



**CITY OF MANHATTAN BEACH
CULTURAL ARTS COMMISSION MEETING
Monday, January 30, 2023
4:00 PM
Location: Virtual – instructions within Agenda**

A G E N D A

A. CALL TO ORDER

B. ROLL CALL

Commissioner Marcy	Commissioner Tokashiki
Commissioner Karger	Commissioner Rubino
Commissioner Spackman	Commissioner Attam

C. APPROVAL OF MINUTES

D. CEREMONIAL

E. AUDIENCE PARTICIPATION (3-Minute Limit)

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

F. GENERAL BUSINESS

1. Velzy plaque proposal
2. Bruce's Beach Artwork Request for Proposals
3. Work Plan Item Discussion

G. STAFF ITEMS

Cultural Arts Division updates
PATF Budget update
City Council updates

H. COMMISSION ITEMS

I. ADJOURNMENT

**This meeting was rescheduled from January 16, 2023 due to the
Martin Luther King Jr. Day Holiday.**

Pursuant to Governor Newsom's Executive Orders No. N-25-20 and No. N-29-20, City Council Chambers is not open to the public. In the interest of maintaining appropriate social distancing, the Cultural Arts Commission encourages the public to participate by submitting comments on agenda items or other subject matter within the jurisdiction of the Library Commission via email to both estewart@manhattanbeach.gov and lrobb@manhattanbeach.gov, no later than 3:00 PM, the day of the meeting, if you are unable to join the meeting via Zoom.

Zoom Meeting Instructions: There are multiple ways to join the meeting. Please Note - the Cultural Arts Commissioners and Staff will be visible via video, members of the public may choose to turn on their video during public comment during their turn.

If you plan to speak during the meeting, join via Zoom at 4:00 PM in order to request to be on the speakers list.

1. Join Zoom Meeting via the internet (download app if needed): Direct URL: <https://comb.zoom.us/j/92330757540> , Meeting ID: 923 3075 7540
Please name yourself to include the item(s) you wish to speak on, and your First & Last name. Example: G.1 – Jane Smith.
2. Join Zoom Meeting via Phone Application (download app if needed): Download Mobile Apps: <https://zoom.us/download>, Enter Meeting ID: 923 3075 7540
Please name yourself to include the item(s) you wish to speak on, and your First & Last name. Example: G.1 – Jane Smith.
3. Join Zoom Meeting via Phone Conference (Voice Only): Phone Numbers: +1 669-900-6833 or +1 346-248-7799. Meeting ID: 923 3075 7540.
Find your local number: <https://comb.zoom.us/u/aByWMRmYK>. Upon calling in, you will be "muted" until you are prompted by the Host to state which item you wish to comment on. Your mic will be unmuted when it's your turn to provide Public Comment.

Please Note - All microphones for non-Commissioners or Staff will be muted during the meeting, except during Public Comment periods for which you have requested to speak.

The City strongly advises you of the following:

1. Download the Zoom app to your respective device well ahead of the meeting time. Visit <https://zoom.us/> for the download link. Please make sure you have downloaded the most recent version available.
2. Familiarize yourself with the Zoom application prior to the meeting.
3. Check the condition of all personal electronic equipment, internet and phone connections, and microphone/speaker functionality. The City is unable to support this equipment.
4. Join the meeting prior to the start time. Due to security or technical limitations, admittance to the meeting may not be possible after the meeting begins.
5. Every effort will be made to "rename" participants on Zoom as quickly as possible, so that phone numbers are hidden, however, phone numbers may be partially visible for a brief time.

**CITY OF MANHATTAN BEACH
MINUTES OF THE CULTURAL ARTS COMMISSION**

November 21, 2022

Hybrid format: by teleconference (Zoom) and in person 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 4:05 p.m.

B. ROLL CALL

Present: Karger, Marcy (until 6:11), Tokashiki, Attam (remote), Vice Chair Spackman, Chair Rubino

Absent: None

Staff present: Eilen Stewart, Cultural Arts Manager, Melissa McCollum, Senior Recreation Manager, Rosemary Lackow, Recording Secretary.

C. APPROVAL OF MINUTES

September 19, 2022: Moved/seconded (Karger/Spackman), to approve subject to one revision on Pg.1, Sect. B, Roll Call: show Tokashiki as absent

ROLL CALL:

Ayes: Spackman, Karger, Rubino, Tokashiki, Marcy

Noes: None

Absent: None

Abstain: Tokashiki

Motion passed 5-0-0-1

October 17, 2022: Moved/seconded: (Karger/Marcy), to approve as submitted

ROLL CALL:

Ayes: Rubino, Marcy, Karger, Tokashiki

Noes: None

Absent: None

Abstain: Attam, Spackman

Motion passed: 4-0-0-2

D. CEREMONIAL - None

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

F. GENERAL BUSINESS

1. Presentation from Jacquelyne May – proposed plaque

Jacquelyne May made a presentation on behalf of three residents, requesting that the Commission consider and recommend approval of installation of a commemorative plaque in the public sidewalk adjacent to 117 Manhattan Beach Boulevard (Strand House restaurant) identifying this site as the putative first in the world surf shop.

Tom Horton, President of South Bay Board Riders Club (SBBRC) spoke in support.

The proponents who were present responded to questions from the Commission. The Downtown Business and Professionals Association has not been contacted but Ms. May is willing to meet with them. The plaque will be approximately 10” by 12”; the location is within and level with the sidewalk (grinded out, attached with epoxy) near a fire hydrant; the project will be privately funded and the SBBRC will take responsibility for repair and maintenance.

