreation Services Manager, Martin Betz.

Recreation Supervisor Eilen Stewart reported that the Outside the Lines show will open at the Manhattan Beach Art Center (MBAC) on July 21<sup>st</sup> with a reception from 5:00-7:00 pm. The exhibition will feature works from older adult residents and Older Adult Program participants. The deadline for submission is July 15<sup>th</sup>. Artists may submit up to two pieces and one will be chosen for display. The exhibit will be juried by artist, Pamela Hudson.

Ms. Stewart invited the commissioners to the Parks and Recreation 75<sup>th</sup> Anniversary celebration on July 24<sup>th</sup>. There will be activities all day long including a chalk walk, art village and raku firing.

The John Van Hamersveld exhibition, *Contemporary Post Future* opening will be August 25 from 6:00-9:00 pm. Commissioner Manna asked if it might be possible to do a screening of *Endless Summer* at the MBAC. Ms. Stewart will check on this possibility. Recreation



Supervisor, Deborah Hom reported that *Endless Summer* was recently screened in Hermosa Beach. Chair May stated that John Fitzgerald, who puts on the film festivals in Hermosa Beach has expressed interest in working with her art group.

Shakespeare in the Park will be held in Polliwog Park on August 12<sup>th</sup> and 13<sup>th</sup>.

Fab Five Concert on August 13<sup>th</sup> is a vaudeville show. This event is free.

There will be a screening the Miriam Sachs movie at the MBAC on August 16<sup>th</sup>. Miriam Sachs was a Mira Costa student who graduated this year and will be attending USC Film School in the Fall. She made an award winning film about the importance of art and art education. We wanted to recognize her and her achievement by screening her movie at the Art Center.

The Incredibles will be shown at the Library on Friday, August 19<sup>th</sup>.

Update on future work plan – The Commission needs to develop a work plan.

Chair May stated that she has offered to help several times at the Art Center but has been turned down. She is willing to help set up or clean up for exhibitions.

Cultural Arts Manager Martin Betz reported that the City Council is considering the Commission work plans in September. A joint meeting is being scheduled for the City Council and all of the commissions. Commissioner Manna has mentioned the need for a joint meeting to Mayor D'Errico.

It was decided by the Commission to meet in August if they are able to discuss the work plan. Chair May will meet with Mr. Betz to determine whether there will be enough to talk about to justify holding a meeting in August. If not, the meeting will be canceled. Commissioner Manna stated that the Commission only meets once a month, meetings should not be canceled. Chair May suggested that a formal meeting may not be necessary; maybe they could do a field trip. Commissioner Manna stated that perhaps a tour of the City's art facilities would be useful. Mr. Betz replied that a tour would be part of the joint meeting in September.

Commissioner Gill asked about the status of the frieze at the MBAC and if the Commission would be involved in reviewing the final design before it is placed on the building. Mr. Betz stated that the frieze will be put up for the art show and then it can come to Commission to determine its future. The item can be discussed in September.

## **G. COMMISSION ITEMS**

The following items were raised by the Commission:

Commissioner Manna mentioned that the StArt Program exhibition at the Manhattan Beach Art Center (MBAC) is on display until July 13<sup>th</sup>. He also mentioned going to City Council and announcing upcoming events. Commissioner Manna will attend the July 19<sup>th</sup> City Council meeting to announce the Older Adults exhibition.

Commissioner Manna mentioned that the City is talking about a potential crosswalk going from the MBAC across Manhattan Beach Boulevard. He stated that he would like to see a signal or a red curb at the driveway for the Art Center to make the entrance a little more obvious. Ms. Stewart will look into the steps necessary to get the red curb on the parking spot. Commissioner Manna suggested approaching the Parking and Public Improvements Commission to do a traffic study to determine the necessity for a crosswalk.

Commissioner Manna stated that there are tables at the Art Center but they are not heavily utilized. He suggested adding a Keurig coffee maker to offer free coffee and encourage people to sit and take advantage of the space. He also mentioned the idea of a rolling rack with art books that people could peruse while enjoying the outdoor area. Ms. Stewart added that food and beverage are not normally allowed within the gallery to prevent accidental damage to the art pieces. Commissioner Manna clarified that he intended for the coffee to be outside only.

Chair May stated that her art group had been offered a space at the Art Village but was not sure if the offer was still valid. Ms. Stewart explained that she was asked to spearhead the Art Village and she was not aware of the offer. It was decided by staff that the spaces in the Art Village would be open to students enrolled in our Parks and Recreation classes and instructors and staff working for the Parks and Recreation programs. The reason it was limited was because there was lot of interest from different groups making it difficult to jury. She stated that if Chair May's group needed a small space to distribute brochures, it could probably be arranged. Chair May will inform her group that they will not have a space at the Art Village.

Commissioner Gill encouraged Commissioners May and Dunn to review their notes from previous meeting to make sure everything relevant is included in the work plan discussion.

Commissioner Gill has been in contact with the daughter of the artist who painted the covered mural in City Hall and learned the artist recently passed away.

Commissioner Gill received some feedback from a parent of one of the participants who didn't complete the StArt Program. The parents felt that there was not enough structure. Mr. Betz stated that more structure was added later in the program when it was determined that the students needed it. He added that the next program will be 6 months long instead of 9. Mr. Betz stated that the project is funded through next year but will need to explore other options for future years. The project is currently funded by the general fund.

Commissioner May stated that she would like to see younger artists be able and encouraged to create as well. She was surprised at the lack of skills of some of the high school and college students she has met along the way. She believes this is a result of not being exposed to art opportunities at a younger age. Mr. Betz reported that he had made a proposal to Mira Costa High School that would utilize the wood shop area for the StArt and Visual Arts program but the school decided to allocate the space to the Performing Arts program instead.

## **H. GENERAL BUSINESS**

None

## **I. ADJOURNMENT**

It was moved and seconded (Gill/Manna) to adjourn the meeting at 7:22 PM to 6:00 PM on August 9, 2016 in the Council Chambers. The motion passed.

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