

CITY OF MANHATTAN BEACH
MINUTES OF THE CULTURAL ARTS COMMISSION

July 20, 2020

Meeting by teleconference (Zoom) – in accordance with procedures on agenda
1400 Highland Avenue
Manhattan Beach, CA 90266

A. CALL TO ORDER

Chair Rubino called the meeting to order at 6:00 PM.

B. PLEDGE TO FLAG

C. ROLL CALL

Present: Davis, Manna, Marcy, Ryan, Chair Rubino

Absent: Ibaraki

Staff present: Mark Leyman, Parks and Recreation Director, Eilen Stewart, Interim Cultural Arts Manager (ICAM), Jessica Vincent, Sr. Recreation Services Manager, and Rosemary Lackow, Recording Secretary

D. APPROVAL OF MINUTES - February 19, 2020

It was moved and seconded (Manna/Rubino) to approve the minutes with no changes.

Roll Call:

Ayes: Davis, Manna, Marcy, Ryan, Chairperson Rubino

Noes: None

Absent: Ibaraki

Abstain: None

- E. CEREMONIAL** – The Chair welcomed new Commissioners Davis and Marcy, who gave brief self-introductions. Commissioner Marcy, native to Manhattan Beach has a background in performing arts, excited to be on the Commission. Commissioner Davis also native to Manhattan Beach has worked in the field of graphic design and marketing for many years, very interested in the arts and is looking forward to contributing. Commissioners Manna, Ryan and Rubino also provided brief summaries of their backgrounds and welcomed Commissioners Davis and Marcy.

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

G. GENERAL BUSINESS –

1. Selection of 2020-2021 CAC Chair

Chair Rubino explained that the rotation of the Chair/Vice Chair is based on seniority; accordingly, it is appropriate for Vice Chair Ryan to assume the Chair and Commissioner Marcy, the Vice Chair. Interim Cultural Arts Manager (ICAM) Stewart clarified that although Commissioners Davis and Marcy were appointed on the same date, Commissioner Marcy’s appointment (seat #1) occurred first which established seniority between the two new commissioners.

Chair Rubino called for nominations. Commissioner Manna moved to nominate Commissioners Ryan and Marcy, respectively, for Chair and Vice Chair which was seconded by Commissioner Ryan.

Roll Call:

Ayes: Davis, Manna, Marcy, Ryan, Chairperson Rubino

Noes: None
Absent: Ibaraki
Abstain: None

Chair Rubino expressed congratulations to new Chair Ryan and Vice Chair Marcy, noting that the change will be in effect at the next (August) meeting.

2. Discussion of Work Plan Items

New Work Plan Committees: ICAM Stewart reviewed with the Commission the three Work Plan Ad Hoc Committees formed several months ago:

- The Manhattan Beach Art Center (MBAC) Beautification has a main goal to enhance the Art Center as a desirable destination for the cultural arts as well as community awareness of the Center; current members: Chair Rubino, Commissioner Manna. Chair Rubino commented that it is envisioned that the project would be broken down into two phases: short term improvements (landscaping, signage) and longer term, “bigger ticket” improvements. ICAM Stewart informed that on August 18th the City Council will be discussing city wide pole banner policy which will possibly affect this work.
- The Public Relations (PR) and Marketing has a goal to educate the public and create marketing enhancements for the City’s cultural arts programs; current member: Commissioner Ryan.
- The Performing Arts Enhancement has a goal to increase visibility and attendance of performing arts events - to establish a strong presence of performing arts. Current member: Chair Rubino.

Chair Rubino opened nominations for each of the three committees. Based on self-nominations, it was decided unanimously with a voice vote, that the three Work Plan Ad Hoc Committees would be comprised as follows:

MBAC Beautification: Commissioners Rubino and Manna

PR and Marketing: Commissioners Ryan and Davis

Performing Arts Enhancement: Commissioners Rubino and Marcy

ICAM Stewart noted that the committees are loosely identified at this time, but going forward the Committees should meet and research each project, figure out steps to accomplish them. A member of each Committee will provide an update at future Commission meetings; Commissioners are encouraged to contact staff if guidance or assistance is needed. Eventually the Committees will come up with options on how to proceed which will be discussed and a recommendation for Council will be voted on by the entire Commission. ICAM Stewart noted the MBAC is currently closed, however photos of the interior including the patio fountain, are available on the Cultural Arts web page.

Chair Rubino noted these three projects are the first new additions to the Work Plan since she has served on the CAC; ICAM Stewart noted that, in November or December the Commission will start discussing the next Work Plan.