CAM Stewart clarified that the CAC is the closest body that would consider a cultural resource related request, which includes historical items.

Chair Rubino invited public comment.

Gary McAulay, former president of the city’s historical society, questioned that this difficult to prove claim that this location was for the world’s first surf shop, has been adequately substantiated. He feels that the city should not put up a plaque of a claim unless substantiated. He recommended that the Commission not support unless the claim can be substantiated or the wording be revised to be more generally worded.

Seeing no others wishing to speak, the Chair closed the floor to public comment.

The Commission discussed, and indicated it was supportive but in consensus, cannot support as proposed. Chair Rubino suggested the group may come back to the Commission with more information or a revised request at a future date.

Chair Rubino opened the floor to Commission discussion, there being no others wishing to speak.

Commissioner Karger suggested taking the approach of changing the plaque wording.

In response to Commissioner Spackman, **John Leininger**, a proponent and long-time local surfboard maker stated that Velzy’s was probably the first retail shop whose business license contained the words “surf boards”, but in follow up wasn’t sure how such a business license claim could be tracked. Mr. Leininger added that the surf culture is a sub-culture in that it has its own language, and music.

Commissioner Spackman asked the proponents if they would consider rewording while maintaining respect and recognition as intended. **Mr. Leininger** responded affirmatively and at the direction of the Chair, understood it was their responsibility to come up with some alternative wording.

After brief discussion, the Commission gave final direction: the proponents should come back before them with both documentation and revised wording which should correspond to the evidence and it should be clear as to whether the plaque is recognizing the place or the person, or both.

2. Presentation from NMB BID – proposed sculpture

Peter Kim, NMB BID Chair explained that this project now needs to ask for financial support, which became necessary after CAC approval and legal review.

CAM Stewart explained the basis for this second review in that staff has determined that the NMB BID is not able to use NMB funds on the project and therefore the initial premise of not needing financial support no longer holds. The proposal now includes an ask for allocation from the PATF to cover costs of moving, installing and maintaining the artwork if approved.

Domisi Parham, artist, presented using slides which covered not only the artwork but a menu of costs. He answered questions clarifying the physical aspects. Regarding the lights and the lift rig at the bottom the rear will appear like the back of a surfboard with a wave and will be fully enclosed; the plaque will be in the front of it. The plaque wording was provided.

Commissioner Attam commented that the public reaction was significant and is not sure the Commission should approve. Commissioner Karger noted that the public notice image was felt to not really match the proposal. Artist Parham noted that the actual final plaque can be modified as suggested by CAM Stewart to address anticipated ADA compliance for visibility and another change will be that donor names will need to be removed.

Chair Rubino called for public comment.

Gary McAulay resident, requested clarification of the issue of donation and the fact that the art fund is being tapped; is concerned that the process is being followed correctly.

CAM Stewart clarified that this piece is being loaned, not donated and the amount being asked (\$7,500) will virtually have no impact on the art fund balance.

Commissioner Marcy opined with concurrence from Commissioner Tokashiki, that the Commission should not delay this project – that the amount being asked for is inconsequential and that the artwork is consistent with the Commission’s mission – to identify art in the community that positively represents Manhattan Beach and is inspirational.

CAM Stewart advised that the Commission can approve tonight with stipulations such as compliance with ADA (contrast) and that there are no further changes.

Commissioners Spackman and Tokashiki weighed in clarifying that they would like to see more clarity in the budget for the project (what the allocation will be paying for) and aspects such as the lighting operation.

In discussion further, it was moved and seconded (Tokashiki/Marcy) that the Commission approve the project and allocation from the PATF of \$12,000, including \$5,000 for the sculpture and (not to exceed) \$7,000 for maintenance.

ROLL CALL

Ayes: Attam, Karger, Marcy, Tokashiki, Vice Chair Spackman, Chair Rubino.

Noes: none

Absent: none

Abstain: none

Chair Rubino announced the motion passed 6-0.

Peter Kim thanked the Commission, noting that he anticipates this matter to come to the City Council on January 16th.

3. Presentation by Staff – proposed Polliwog Pavilion Building

Senior Recreation Manager Melissa McCollum presented a proposed conceptual design of a new multifunctional space in Polliwog Park to expand Eastside library services, highlight and improve access to the City’s historical collection and increase programming opportunities for the city, LA

County the MB Historical Society, and community at large.

Staff requests input from the Commission at this very preliminary stage. The Commission asked questions or requested clarifications which were provided and provided input:

1. It was clarified that the participation of the CAC for the main library years ago was to approve artworks that were placed in the library.
2. Groundbreaking is several years away.
3. The net new square footage is one thousand, seven hundred and eighty-four for interior. Additional space on the outside is yet to be determined as to whether enclosed or semi or not at all. That space can be used for service programming.
4. There is no parking lot. How will access occur? The parking is being discussed with Community Development and access will need to comply with ADA. No significant additional parking is anticipated at this time.

Chair Rubino called for public comment.

Gary McAulay, urged that the Commission support the project as it will be protecting the City's historical artifacts and will be a vehicle for educating the public about the City's history.

Chair Rubino led off with concluding remarks. She stated concern about the loss of open space with this project and in the future when a new permanent stage will be built. She endorses the project goals but is not sure this is the right location.

Commissioner Spackman feels it is very important for the city to preserve its history and feels that this is a big step in that direction. He doesn't feel that a significant loss in open space will occur, agrees with Commissioner Marcy that there will be a lot of dialogue on the project.

At 6:11 the Chair adjourned the meeting for a 5-minute break; Commissioner Marcy left the meeting. The Commission reconvened at 6:18 p.m.

