



**ARTS COMMISSION**

Monday, February 14, 2022

5:00 p.m.

<https://lagunabeachcity.zoom.us/j/98491299490>

(669) 900-9128

ID # 984 9129 9490

**Telephonic and Virtual Public Participation** – You may submit comments on any agenda item or on any item not on the agenda in writing via mail to the Arts Commission at 505 Forest Avenue, Laguna Beach, CA 92651 or via email to [AC@lagunabeachcity.net](mailto:AC@lagunabeachcity.net). Please email your comments at least 48 hours before a meeting.

To participate in the meeting click this link <https://lagunabeachcity.zoom.us/j/96071001749> you may comment over the phone or computer during the designated public comment periods. Or call (669) 900-9128 and enter the meeting ID number **984 9129 9490**. When an item you wish to comment on is discussed, click on **Raise Hand** or press **\*9** on your phone. When it is your turn, staff will unmute your microphone and announce your name, allowing you to comment.

**- A G E N D A -**

- 1) Call to Order
- 2) Approval of Minutes
- 3) Chair's Announcements (Schwerner)
- 4) Commissioner, Council and Staff Communications
- 5) Public Communications - *In order to assist the Arts Commission in the timely completion of its business, speakers are asked to limit their presentation to three minutes or less.*
- 6) Cultural Arts Funding Presentations:  
KX 98.5 Radio Station
- 7) Items for Discussion and Action:
  - A. **Art That's Small at City Hall** – Discuss and approve jurors for the competition. (Staff)
  - B. **Arts Marketing Workshop** – Discuss and approve programming for 2022. (Staff)
  - C. **Temporary Mural Installation on the Third Street Stairs** – Discuss and approve a mural design by Beau Stanton. (Ballard)
  - D. **Special Performances and Events** – Discuss and approve a puppet show by the Luce Puppet Company and expenditures for special performances by Circus Bella and Festival of Arts 90<sup>th</sup> Celebration. (Staff on behalf of Kollenda)
- 8) Adjournment

cc: City Manager, City Clerk, Council Liaison Mayor Kempf, Assistant City Manager

Post through February 15, 2022



## LAGUNA BEACH ARTS COMMISSION

Regular Meeting

Monday, January 24, 2022

Virtual Meeting

5:00 p.m.

### Recap of Minutes

**PRESENT:** Commissioners: Donna Ballard, Suzi Chauvel, Michael Ervin, Pat Kollenda, Suzanne Mellor, Adam Schwerner, Karen Wood.

**ABSENT:** Laura Ford.

**COUNCIL:** Mayor Sue Kempf.

**STAFF:** Sian Poeschl, Cultural Arts Manager and Michael McGregor, Arts Program Coordinator.

- 1) Adam Schwerner called the meeting to order at 5:00 p.m.
- 2) Minutes of the January 10, 2022, meeting were approved as presented. M/S Kollenda/Wood.
- 3) **Chair's Announcements:** None.
- 4) **Commissioner and Staff Communications:** Michael Ervin noted that the Laguna Beach Arts Alliance Art Star Awards event was scheduled for April 24, 2022, and the City of Laguna Beach was nominated for "Best Arts Program" for the Temporary Art program. Pat Kollenda noted that John Campbell of Laguna Beach Rotary requested an Arts Commissioner speak about arts programming at a future meeting. Staff Poeschl noted the public art collection was being reviewed for restoration and all Heisler Park and downtown sculptures would be cleaned and resealed. Staff Poeschl noted that the proposed temporary installation at City Hall by Gerard Basil Stripling would be reviewed by City Council on January 25, 2022, and, if approved, would be installed on January 27 and 28, 2022. Staff Poeschl noted that the artist-designed bench Tidepool Paddleboard would be reinstalled at Heisler Park on January 28, 2022. Staff McGregor noted that pre-registrations for Art That's Small were being accepted until March 3, 2022, and artwork drop-off would be Saturday, March 5, 2022, between 9 and 11 a.m. Staff noted design submissions for the 2022 banner competition were being accepted online until March 7, 2022. Staff noted the pick-up date for recently deaccessioned banners was Saturday, February 19, 2022, between 9 and 11 a.m. Staff noted that the installation of the most recent Postcards from Laguna murals was awaiting approval from Frontier Communications.
- 5) **Public Communications:** Mike Tauber presented on behalf of LOCA Arts Education regarding how Cultural Arts Funding grant funds were used in 2021. Jacoby Hickerson and Victor De La Cruz presented on behalf of the Laguna Beach Chamber Singers regarding how Cultural Arts Funding grant funds were used in 2021.
- 6) **Items for Discussion and Action:**
  - A) **Youth Art Advisory Board** – Staff McGregor noted the Commission's action to establish a Youth Arts Advisory board was delayed in 2021 due to lack of applications. Staff presented the application guidelines for 2022-23 and noted that the appointment period align with enrollment dates for Laguna Beach Unified School District and Laguna College of Art + Design. A motion was made to approve the guidelines as presented. M/S Chauvel/Wood. Yeas: Ballard, Chauvel, Ervin, Kollenda, Mellor, Schwerner, Wood. Noes: None.
  - B) **Summer Live Music Concerts** – Staff Poeschl presented the line-up for the 2022 Music in the Park concert series. Staff noted that the performer for July 31, 2022, would need to be replaced due to budgetary constraints. Staff noted the Festival of Arts would be celebrating its 90<sup>th</sup> anniversary on Saturday, August 13, 2022. Staff

