



ARTS COMMISSION

Monday, March 14, 2022

<https://lagunabeachcity.zoom.us/j/99840075101>

(669) 900-9128

ID # 998 4007 5101

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. Please email your comments at least 48 hours before a meeting.

To participate in the meeting click this link <https://lagunabeachcity.zoom.us/j/99840075101> 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 998 4007 5101. 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:
Laguna Beach Cultural Arts Center
- 7) Items for Discussion and Action:
 - A. **3251 Laguna Canyon Road Mural Installation** – Discuss and approve a mural installation facilitated by Community Art Project at 3251 Laguna Canyon Road. (Ballard/Staff)
 - B. **2022 Banner Competition** – Discuss and approve the selection of up to four designs. (Wood/Staff)
 - C. **Arts Marketing Workshop** – Discuss survey findings and workshop proposal. (Staff)
 - D. **Cultural Art Funding** – Discuss and approve sub-committee recommendations for the allocation of Cultural Arts Funding. (Chauvel)
- 8) Adjournment

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

Post through March 15, 2022



LAGUNA BEACH ARTS COMMISSION

Regular Meeting

Monday, February 14, 2022

Virtual Meeting

5:00 p.m.

Recap of Minutes

PRESENT: Commissioners: Donna Ballard, Suzi Chauvel, Michael Ervin, Laura Ford, Suzanne Mellor, Adam Schwerner and Karen Wood.

ABSENT: Commissioner: Pat Kollenda

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 24, 2022, meeting were approved as presented. M/S Ervin/Mellor.
- 3) **Chair's Announcements:** None.
- 4) **Commissioner and Staff Communications:** Staff Poeschl noted that the Cultural Planning Group expect to have a first draft of the public art ordinance and policy for internal review the first week of March and would be reviewed by the Arts Commission at its meeting on March 28, 2022. Staff Poeschl noted that the Commission received 20 applications for 2022-23 Cultural Arts Funding grants, Commissioners could review the applications online, and hard copies of the applications would be made available for City Council and public review in the Cultural Arts office at City Hall. Staff McGregor noted that new murals from the Postcards from Laguna program were installed at 295 Broadway. Staff McGregor noted recently deaccessioned banners would be returned to their artists February 19, between 9 and 11 a.m. at 1900 Laguna Canyon Road.
- 5) **Public Communications:** Alyssa Hayek presented on behalf of KXFM regarding how Cultural Arts Funding grant funds were used in 2021- 22.
- 6) Items for Discussion and Action:
 - A) **Art That's Small at City Hall** – Staff McGregor noted that artwork drop-off for the exhibition had been changed to March 12, 2022, between 9:00-11:00 a.m. due to conflict with the Patriot's Day Parade on March 5, 2022. Staff McGregor noted local gallery directors, representatives of arts organization, and prominent artists had been contacted regarding interest and availability to serve as juror and presented staff recommendations. Laura Ford noted a desire to have more diversity of juror on the panel in the future. A motion was made to approve Steven Brittan, Tom Lamb, and Mike Tauber as jurors for the 2022 Art That's Small exhibition. M/S Chauvel/Wood. Yeas: Ballard, Chauvel, Ervin, Ford, Mellor, Schwerner, Wood. Noes: None.
 - B) **Arts Marketing Workshop** – Staff McGregor noted previous partnership with Americans for the Arts providing free marketing workshops for artists and arts organizations. The average cost to host the workshop was between \$3,000-\$5,000 depending on the speaker and workshop length. Commissioners directed staff to create a questionnaire for previous attendees to determine topics for a next marketing workshop. Staff will return on March 14, 2022, with the findings of the questionnaire and workshop proposal.