4. Work Plan Item updates

MBAC Revamp Project.

- a. Wayfinding signs: Commissioner Karger reported the Committee met with CAM Stewart and confirmed wayfinding sign placement and which signs from a catalogue could be installed. Using slides, she showed the locations to be recommended to City Council:
 - 11th Street: Sign A-05 ("P", arrow, city logo) scaled for residential setting; hedges trimmed.
 - MBB driveway entry: A-05, facing west, flush to existing curb, existing pole may be removed, tree trimmed.
 - Interior of site, rear building at stairs leading down to Manhattan Heights Park: a sign, B-01, pointing to the park and MBAC.
 - Interior of site, near palms and walkway from parking lot, pointing to MBAC entrance; this sign can do something creative not necessarily use a catalogue template.
 - Front site ID site sign: options need to be discussed with Community Development. Commissioner Karger will reach out to CAM Stewart to schedule a meeting regarding this sign.

The above signs have been pulled out of the larger work plan project and will go as a package to the City Council for approval. No motion is needed at this time.

- b. Other work plan items (Various art grants): no updates as all are paused.

5. Future work plan items for 2023

CAM Stewart noted that this is the opportunity for the Commission to establish a path for new projects, noting Commissioners Tokashiki and Spackman will need new assignments. The thinking has been to move on the arts grants - the utility wraps and the murals on private property.

Chair Rubino would like to streamline discussion now to those projects that will be discuss next month.

Commissioner Tokashiki asked if there could be a project where the policy and process for public donations could be determined. CAM Stewart responded that that is appropriate and is badly needed - such an endeavor would define the paths that need to be followed.

CAM Stewart reminded that there is a guide that defines the role of the Commission which is the Master Plan. This is something however that is handled by staff. There is also a Commission Handbook that is also informative; these documents may be helpful to review.

There was discussion regarding the grant application template which Commissioners Spackman and Marcy worked on. Commissioner Spackman believes that the template was drafted but not formally approved by the Commission. He suggested that that document review and possibly resumption of some of the paused arts grants projects be on the '23 work plan as "new items".

It was decided that next month the Commission will finalize the '23 work plan projects to be recommended which will include up to three of the currently paused arts grants projects plus one new project which would be the finalization of the arts grant application which would cover individuals donating to the city.

G. STAFF ITEMS

Cultural Arts Manager Stewart reported/updated:

- Cultural Arts Division updates: The Rainbow Gazebo has been completed; the MBAC Exhibit "Fly High Dive Deep" (Lynn Aldrich) continues.
- PATF update: no new information.
- Council updates: none

H. COMMISSION ITEMS - none

I. ADJOURNMENT

At 6:51 p.m. with no objection, Chair Rubino adjourned the meeting to December 19, 2022 at 4:00 p.m.

CITY OF MANHATTAN BEACH
MINUTES OF THE CULTURAL ARTS COMMISSION

December 19, 2022

Hybrid format: by teleconference (Zoom) and in person 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 4:02 p.m.

B. ROLL CALL

Present: Karger, Marcy, Tokashiki, Attam (remote), Vice Chair Spackman, Chair Rubino

Absent: None

Staff present: Eilen Stewart, Cultural Arts Manager, Rosemary Lackow, Recording Secretary.

C. APPROVAL OF MINUTES – None (November minutes will be reviewed at next meeting)

D. CEREMONIAL – CAM Stewart introduced and the Commission welcomed Andrew Booras, new full time Cultural Arts Coordinator.

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

F. GENERAL BUSINESS

1. Work Plan Item updates

a. MBAC Revamp Project. Commissioner Tokashiki reported the committee and staff met with Community Development planning to share the proposal to replace the existing sign with a new LED lit with mural and programable art piece sign (funded through PATF) with possibly an iconic sculpture placed nearby on the ground; two options were discussed:

- 1) replace existing with new, identical size sign in the same location, with general fund money; and
- 2) replace existing with new, larger, more versatile non-art piece with general fund money.

Discussion included: height/size, monument vs. pole signs, lighting and programmability, and location, including removal of a brick wall. At the meeting it was determined: lighting will be difficult especially with LED if not prohibited (Com Dev to further study); maximum height allowed is 6 feet; and a sign by definition is not an art piece, an important issue if signs are to be funded by the art trust fund.

Acting Community Development (Comm Dev) Director, Talyn Mirzakhian will check into issues further; possibly the funding could be split with the mural portion being funded by PATF and the “sign” portion funded by the General Fund. Also warranting further research is how the proposal fits in with citywide sign program.

The Commission discussed options; thoughts included: desire that signs: be cohesive with existing building frieze and other site graphics/signs; not create too busy/cluttered feeling and be acceptable in terms of citywide signage. The best approach in terms of both effectiveness and process of approval, may be a proposal for a main identity signage that is a combination of wall sign on the building facing Manhattan Beach Boulevard and an iconic sculpture/art piece. While two queen palms may be currently obstructing visibility of building wall, they may likely be able to be relocated on the site. The discussion also included whether the area of the wall to be used for wording (approximately 20 square feet, 10’ x

2') would be sufficiently sized. The issue of whether a graphic might activate a commercial use and the impact on the allowed amount of signage would also need to be reviewed by Comm Dev which historically always holds city projects to the same standards as non-public.

Chair Rubino polled the group as to what the proposal should look like, it was a consensus that it would include a new confirming monument sign (funded through the General Fund) and a wall mural, with or without wording which may in part or wholly be funded through the PATF.