Ongoing Work Plan Project Updates:

- **City Hall Lobby:** ICAM Stewart provided a brief background and reported that the two artists selected as finalists will be reviewed by the City Council; no further action is required of the CAC. Staff has worked with the artists for further information as per CAC past discussion and this information will be presented to the Council.

- **Sculpture Garden:** For the current program, 3 works have yet to be installed. For the next cycle, at the next meeting, staff will be asking that the CAC form a 2-person Ad Hoc Committee to develop an RFP, using last year’s document as a model. The Commission was reminded of changes made last year, e.g. going to a 2-year cycle and installation criteria changes. The Committee’s tasks will include a re-evaluation of the installation criteria to incorporate into the RFP as well as assembling submissions into a PowerPoint presentation that will be given to the full CAC when a recommendation is to be determined.
- **Utility box wrappings:** 12 boxes have been wrapped; the next step is “Round 2” which will apply to 12 more utility boxes; a new RFP will be issued. At the next meeting another Ad-hoc Subcommittee will be formed which will go look at the approved locations and assist in assembling a PowerPoint presentation of the applications (staff will vet applications in advance). Issues that can be revisited include whether the applications should be expanded beyond what was set for Round 1 (beyond nearby beach cities). ICAM Stewart will work closely with the Committee and will work on the agreements.
- **City murals:** 3 are installed (parking lot across from City Hall, Metlox plaza, and elevator shaft area at Civic Center Plaza garage), however there has been difficulty in installing one at the Joslyn Center – staff is working with the artist and more direction will be needed from Council. City Council is interested in locating more murals in other areas of the City (e.g. east side); another AD Hoc Committee will need to be formed by the CAC. ICAM Stewart informed that the murals do not have an official expiration date, but could be de-commissioned at direction of the City Council at a future date for some reason
- **Art Assessment:** Much work already done; once completed will come to the CAC for a recommendation; another Ad Hoc Committee will be needed to help in putting that together. The City Council has asked that the City take over the MB Historical Society collection (as a City asset) - an archivist has been hired and an inventory of those holdings is underway, but a CAC committee however will not be needed for that specific task. When permitted, the CAC will do a walk-through of the collection.
- **Art Grant Program:** This was a new program last year; however, submissions received were not what was expected, so staff is advising that this program be re-structured; another Ad Hoc Committee will be needed which will be tasked with researching other similar city programs. One thought has been that this can be combined with the City mural program (for a mural on private property). Commissioners should contact Eilen Stewart if any questions.

H. STAFF ITEMS

ICAM Stewart reported:

1. Cultural Arts Staff updates:

- Staffing: due to Covid-19 there is a hiring freeze; she will continue to serve in an acting capacity as Cultural Arts Manager and other staff are similarly in acting positions doing “double duty” in helping with supervision, classes, curating, etc.

- The “Pierspective Community Art Exhibition – Celebrating 100 Years of the Manhattan Beach Pier” exhibit is almost ready to be viewed on the city website. The Chair suggested that a link be on the City’s front (landing) page; ICAM Stewart will check into this.
 - Art Trust Fund: currently \$2,106,074 of which approximately \$1,300,000 is un-allocated (legally funds paid into must be allocated within five years); no portion of funding can be used for marketing.
2. Cultural Arts Commission Meeting Time. ICAM Stewart advised that the City Council has allowed that all Commissions be scheduled at an earlier time slot. The Commission discussed and, due to work demands, it was unanimously agreed that going forward the Commission would meet at 5:00 p.m.
 3. City Council Updates: August 18th City Council will be considering city-wide street banner policy. ICAM Stewart advised that the MB Art Center Beautification Committee should review the outcome of Council policies to see whether the adopted policies will affect its plan, and if so, the Committee can make a special proposal on how to apply to the Art Center.

Director Leyman thanked the Commission for their service and encouraged them to think about the Ad Hoc Committees that will need their involvement (Sculpture Garden RFP, Utility Box Round 2, City murals, Art Assessment, Art Grants restructuring).

I. COMMISSION ITEMS

Commissioner Manna recommended “Hamilton” on the Disney Plus channel; Commissioner Ryan commented that during these times, it may be good opportunity to get word out to the community about projects already done; Commissioner Marcy agreed it is an opportunity to educate; Commissioner Davis indicated that she would be interested in a future tour of art around the City as described by Commissioner Manna; Chair Rubino thanked everyone for their support and patience during her term as Chair although substantially shortened due to Covid (would like to serve again); suggested establishing a biannual tour of City art similar to the one she attended in February.

J. ADJOURNMENT

At 7:51 P.M, Chair Rubino called for adjournment, seeing no objection, the meeting was adjourned to August 17, 2020 at 5:00 p.m. via Zoom.