- C) **Temporary Mural Installation on the Third Street Stairs** – Staff Poeschl noted that the mural on the Third Street stairway by artist Beau Stanton, installed in 2020 and funded through a \$50,000 donation, was showing wear. Staff noted that there was \$25,000 remaining from the original donation to repaint the stairs and the artist had proposed a new design with more durable materials. Staff noted the new mural, if approved, could be installed the second week of April. A motion was made to approve the design by Beau Stanton for temporary installation at a cost of \$25,000 available through donation by Tammie Arnold and Mark Porterfield. M/S Chauvel/Ervin. Yeas: Ballard, Chauvel, Ervin, Ford, Mellor, Schwerner, Wood. Noes: None.
- D) **Special Performances and Events**– Staff Poeschl noted that the Commission had approved the performance schedule which included a performance by Circus Bella and a 90th anniversary concert at the Festival of Arts in addition to regular annual performances. Staff Poeschl noted Laguna College of Art + Design offered their dormitories to Circus Bella to offset costs of providing hotels for performers. Staff Poeschl presented the Performances sub-committee's recommendation to hold a puppet show by Luce Puppet Company on June 14 and November 20, 2022, to celebrate National and World Children’s Days at Heisler Park or Bluebird Park. A motion was made to take the following actions: 1) Approve by performances by the Luce Puppet Company on June 14 and November 20, 2022; 2) Approve the expenditure of \$33,500 for the presentation of the Luce Puppet Company, Circus Bella and the celebratory 90th anniversary 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. M/S Chauvel/Wood. Yeas: Ballard, Chauvel, Ervin, Ford, Mellor, Schwerner, Wood. Noes: None.
- 7) Adjourned at 5:37 p.m.

cc: City Manager
City Clerk
Mayor Kempf
Assistant City Manager

MEMORANDUM

DATE: August 12, 2021
TO: Arts Commission
FROM: Siân Poeschl, Arts Manager
SUBJECT: **3251 Laguna Canyon Road - Temporary Mural Installation** (Item A)

Community Art Project is proposing a mural installation by Timothy Robert Smith at 3251 Laguna Canyon Road on a wall facing Laguna Canyon Road and OC Parks open space and trails. The property is occupied by numerous studios of working artists and the project has been approved by the property owner.

The mural will be created by artist Timothy Robert Smith with the assistance of students attending the Laguna College of Art and Design. Mr. Smith has two murals on the College campus on Laguna Canyon Road, at Starbucks on Coast Highway, the Laguna Beach High School and is currently installing a mural at 328 Gleneyere Street. Measuring 14' in height by 160' in length the mural depicts a canyon climber and refers to adventure, exploration, and a metaphor for overcoming obstacles. The mural will be painted directly onto the exterior wall and will be layered with UV protection and anti-graffiti coating. The installation will be undertaken in March through June 2022.

There are a number of issues the Arts Commission should consider:

- If approved this would be the sixth public art installation by Timothy Robert Smith in Downtown and the Canyon. Two existing murals by the artist are on exterior walls of the Laguna College of Art and Design, in built up areas of the campus located on Laguna Canyon Road.
- Consideration should be given to the location, and the impact of an urban style mural in a rural setting. The building faces Laguna Canyon Road and the OC Parks open space and trails. The scale of the installation may not be in keeping with the character, culture and history of the area which is utilized by many hikers and plein air painters.



- The proposal does not address the existing landscaping. Currently, the trees have been pruned in a way that they have few limbs and foliage, and it is unclear if the intent is for their removal.



- It is unclear how this piece will read from Laguna Canyon Road. The proposed mural would be parallel to the road, while the two existing murals by the artist on Laguna Canyon Road run perpendicular and are easier to view.
- As a location of many artist studios there is no documentation of community support.
- The application does not identify, and it is unclear if the installation is permanent or temporary, if permanent the property owner would be responsible for maintenance.

In its review, the Arts Commission should consider the current City's Municipal Codes Section 25.54.024 (B) (5) which describes the review criteria as:

- (a) *Visual Enhancement. The proposed mural has attributes that enhance the site.*
- (b) *Artistic Excellence. The proposed mural exemplifies high artistic quality of original artwork.*
- (c) *Public Safety. The proposed mural does not create a public safety issue.*

Staff recommends the Arts Commission deny the application as proposed due to location concerns. It is recommended that the applicant return with an alternative location.

City of Laguna Beach Municipal Code

Chapter 25.54 Sign Regulations

“Mural” means an original work of art that is applied or attached to an exterior wall. (At the discretion of the arts commission a mural may be considered a wall sign, if it contains words, logos, trademarks or graphic representations of any person, product or service that identify a business.)