CAM Stewart noted that this will still be a Cultural Arts project unless some of the signs (e.g., directional) are able to be fabricated through a standard sign program in which case that would be a public works project (but unlikely to be fully handed off to Public Works).

Staff will need to go to City Council for non-PATF funding allocation and she envisions possibly needing to take to Comm Dev staff again including Building and Safety and eventually possibly to the Planning Commission. She anticipates a lead time of 18-24 months.

The next step will be for the Committee to get more info from the acting Comm Dev Director and then meet themselves. This will be brought back to the Commission, perhaps in regular meeting in January.

- b. Other work plan items: no updates as all are paused. In discussing briefly, priorities were set in this order: 1) MBAC revamp (in process); 2) Art Grant, Sculpture Garden (now paused); 3) Art Grant, Digital Art (now paused); 4) Art Grant, Utility Beautification (now paused); 5) Art Grant, Permanent Sculpture (now paused); and lastly Art Grant, School/Education (now paused).

2. Future work plan items for 2023

CAM Stewart led discussion covering status of various project, suggesting that have top 2 projects with a third as a backup. Discussion covered: Digital art timeline (PWD will install monitor in Q3 - Q4, 2023 after which the grant will be implemented. Restoration of cultural assets: on old, but maintenance aspect is a staff item, not a Commission work plan item. Bruce's Beach art install: this will come to the CAC for review and recommendation January, 2023. The Polliwog bandshell project is currently at Parks and Recreation Commission and when further developed, will be reviewed by CAC.

CAM Stewart clarified: the development of general parameters for grants is not a separate work plan item; an idea raised by Chair Rubino (joint project with Parks and Recreation Commission, involving musical instruments in the park) could not be eligible for the 2023 work plan, perhaps could be a Leadership Manhattan project; and the Commission cannot discuss business not already on the agenda and to do such would require petitioning the Council to add to the Work Plan.

The Commission was polled as to priorities with the following getting the highest support, after MBAC revamp: 1) resume work on the Digital Art Grants; 2) resume work on Utility Beautification Grants; and 3) resume work on Murals Art Grants.

The Commission next reviewed how to prepare for the January 9th meeting including the PowerPoint presentation content.

G. STAFF ITEMS

Cultural Arts Manager Stewart reported/updated on

- Cultural Arts Division updates: Public Works has power washed the art center, looks good; and the Lynn Aldrich exhibit closing is December 30th. Public Works will be slurry sealing Highland in the North End, and there will be a decision as to reinstalling crosswalk art works, using PATF money; this will be reviewed by council on January 17th, 2023.
- PATF update: no new information.
- Council updates: none

H. COMMISSION ITEMS - none

I. ADJOURNMENT

At 6:31 p.m. with no objection, Chair Rubino adjourned the meeting to the joint Council meeting on January 9th 2023 at **6:00** p.m.

DRAFT

TO:

Cultural Arts Commission

FROM:

Eilen R Stewart, Cultural Arts Manager

SUBJECT:

Request from Manhattan Beach Residents Jacquelyne May, Bing Copeland, and Matt Velzy to Install a Commemorative Plaque in the Public Right of Way, Identifying the Putative First Surf Shop (Cultural Arts Manager Stewart).

DISCUSS AND PROVIDE DIRECTION

RECOMMENDATION:

Discuss and provide direction on a request from the Manhattan Beach Residents Jacquelyne May, Bing Copeland, and Matt Velzy (Requestors) to install a Commemorative Plaque in the public right of way (sidewalk at 117 Manhattan Beach Blvd), identifying the putative first Surf Shop in the world. The installed plaque will be donated to the City of Manhattan Beach.

FISCAL IMPLICATIONS:

The Requestors for this project are committed to fully funding it, including but not limited to production of plaque, installation, delivery and repair/maintenance as needed.

BACKGROUND:

In 1949 Dale Velzy, who had been shaping surf boards under the Manhattan Beach Pier, was told by the City that he could no longer pursue this action due to the discarded debris left in a public area. Following this communication, Velzy opened a retail shop at 117 Manhattan Beach Blvd, in 1950. The Daily Breeze, Encyclopedia of Surfing, and Surfer's Journal each reference Surfboards by Velzy as the first know retail surf shop in the world.

Velzy was the pioneer at the forefront of a new industry which has become a multibillion-dollar industry today.

On January 8, 2018, California state legislators Al Muratsuchi and Ian Calderon introduced a bill to establish surfing as the official state sport which was signed by Governor Brown later that year.

DISCUSSION:

The Requestors met with the management of the Strand House, located at in the place Velzy's was located, who expressed that they do not desire to place the plaque on their building, nor in any location that could impede any future development plans. It is,

therefore, requested that the plaque be placed in the concrete sidewalk adjacent to the fire hydrant outside of 117 Manhattan Beach Blvd. (current location of The Strand House).

The Requestors are seeking recommendation from the Cultural Arts Commission to City Council to move forward with this project.

PUBLIC OUTREACH:

A petition was circulated, gaining 700+ signatures in favor of installing this plaque.

ATTACHMENTS:

1. Additional comments received by staff

Attachment 1
Additional Comments Received by Staff



November 18, 2022

TO: CULTURAL ARTS COMMISSION
FROM: RUSS LESSER

I would like to express my support for the plaque recognizing the Velzy surf shop which would be located on the sidewalk in front of where his first surf shop was located.

We have other plaques recognizing our first city hall, the start of the MB 10 run, etc.

Surfing is a huge part of the history of Manhattan Beach and the South Bay. Regardless of what Huntington Beach and Santa Cruz both claimed in their lawsuit about who could be called "Surf City" the truth is that surfing started right here in the South Bay and most of the first surfing legends lived or worked in Manhattan Beach.

