

CITY OF MANHATTAN BEACH
MINUTES OF THE CULTURAL ARTS COMMISSION

August 20, 2018

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

A. CALL TO ORDER

Chairperson Manna called the meeting to order at 6:09 PM.

B. ROLL CALL

Present: Matsumoto, Rubino, Ryan, Taner, May*, Chairperson Manna

Absent: None

Others present: Cultural Arts Supervisor Eilen Stewart

*Commissioner May arrived at 6:25 p.m.

C. APPROVAL OF MINUTES July 16, 2018

It was moved and seconded (Rubino/Ryan) to approve the July 16, 2018 minutes with the following correction:

Pg. 4: Artist Application Form, second bullet - should read “Change Mira Costa High School to Manhattan Beach School...school.”

The motion carried with a 5-0-0-1: Ayes: 5 (Matsumoto, Rubino, Ryan, Taner, Chair Manna), Noes: 0, Abstain:0; Absent: 1 (May*)

D. CEREMONIAL

None

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

F. STAFF ITEMS – Martin Betz

Cultural Arts Division Update

Cultural Arts Manager Martin Betz provided the following updates:

- Thanked the commissioners for attending the opening of Terra Firma. Approximately 250 attended. Commissioner Taner stated that more should be done to get an audience to this exhibition. Perhaps announcements should be made at the Concerts in the Park, hours extended on Sunday evenings, and that every effort should be made to get students to attend. Commissioner Manna added that he was curious about how the artists feel about the Art Center space and an artist that he spoke to said that it is a great space and is developing a great reputation.
- There are two more Concerts in the Park – the concerts have been well attended. At Chair Manna’s request, Manager Betz explained the process for choosing bands for the Concerts in the Park.
- Manager Betz introduce Tom Delaney who is partnering with the City to produce the Metlox Outdoor Art Gallery (MOAG). This is part of a City Council initiative to have more walkabout activities in the City. Mr. Delaney started working on this idea because he wanted a place to display his art. He realized it the concept was bigger than just himself so

he approached the City with his idea to have an outdoor art gallery where artists can display their work and sell it. He wanted to create an event that brings together the community with artists and businesses for a win, win for everyone. Objectives include a marketing campaign to drive targeted traffic to the event and a focus on the artist experience. This involves helping the artists to get set up and creating an environment that makes it easy to display and sell their art. There will be up to 30 local artists present at this event focused on fine art. They will not be competing with the Metlox retailers. He reviewed some of the artists that will be there along with the event day timeline. He envisions this as an ongoing event that showcases new artists and supports school art programs.

Commissioner Rubino asked what the role of the commission is in this event. Mr. Delaney stated that he has been working with Manager Betz to organize the event. Manager Betz confirmed that this is an informational item for the commission. Commissioner Ryan asked about the process for the call out. Mr. Delaney is working with local artist groups. Commissioner Ryan expressed concern with crowds in Metlox and mentioned that it would be nice if artwork could be placed in hotel rooms so that guests could buy as a memento of their visit. Mr. Delaney reported that he is sensitive to the traffic in Metlox and that all of the retailers have been notified of the event and it is designed to draw people into the stores. Commissioner Ryan asked if any of the revenue or taxes would be collected by the City. Mr. Delaney stated that it hadn't been discussed.

Commissioner Taner suggested that the commission should be encouraging event organizers to include more Manhattan Beach artists or give Manhattan Beach artists some sort of priority. He raised the idea of branding the Commission to separate it from the Parks and Recreation Commission and encouraging organizers to come to the Cultural Arts Commission first with their ideas.

Commissioner May agrees with Commissioner Taner regarding Manhattan Beach artist priority. She congratulated Mr. Delaney on getting this event off the ground.

Commissioner May added that these kinds of events develop community pride.