25.54.024 Murals.

(A) Murals shall conform to the design standards and permit procedures outlined below; except that murals proposed in compliance with Chapter 1.09 (Art in Public Places) shall be governed by the design standards and permit procedures of that chapter, and mural proposals which are considered to be wall signs shall conform to the design standards applicable to wall signs. Signature(s) of the artist(s) shall be allowed and limited to a maximum of two square feet.

(B) The following procedures shall govern the approval of mural proposals:

(1) Applications. Applications for mural permits shall be submitted to the department of community development on an approved application form and shall be accompanied by the following: a site plan showing the lot and building dimensions and indicating the proposed location of the mural; a scale drawing and color photo of the building showing the proposed size and placement of the mural; a colored drawing of the proposed mural; and the proposed maintenance schedule.

(2) Arts Commission Review Required. The arts commission shall review and approve all proposed mural applications. If the proposed mural contains words, logos, trademarks or graphic representations of any person, product or service that identify a business, the arts commission shall determine whether the proposal is a mural or a wall sign.

(3) Heritage Committee Review Required. If a mural is proposed on a historic structure identified on the city’s historic resources inventory and/or city’s Historic Register, the heritage committee shall review and make a recommendation regarding the mural proposal prior to the review of the arts commission.

(4) Additional Review. All proposed murals located in the downtown may be appealed to the planning commission by a member of the planning commission or city council for review and approval.

(5) Criteria. In addition to the design criteria set forth in this chapter and Section 25.05.040 for design review, the following criteria shall be considered in the review of mural applications:

- (a) Visual Enhancement. The proposed mural has attributes that enhance the site.
- (b) Artistic Excellence. The proposed mural exemplifies high artistic quality of original artwork.
- (c) Public Safety. The proposed mural does not create a public safety issue.

(6) Lighting. Proposed lighting of murals shall minimize glare and/or light spillage onto the public way or adjacent properties.

(7) Long-term Maintenance and Removal. The mural shall be maintained in good condition for the life of the mural according to the maintenance schedule and responsibilities approved by the arts commission. The removal or deaccession of murals shall comply with the deaccession policy established by the city council of Laguna Beach. (Ord. 1499 § 1, 2009; Ord. 1408 § 1 (Atth. A (part)), 2

(B)

City of Laguna Beach

ARTS COMMISSION APPLICATION

Name: Community Art Project (CAP)

Address: P O Box 4066

Laguna Beach, CA 92652

Phone / Fax: 949-533-7507

Date: 3/6/2022 Contact person: Faye Baglin

Art in Public Places – required by the Municipal Code

Property Information:

Location: 3251 Laguna Canyon Road

Property owner: Phillipe Horvath

Description of Project: (Additional information may be attached. Please include materials, maintenance schedule, site drawing, colored drawing of installation and photograph of location.)

Please see attached detailed submission of Muralist Timothy Robert Smith.

Mural to be created on campus @ Laguna College of Art & Design during March-June session
of Mural Class, as class project with student mural assistants.

Dimension of site: 14' x 160'

Dimension of proposed art work: 14' x 160'

Estimated cost: \$3,500

Maintained by: Artist

This form must be submitted to the Cultural Arts Department for consideration at an Arts Commission meeting.

Signature: 

For Cultural Arts Department Use

Date received: _____ Arts Commission agenda date: _____

Application # _____

Date _____

MRPH, LP
M & R Horvath

3251-3275 Laguna Canyon Road ❖ Laguna Beach, CA 92651

Dear Tim,

I give my permission and approval to the Rock Climber Mural concept.

MRPH, LP a Nevada limited partnership

Rigmor Pauline Horvath, its General Partner

I appreciate all the works and efforts you put into this project.