My family has owned property in Manhattan Beach since 1917. When I started kindergarten at Grand View in 1945, Dewey Weber was two years ahead of me in school. Greg Noll's mom and my mom were best friends. Bing Copeland lived on 4th Street in Manhattan Beach for years. Bill Meistrell, who along with his brother Bob manufactured the first commercially viable neoprene wetsuits, owned Dive N' Surf and developed the brand Body Glove lived in Manhattan Beach. (I admit at being a bit prejudiced here as I have worked for Body Glove and Dive N' Surf for many years.)

Greg, Dewey, Bing along with Dale Velzy and Hap Jacobs, (who later partnered together and became Velzy and Jacobs) all hung out together at the Manhattan Beach pier and that was one of the reasons Velzy opened his first shop right above the pier.

When I look at it, I see no downside for anyone to placing a plaque in the proposed location and it would bring attention to the importance surfing has played in the history of our city.

Obviously it has been many years since I served as city councilman and mayor in our city, but if I were still involved it would be an easy decision to approve this plaque.

If you have any questions please call me at (310) 612-4962 or email me at russ@divensurf.com.

Yours very truly,

A handwritten signature in black ink that reads "Russ Lesser". The signature is written in a cursive, flowing style.

Russ Lesser

Hello,

My name is Matt Warshaw, and I'm the executive director of the Encyclopedia of Surfing, a nonprofit located in Seattle, and the author of the History of Surfing and other surf-related books.

I'm reaching out today in support of the initiative to install a plaque at the site of Dale Velzy's original surf shop, located at 117 Manhattan Beach Boulevard. The shop itself was tiny and dark and didn't look like much—but it represents a huge development in surf culture, and carries the name of one of the most transformational figures in surf history. The fact that the first-ever surf shop was located in downtown Manhattan Beach is a wonderful feather in the cap of the city, and deserves to be noted and celebrated.

Thank you for reading, and please get in touch with me if you have any questions or comments!

Best,

Matt Warshaw

Executive Director, Encyclopedia of Surfing

<https://eos.surf/>

Good Afternoon,

I'm writing to express support for the proposed plaque commemorating the contributions local surfers have made to the sport, especially Bing Copeland. As someone who grew up in MB I am in support of showcasing our history and contribution to the sport. On a side note, my wife and I are currently in Australia and the Bing name is big in the surfing world here too..!!!

I hope you show support for this minor request..

take care,

John Mair

mammothjohn@yahoo.com

TO:

Cultural Arts Commission

FROM:

Eilen R Stewart, Cultural Arts Manager

SUBJECT:

Consideration of Request for Proposals (RFP) for the Bruce's Beach Public Art Project as Recommended by the Art in Public Places Committee (APPC) (Cultural Arts Manager Stewart).

DISCUSS AND PROVIDE DIRECTION

RECOMMENDATION:

Staff recommends that the Cultural Arts Commission discuss and provide direction and recommendation on the RFP for the Bruce's Beach Public Art Project.

FISCAL IMPLICATIONS:

City Council has approved \$350,000 for the installation of an artwork at Bruce's Beach.

BACKGROUND:

On October 20, 2020, City Council appointed 13 residents and two alternates to a task force created to address the history of Bruce's Beach and report back to the City Council with recommendations on the topic. The Task Force served as an advisory body to the City Council. After the careful consideration of the Bruce's Beach Task Force recommendation at the March 16, 2021 meeting, City Council allocated \$350,000 for the installation of an artwork to memorialize the site. In order to facilitate the creation of Request for Proposals (RFP) and assist in selection of the final artist, staff recommended that an Art in Public Places Committee (APPC) be assembled consisting of two Councilmembers, two Cultural Arts Commissioners, and two community arts professionals. Four members of the Bruce's Beach Task Force (BBTF) were nominated at the March 16, 2021 City Council meeting. The APPC met on October 11, November 8, and December 13, 2022 and drafted the attached RFP

DISCUSSION:

Staff recommends the Cultural Arts Commission discuss and provide direction and recommendation on the RFP drafted by the APPC for the Public Art Project at Bruce's Beach.

PUBLIC OUTREACH:

The APPC met via publicly noticed Zoom meetings on October 11, November 8, and December 13, 2022.

ATTACHMENTS:

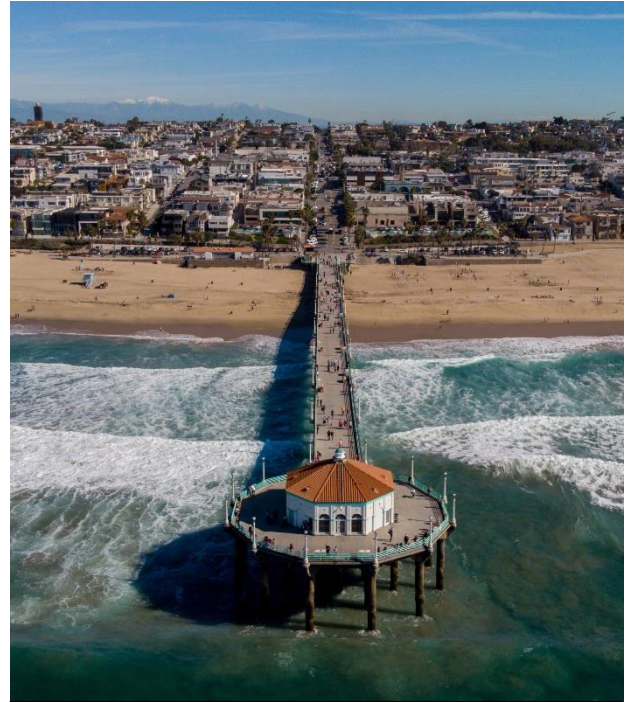
1. Bruce's Beach Public Art Project RFP

Bruce's Beach Request for Proposals

Project Overview:

The City of Manhattan Beach is seeking to commission an original, site-specific sculptural artwork to honor the history and legacy of the Bruce's Beach neighborhood. The artwork should evoke a sense of peace, healing, and community, and offer an educational opportunity for visitors to learn about the history of this area.