Commissioner Rubino asked about Mr. Delaney's budget. He replied that it is roughly \$10,000-\$20,000. He is narrowing the budget based on sponsorships and his ability to raise funds. Commissioner Manna asked if the artists are paying to be in the show. Mr. Delaney stated that the original concept was to charge artists an administrative fee but he decided to waive the fee this time. Mr. Delaney talked a bit about the El Segundo Art Walk. He stated that his model is different in that it focuses more on the artists.

G. COMMISSION ITEMS

Arts in Park project – Commissioner Rubino

Commissioner Rubino introduced the concept of Arts in the Park which would be a free, one-day event at Polliwog Park with art experiences, hands-on arts and interactive activities to get people interested in different art forms. Artists and art programs are welcome to participate. Manhattan Beach area schools would also be invited to display their art program work. The event would be for visual as well as performing arts and geared toward all ages. Manager Betz stated that this would need to be developed as a project to be presented to City Council and a sub committee should be formed. The proposed budget is estimated at \$50,000 to outsource the organizing of the event, supplement art supplies for participants, flyers and posters and possibly security.

Commissioner May asked if anyone is being paid to participate. Commissioner Rubino confirmed that participation is voluntary. Commissioner Ryan stated that the scope sounds too broad and perhaps it should start on a smaller scale and keep it more narrowly focused. Commissioner Taner likes the concept of a celebration of the arts and likes a festival atmosphere. He believes that a day of

celebrating arts is a good thing to spend money on and would be a good way to establish an event created by the Commission. He suggested that each commissioner speak with residents to gauge where and how an event like this can be done, before forming a committee. Commissioner May stated that many years ago, there was an annual arts event in Manhattan Beach with Manhattan Beach closed from Morningside to Ocean Avenue. She added that the Hometown Fair started out with only Manhattan Beach artists and craftspeople but became commercial at some point.

Chair Manna opened the floor to public comment.

Tom Delaney stated that he remembers the old Arts Festivals and thinks it's an interesting concept that needs to be well defined and thought out.

Mifala Schaeffer came down to present a new concept. She is partnering with TEDx and has created a 3D dome experience. Manager Betz asked her to contact him for a possible presentation at the next meeting.

Chair Manna closed the floor to public comment.

The Commission voted unanimously to move forward with the exploration of the Arts in the Park concept. A sub committee was formed comprised of Commissioners Rubino, May and Matsumoto.

Commissioner Taner suggested inviting members of the Arts committee and the community to the meetings to share their ideas and events for arts. He suggested that the commissioners make a list of possible people to invite. This may include commissioners from other cities, arts professionals, etc. Chair Manna stated that the commission would happy to have guests to speak at the meetings if they approach but that it might not be appropriate to request for them to come. Commissioner Rubino stated that the idea sounds like more of an art forum that could be organized. Commissioner Taner proposed that the subject be included on the agenda for the next meeting.

H. GENERAL BUSINESS

18/0820.1 Approval of RFQ for City Hall Lobby Artwork Project

Recreation Supervisor Eilen Stewart clarified that this is a request for Qualifications to establish an eligible list of artists, not a request for proposals. Commissioner May asked that a photo be included to show the possibility of the artwork area be expanded. Supervisor Stewart stated that all necessary photos will be included in the Request for Proposal and if Commissioner May could send her a photo she will be happy to include it. Commissioner Rubino suggested adding a caveat that the City reserves the right to select none of the submissions. Supervisor Stewart reiterated that this is not a call for proposals, the purpose is to establish a list of eligible artist. Commissioner Rubino moved to adopt the City Hall Lobby Artwork Project Request for Qualifications. Chair Manna seconded the motion. The motion was approved.

The motion carried with a 5-0-0-1: Ayes: 5 (Matsumoto, Rubino, Taner, Chair Manna), Noes: 0, Abstain:0; Absent: 1 (Ryan*)

*Commissioner Ryan exited the meeting at 7:30.

I. ADJOURNMENT

At 7:54 P.M, Chair Manna adjourned the meeting to the regular meeting at 6:00 P.M. on September 17, 2018 in the Council Chambers at City Hall, 1400 Highland Avenue; there being no objections, it was so ordered.