recommended collaborating to provide the musical performance for the event. A motion was made to approve the recommended performers and collaborate with the Festival of Arts to produce a concert on August 13, 2022. M/S Kollenda/Wood. Yeas: Ballard, Chauvel, Ervin, Kollenda, Mellor, Schwerner, Wood. Noes: None.

- C) **Friday Flicks at the Forum** – Staff Poeschl noted that the February 4, 2022 screening had been postponed until March 4, 2022. Staff McGregor presented the recommended films. Suzi Chauvel noted concern over the lack of attendance and recommended a fall timeline for the screenings. A motion was made to approve the films as presented and delay the screening dates until fall 2022. M/S Kollenda/Mellor. Yeas: Ballard, Chauvel, Ervin, Kollenda, Mellor, Schwerner, Wood. Noes: None.
- D) **Public Art Ordinance and Policy** – Staff Poeschl provided an update of Cultural Planning Group’s initial site visit and planned course of action to develop a public art ordinance and policy.
- E) **Arts and Economic Prosperity Report** – Karen Wood noted that Americans for the Arts were going to delay collection of audience questionnaires for the report due to Covid-19 disruptions. Ms. Wood noted that the report would likely not be made available until June 2023. Staff Poeschl noted that Americans for the Arts had offered a discount to participate in the study which allowed for the hiring of additional help to gather audience surveys. Staff noted that the hired individual has been made aware of the delay.
- 7) Adjourned at 5:54 p.m.

cc: City Manager, City Clerk, Mayor Kempf, Assistant City Manager



March 24, 2021

Tyler Russell

Laguna Beach, CA 92651

Dear Tyler:

On behalf of the City of Laguna Beach, I am pleased to present a grant of **\$4,000** to KX 93.5 to support your organization's work in 2021-2022. This funding should be used to digitally market a concert. This grant program is made possible from revenues of the Laguna Beach Tourism Marketing District. The use of these grant funds should be acknowledged in written materials by a statement that **"funds for this program are provided by the lodging establishments and the City of Laguna Beach."**

The City of Laguna Beach Arts Commission will be reviewing a final report on your use of these funds in early 2022. The Commission will be inviting your organization to its meeting to give an overview of your programming and use of the funds. The report form will be mailed to you early next year.

Once again, congratulations! I hope this funding will assist your organization in realizing the full potential of your project and you continue to thrive for the benefit of Laguna Beach.

Sincerely,

Bob Whalen  
Mayor

**City of Laguna Beach  
Cultural Arts Department  
Staff Report**

**To:** Arts Commission  
**Meeting Date:** February 14, 2022  
**Agenda Item:** A  
**Title:** 2022 Art That's Small Jurors  
**Location:** City Hall, 505 Forest Avenue

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**Overview**

The City of Laguna Beach's annual Art That's Small at City Hall exhibition is in its 20<sup>th</sup> year. The exhibit will be installed at City Hall on March 5, 2022 and be open to the public until April 14, 2022. Calls for jurors for the 2022 Art That's Small at City Hall exhibition were sent out to local gallery directors, arts organization representatives and prominent artists.

**Summary of the Matter**

Jurors will evaluate work based on content, quality and how it fits the theme of the exhibition. Jurors will review the exhibition and convene via virtual conference in March 2022, and select first, second and third place winners as well as any honorable mentions. Awards will be announced on April 7, 2022. In recognition of the 20<sup>th</sup> anniversary of the program, it is recommended that Mike Tauber, former Arts Commissioner, and founder of the Art That's Small program, be appointed as juror for the exhibition. The following individuals have also expressed interest and availability to serve as jurors for the exhibition:

**Tom Lamb** – Festival of Arts board member, Photographer, previous exhibition juror

**Steven J. Brittan** – LCAD President and CEO

**Recommendation:**

It is recommended that the Arts Commission approve Steven Brittan, Tom Lamb and Mike Tauber as jurors for the 2022 Art That's Small at City Hall exhibition.