The racial reckoning of 2020 has provided the City of Manhattan Beach with specific opportunities to remember and confront the past and tackle the difficult but necessary steps forward. The history of Bruce's Beach provides a focus and space for this renewed work. Additional information regarding the history of this site can be found below and in the History Report linked in the Additional Resources section.



Aerial view of Manhattan Beach Pier facing east

Budget:

\$350,000 all inclusive

Submissions:

Submissions will be received from March 1, 2023 to March 31, 2023 at 5:00 PM.

All submissions must be received electronically via XXXX

Late, incomplete, ineligible, or non-electronic submissions will not be considered

Project and Site Description:

Bruce's Beach Park is nestled in a quiet suburban area, where residents and visitors alike enjoy beachfront views and a restful atmosphere. It is located on a steep hill, several blocks from the beach and is terraced into five sections with trees, shrubs, seating, and recreation areas.

The upper terrace will host a newly installed plaque, commemorating the events that lead to the creation of this park. In recent years, this plaque has become a place of gathering and pilgrimage, where families lay flowers, photos, and mementos in solidarity with the history of Black Americans in the area.

While this small park does not lend itself to large gatherings or events, it is heavily used for field games and dog walking (mainly on the lowermost terrace), basketball games and impromptu classes on the middle concrete terrace (Bayview Drive), and recreationally to walk, rest, exercise, and view the ocean.

The proposed artwork must take into account the size, location, topography, and current use of the park. The artwork may consist of one or multiple elements, may incorporate the new plaque and surrounding concrete pad*, and may be located anywhere in the park, so long as it meets all Americans with Disabilities Act (ADA) and other access requirements.** The artwork must present an educational and historical view of the events that lead to this day and have strong Diversity, Equity, and Inclusion ties.



Aerial view of Bruce's Beach Park

Notes:

*While the proposal may incorporate the new concrete pad and plaque, no new structures may be placed onto the concrete space. In some cases, it may be possible to alter the concrete visually by coloring or texturing it. At no point shall the proposed treatment interfere with the safety and ADA compliance of the space, including creating an unsafe surface (slick/slippery surface or textures that may result in a tripping hazard). Artwork and components may be proposed next to or abutting the concrete pad and additional concrete substrate may be proposed to support these or other elements, provided

that they are within the overall budget of the project and are engineered/constructed in a safe manner appropriate to the site.

**The American with Disabilities Act (ADA) requires that any person is able to access and enjoy a public facility (including Public Art) in an equal manner. For the purpose of this RFP, an eligible artwork must either be able to be equally enjoyed from any location or distance, or have a clear, ADA compliant path to and around it. This applies particularly to any areas of seating, text (including didactic panels, quotes, words, plaques, QR codes or any other information requiring the ability to read), interactive elements (viewing platforms, play/game elements, photo spots etc.) or other components created for direct interaction with the artwork. For artworks requiring an ADA path, the most easily accessible area is on the upper terrace adjacent to Highland Ave., however even on this terrace, regrading, resurfacing, and landscaping changes may be necessary to comply with the standards. For more details regarding ADA regulations, please visit XXX.

Artwork Goals:

The City of Manhattan Beach strives to create and commission artworks that reflect aesthetic and technical quality and foster a welcoming, uplifting environment for growth. This artwork must focus on the history and education surrounding Bruce's Beach and promote reflection, introspection, and healing. Artwork should be inviting and conceptually accessible to viewers of all ages and backgrounds. Figurative entries are encouraged; however, non-literal interpretations are welcome to apply, provided that the message is clear. Successful artwork should not unduly disturb the serene view of the ocean, disrupt or prevent park activities, nor significantly alter existing landscaping.

The selected artist will collaborate with the City to refine and adjust the final proposal to meet City needs and expectations including but not limited to: aesthetic choices and considerations, thematic narrative, materials, size, location, and other aspects of the artwork.

Eligibility:

This project is open to all professional artists and artist teams (here referred to collectively as "artist") with public art experience, ages 21 and older, who demonstrate the ability to complete a project of this magnitude. Eligible applicants must have successfully completed a commissioned large scale public or



Light Gate, installed by the City of Manhattan Beach in 2014. This interactive artwork provides a view of the setting sun directly through the center of the keyhole twice a year.

private art project of similar scope. Artists must demonstrate strong understanding of and passion for Bruce’s Beach history. Artists from diverse backgrounds are encouraged to apply.

The artwork and all major components must be manufactured in the United States.

City staff, elected or appointed City officials, and immediate members or their families are not eligible for this project.

Artwork Materials and Maintenance:

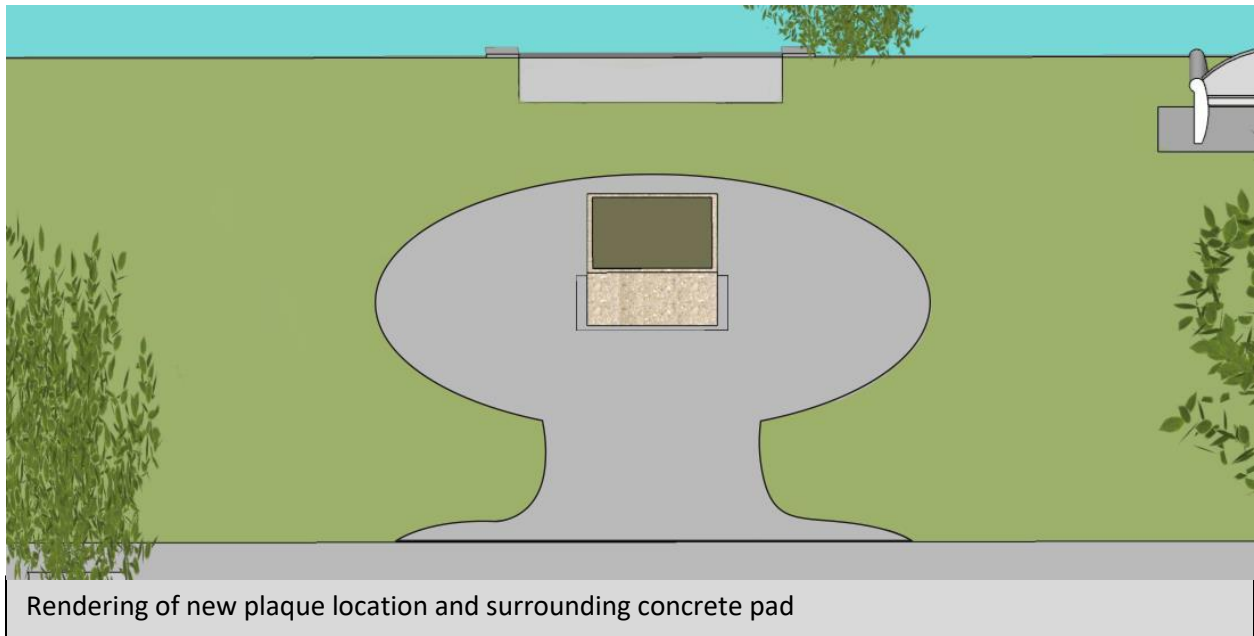
This artwork must be ADA accessible, consider public safety, and be easy to clean and maintain. It should be durable, sturdy, stable, resistant to UV damage, and well suited for marine climate conditions.

The artwork must be consistent with the goals and description set forth in this RFP.

It must be made of sturdy industrial materials and able to withstand daily interaction with the public over a period of multiple decades with minimal maintenance.

The artwork need not incorporate: water or fountain elements, moving parts, mechanical elements needing power or electricity, lighting/illumination, solar or battery operated components, or materials that are easy to damage and/or difficult to clean and repair.

The submission must include a maintenance plan for the artwork including the cost of repairing or replacing damaged parts of the artwork.



History:

The City of Manhattan Beach created the Bruce's Beach Task Force to further research and properly acknowledge the City's racially motivated eminent domain action to dispossess Willa and Charles A. Bruce, Major George and Mrs. Ethel Prioleau, Elizabeth Patterson, Mary R. Sanders, Milton and Anna Johnson, as well as white property owners, of their property in the 1920s. The Task Force and the History Advisory Board (a subcommittee of the Task Force) drafted a History Report (see Additional Resources below) and subsequently the City Council adopted plaque language to be installed at Bruce's Beach Park.

The following statement is taken directly from the language of the soon to be installed plaque at the top terrace in Bruce's Beach Park. For more information about Bruce's Beach and its history, please see Additional Resources below.



Charles and Willa Bruce, Circa 1886

“Willa and Charles Bruce acquired property along the Strand in Manhattan Beach to create a beach resort for the Black community on February 19, 1912. By 1916, the resort known as “Bruce’s Beach” was a thriving fixture for the Black community, with a restaurant, dancehall, changing rooms, and showers. Soon after, several other Black families purchased property near the current park location. Major George Prioleau and Mrs. Ethel Prioleau, Elizabeth Patterson, Mary Sanders, Milton and Anna Johnson, John McCaskill and Elzia Irvin, and James and Lula Slaughter built homes on their property.

Unfortunately, not everyone in Manhattan Beach welcomed the Bruces’ enterprise and its crowds of Black patrons in that era of Jim Crow and racial segregation. The Bruces, their patrons, and the other Black property owners faced harassment, intimidation, and discrimination by some, including City Hall. These actions aimed to make Manhattan Beach inhospitable to Black residents and visitors. Enough White residents ultimately pressured the City Council to exercise its power of eminent domain to acquire the land for use as a public park. As a result, the City

condemned the properties of the Bruces, the Prioleaus, the Johnsons, Ms. Patterson, and Ms. Sanders. In addition, twenty-five white-owned properties that sat undeveloped among the Black-owned properties were also condemned. The City’s action at the time was racially motivated and wrong.”

Budget Description:

The \$350K budget is all inclusive (with the exception of the stipends and travel reimbursement awarded to the five semi-finalists) and must include all costs associated with this project, including but not limited to:

- Research
- Materials
- Contingency
- Travel/lodging
- Packing/crating
- Project permits and fees
- Insurance
- Revisions to the design
- Long-term care and maintenance report from a licensed professional conservator
- Professional consultation
- Fabrication
- Equipment rental/use
- Per diem
- Delivery/transport
- Engineering costs
- Landscaping
- Photography/videography
- Formal reports from licensed structural, electrical, or other engineers where appropriate
- Site preparation
- Installation
- Transportation
- Geological site study
- Project documentation
- Legal costs
- Foundation/concrete
- Documentation of artwork
- Artist Fee (not to exceed 25% of total budget)

The artist must prepare and submit a budget capturing all costs associated with the project using the Budget Sheet provided.