Attached: Art That's Small at City Hall - Previous Jurors

Art That's Small at City Hall - Previous Jurors

- 2021 Carol Heiman-Greene (Painter; Miniature Artists of America Signature Artist)  
Mike Tauber (Ceramic artist; Former Arts Commissioner; Founder of the program)  
Michael Obermeyer (Painter; LPAPA artist and Festival of Arts exhibitor)
- 2020 David Milton (Watercolorist, FoA and Sawdust Exhibitor)  
Vinita Voogd (Printmaker, FoA Exhibitor)  
~~Diane DeBilzan (DeBilzan Gallery)~~ \*Did not serve
- 2019 Elizabeth McGee (Artist)  
Betty Shelton (Artist, LCAD Post-Bacc Chair)  
Richard Sills (Signature Gallery Director)
- 2018 Jorg Dubin (Artist)  
Rosemary Swimm (Laguna Plein Air Painters Association)  
Lori McBride (Las Lagunas Gallery)
- 2017 Bryan Heggie (LCAD and Artist)  
Tom Lamb (FoA and Artist)  
Christine Dodd (Laguna Beach Arts Patron Magazine)
- 2016 Hedy Buzan (Artist)  
Kelsey Irvin (Kelsey Michaels Gallery)  
Arabella Cant (Laguna Art Museum)
- 2015 Ludo Leideritz (Ocean and Forest Gallery)  
Ron Morrissette (Festival of Arts)  
Peter Zokosky (Laguna College of Art + Design)
- 2014 Janet Blake (Laguna Art Museum)  
Andrea Harris (Laguna College of Art + Design)  
Tom Lamb (FOA and Artist)
- 2013 JoAnne Artman (JoAnne Artman Gallery)  
Jonathan Burke (Laguna College of Art + Design)  
Pat Sparkuhl (Festival of Arts)
- 2012 Mike Tauber (Arts Commissioner, founder of the program)  
Malcolm Warner (Laguna Art Museum)  
Dora Wexell (First Thursdays Art Walk)
- 2011 Carla Tesak Arzente (Salt Fine Art)  
Brad Coleman (Laguna College of Art + Design)  
Jeff Horn (Laguna Plein Air Painters Association)
- 2010 Susan Wade (Sawdust Art Festival)  
Tom Lamb (FOA & Artist)  
Joanne Artman (Joanne Artman Gallery)

City of Laguna Beach  
Cultural Arts Department  
Staff Report

**To:** Arts Commission  
**Meeting Date:** February 14, 2022  
**Agenda Item:** B  
**Title:** Marketing Workshop for Artists  
**Location:** Online webinar

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### Overview

The Arts Commission, in partnership with Americans for the Arts, has previously provided free marketing workshops for artists and arts organizations. The cost to produce a workshop has ranged between \$3,000 and \$5,000. Following the workshops, recordings and materials are made publicly available via the City's website. Workshops typically receive approximately 50 registrations with about 30 attendees per event. The current available funds are \$22,900.

### Summary of the Matter

Workshops in February and May 2021 were presented via online webinar due to COVID-19 and restrictions on public gatherings. Commissioners should discuss hosting workshops in 2022, potential dates, presenters, and topic recommendations.

### Previous Workshops:

Date	Workshop	Presenter(s)
May 2021	Perfecting Your Pitch	Krista Scenna and Peter Gynd
February 2021	Digital Marketing and E-Commerce Fundamentals for Artists	Ceci Dadisman and Drew McManus
October 2018	The Art of Relevance	Cindy Hohman
April 2018	Beyond Marketing: Making Community	Con Christeson and Roseann Weiss
October 2017	Marketing Principles & Models	Joseph Yoshitomi
March 2017	The Artist's Post-Digital Playbook for Marketing and Engagement	J Reese
October 2016	Not All Marketing Dollars Are Created Equal... and That's Okay!	Diana Wyenn

### Recommendation

It is recommended that the Arts Commission direct staff to work with Americans for the Arts to develop a workshop proposal to take place in March or April 2022.

## MEMORANDUM

**DATE:** February 7, 2022  
**TO:** Arts Commission  
**FROM:** Siân Poeschl, Arts Manager  
**SUBJECT:** **Temporary Mural Installation on the Third Street Stairs (Item C)**

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In January 2018, the City Council accepted a donation from Laguna Beach residents Tammie Arnold and Mark Porterfield of \$50,000 for an installation at the Third Street Stairs to celebrate the energetic life of Stanley Alexander. An application was made to the Planning Commission for a Temporary Use Permit for temporary exhibits which was approved on October 2, 2019.