Bruce's Beach Park as viewed from Highland Ave.

Application Requirements:

Applications arriving past the deadline or incomplete applications will not be considered

No persons employed by, elected, or appointed in an official capacity by the City of Manhattan Beach or immediate family members thereof, shall be eligible for this project

All materials must arrive to XXXX, no later than 5:00 PM on March 31, 2023

Eligible applications must include:

- A professional resume/cv including contact information (name, address, phone, email, web address)
- A letter of interest outlining your desire to create this artwork, a description of and inspiration for the proposal, a narrative explaining your ability to collaborate with the City if selected for this project, and a brief description of projects of similar scope and complexity you successfully completed in the past
- A color rendering of the proposed artwork (two to three views, including details if needed) with a brief description of the depicted artwork including the inspiration, materials, size, imagery/iconography, and relationship to the site and history of Bruce's Beach
- At least six images of similar work the artist successfully completed in the past, focusing on artworks of similar size, material, use, and scope to what is proposed; images must be accompanied by an annotated image list that clearly indicates the title, dimensions, materials, date of completion, location, budget, and commissioning/purchasing entity if applicable for each artwork shown
- Three references for similar commissioned work with current contact information
- Completed Budget Worksheet outlining all costs associated with the artwork



Bruce's Beach Park as viewed from Manhattan Ave. and 26th St.

Selection Information:

The final selected artist will be contracted through the City to develop and finalize the art concept in close collaboration with the City, this may include several rounds of revisions to the proposed design that the parties shall mutually agree upon. Please review the attached sample Artist Agreement.

- **Selection Process**

The Art in Public Places Committee (APPC) will select 12 applicants from the eligible pool of applicants and make recommendations to the Cultural Arts Commission (CAC). The CAC will narrow those 12 applicants to eight and recommend to City Council (CC), who will then select five semi-finalists.

The City will organize a virtual Town Hall meeting with the five semi-finalists, led by a selected member of the APPC. Public comments, participation, and questions for the artists will be facilitated by staff and the selected APPC member to foster understanding of the proposed submissions and flesh out any ideas or concerns. The semi-finalists will each prepare a maquette of their proposal, incorporating feedback received from the Town Hall meeting, and including samples of materials and finishes as well as any changes that may result from collaboration with the City. A stipend of \$1,000 will be paid to each semi-finalist for the production and shipping/delivery of the maquette. All semi-finalists are required to visit the location of the artwork and meet with City staff prior to submitting the final maquette. Applicants traveling to the site from more than 100 miles away may be reimbursed for travel, lodging, and per diem expenses not to exceed \$2,000. An itemized invoice and all receipts must be provided for reimbursement. All semi-finalists will enter into a contractual agreement with the City of Manhattan Beach which will outline the terms of payment and reimbursement as well as timelines and other obligations as they pertain to this stage of the selection process. The City of Manhattan Beach will retain possession and ownership of all maquettes and other materials presented by the semi-finalists for review.

The maquettes will be presented by each artist to the APPC and the CAC, who will make recommendations on the finalist to City Council. The City Council will review all proposals and recommendations and will award project to the finalist.

The finalist will then work with City to finalize the design of the selected artwork.

- **Additional Resources**

- Sample Artist Agreement
- Budget Worksheet
- www.manhattanbeach.gov
- [Bruce's Beach History Report](#)
- <https://www.manhattanbeach.gov/government/city-manager/bruce-s-beach-task-force>

- **Contact Information**

Eilen R Stewart

Alexandria Latragna

Budget Worksheet

To be filled out by each applicant and submitted with application

Item	Cost
Artist fee (not to exceed 25% of budget)	
Materials	
Fabrication	
Installation	
Transportation/delivery	
Engineering cost/study	
Permits/fees	
Geological/site survey	
Foundation/concrete work	
Contingency (not to exceed 10% of budget)	
Total budget for artwork:	

Note: Be sure to include any additional fees not listed in this chart

DATE: January 30, 2023

TO:

Members of the Cultural Arts Commission

FROM:

Eilen R Stewart, Cultural Arts Manager

SUBJECT:

Cultural Arts Commission Work Plan for 2023

RECOMMENDATION:

Discuss Cultural Arts Commission (CAC) Work Plan items based on the input received from City Council at the January 9, 2023 City Council and Commissions joint meeting.

FISCAL IMPLICATIONS:

Fiscal implications, if any, will be developed on a project-by-project basis and presented to the City Council as necessary.

DISCUSSION:

City Council met with the Cultural Arts Commission in a joint meeting on January 9, 2023 to provide direction for the 2023 Cultural Arts Commission Work Plan. Upon discussion, City Council directed the Commission to present a new work plan for consideration. This work plan will be presented to the City Council on March 7, 2023. City Council directed the Commission and staff to bring public art projects forward in a timely manner, including the exploration of an art professional to develop a structure to fund art programs.

Staff recommends adopting the following work plan:

- 10 Utility Boxes
- 5 Painted Murals on City Property
- 5 Sculptures for Sculpture Garden at preapproved locations

The Cultural Arts Commission would like to continue working on the Manhattan Beach Art Center Revitalization plan as it pertains to the installation of new signage. Additionally, the CAC would like to begin working on proactively seeking out new art projects, such as the installation of musical instruments designed for playgrounds, to bring back for Council consideration.