In 2020, the City Council approved a temporary installation on the stairs by artist Beau Stanton. Stanton is an alumnus of the Laguna College of Art and Design and works on large-scale murals. His works have been installed around the United States and his reputation is growing in stature. The mural was painted onto the stairway which has 70 risers each measuring 58" in width by 6" in height and was paid a stipend of \$25,000 for site preparation and installation.

The installation has been highly successful and has featured in numerous publications and social media. Although the mural is still well maintained, the colors of the mural have faded. The artist has developed another design for installation, which he would use longer lasting paints and sealers. The installation will take a week and will be on display for up to five years or depending on the wear and condition at a cost of \$25,000 available through the donation.

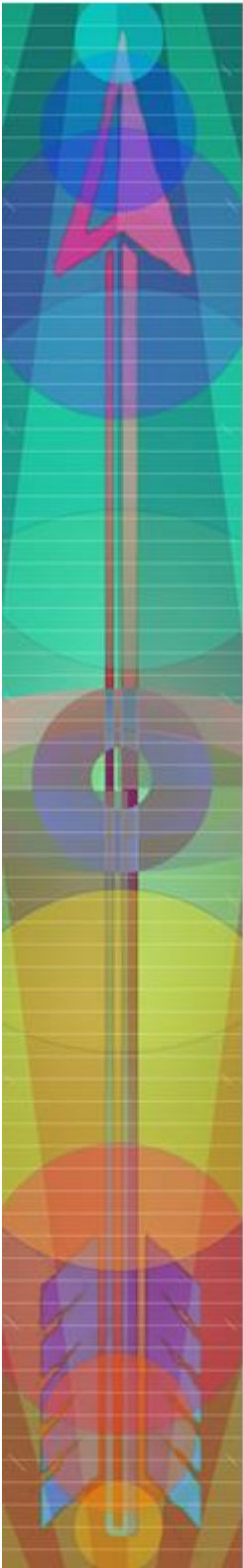
Staff has been in contact with the donors who expressed support of the redesign and expenditure. The design and concept of revamping the installation was also supported by the Public Art Sub-committee consisting of Commissioners Donna Ballard, Suzi Chauvel and Adam Schwerner.

It is recommended that the Arts Commission:

- 1) Approve the design by Beau Stanton for temporary installation on the Third Street Stairs
- 2) Approve the expenditure of \$25,000 available through a donation.

Attached: Proposed mural design and photograph of the current mural on February 7, 2022.





Proposed installation



Current condition

## MEMORANDUM

**DATE:** February 8, 2022  
**TO:** Arts Commission  
**FROM:** Siân Poeschl, Arts Manager  
**SUBJECT:** **Special Performances and Events** (Item D)

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The Arts Commission has approved a number of special performances and events in 2022, in addition to its annual programs that include Circus Bella and a music performance celebrating the Festival of Arts 90<sup>th</sup> anniversary. The sub-committee consisting of Arts Commissioners Pat Kollenda, Suzi Chauvel and Karen Wood have an additional recommendation for this year's schedule.

The sub-committee is recommending a puppet show performance by Luce Puppet Company on June 14 and November 20, 2022, to celebrate both National and World Children's Day. The mission of National Children's Day is to spend time with children and start new traditions and experiences with World Children's Day promoting togetherness and improvements to the welfare for all children. Two performances would be presented at 11 a.m. and 1 p.m. at either Bluebird Park or Heisler Park at a cost of \$1,500. The performance would be free to attend and accessible to all.

On November 2, 2021, the City Council approved the 2022 performance schedule which included Circus Bella at Bluebird Park. At its last meeting the Commission approved a celebratory 90<sup>th</sup> concert at the Festival of Arts. All events are free to the public, are accessible to everyone and offers the community a varied cultural experience.

It is recommended that the Arts Commission:

- 1) Approve a performance by the Luce Puppet Company on June 14 and November 20, 2022, as described.
- 2) Recommend the location of the performance at either Heisler Park or Bluebird Park, and.
- 3) Approve the expenditure of \$33,500 for the presentation of the Luce Puppet Company, Circus Bella and the celebratory 90<sup>th</sup> concert at the Festival of Arts on August 13, 2022, from savings in the Arts Commission Special Programs budget of the Laguna Beach Tourism Marketing District.

[Luce Puppet Company website](#)