Best wishes,

Riggie

Timothy Robert Smith - Resume

311 N. Cambridge St. Orange, CA 92866 Phone: 626-419-0672
timothyrobertsmithart@gmail.com www.timothyrobertsmith.com

Selected Public Work

- 2021 *Apparatus- Wilmington Municipal Building Mural*, Wilmington, CA
Nation Bus Company Mural, Detroit, MI
- 2020 *Sugar Hill Mural*, Kinston, NC
Upside Downtown Toledo, Toledo, OH
Moulton Ranch Center Mural, Laguna Hills, CA
Beach Scene on Building with Windows, Pompano Beach, FL
- 2019 *Beatnik Alley*, Hermosa Beach, CA
Night Scene, Laguna Beach, CA
- 2018 *Bassline Street Wear Mural*, Downtown Asahikawa, Hokkaido, JAPAN
Revised Maps of the Present (Installation), Los Angeles, CA
Revised Maps of the Present (Installation), Lancaster, CA
Momentum, Laguna Beach, CA
Glimpse, Laguna Beach, CA
- 2017 *Wheeler Park Mural*, Claremont, CA
Upside Downtown Laguna Beach, Laguna Beach, CA
Art Supply Warehouse, Westminster, CA
- 2013 *Public Art Project*, Silverlake Arts and Culture Committee, CA
- 2012 Art Director and Muralist, Silverlake Arts and Culture Committee, CA
- 2011 Curry Restaurant and Tropical Café, Downtown Asahikawa, Hokkaido, JAPAN
- 2010 *Circus of Books Silverlake*, Los Angeles, CA
Big Art Lab Studios, Los Angeles, CA

Selected Solo Show

- 2020 *Timothy Robert Smith showcase*,
The Hive Gallery, Los Angeles, CA
- 2019 LA Art Show, *FORM Magazine Presents: Timothy Robert Smith*
LA Art Show, Los Angeles, CA
- 2018 *Revised Maps of the Present* (Multi-media installation)
A+D Museum, Los Angeles, CA
Revised Maps of the Present
Museum of Art and History, Lancaster, CA
Artist Showcase
City Hall, Fontana, CA
- 2017 TEDx Conference
CSU Los Angeles, CA
TEDx Conference
CSU Long Beach, CA
- 2015 *Multi-Dimensionalism II*
Copro Gallery, Bergamot Station, Santa Monica, CA
- 2014 *Multi-Dimensionalism I*
Copro Gallery, Bergamot Station, Santa Monica, CA

Illustrations

- 2019 Map of Los Angeles- Cover and Insert Poster Artist
:FORM Magazine, Jan/Feb.
- 2018 Strathmore Cover Artist for Oil Paint Paper Pad
International Distribution

Awards

- 2019 Muralist Recognition, Hermosa Beach Murals Project
City of Hermosa Beach, CA
- 2018 Artist Recognition
City of Fontana and Community Services Department, CA
- 2017 Muralist Achievement Awards
Laguna College of Art and Design, CA
- 2016 Artistic Achievement Award
Collector's Choice, Laguna Beach, CA

Selected Bibliography

- 2021 *Toledo's Hidden Gems: Artwork Hidden in Plain Sight*. Strock, Jenson and Tarpley, Tiffany.
WTOL 11 Toledo, May.
A Private Viewing of Salvador Dali works and contemporary art opens in Fullerton.
The Daily Pilot, **LA Times**, March.
- 2020 *Momentum Murals Brighten Up Downtown*. ConnecToledo News, Oct.
- 2019 *TR Smith's 'Beatnik Alley' unveiled in Hermosa Beach*. The Beach Reporter, Oct.
Mural Artist to Show Multiple Perspectives. McDonald, Ryan. Easy Reader, Aug.
5 Design Things To Do This Week. Bruckner, Karen. **KCRW**, Feb.
- 2018 *Mural gains 'Momentum' at LB High School*. Andrade, Miranda. **LA Times**, Aug.
Lancaster MOAH: Forest For the Trees. Harcourt, Glenn. **Artillery Magazine**, Jul.
Revised Maps of the Present: T.R. Smith @ Lancaster MOAH. **Juxtapoz**, May.
Artistic Vision: Upside Downtown Laguna Beach. Neal, Brandi. OC Register, Mar.
- 2016 *Project Transforms Utility Boxes Into Art*. Lopez, Lolita. **NBC Los Angeles**, Apr.
- 2015 *T.R. Smith: The Influence of the Incidental*. Escalante, Greg. **Juxtapoz**, Sept.
Gallerist and Collector Greg Escalante Opens New Space in LA. **Hi-Fructose**, Sept.
- 2014 *Sound and Vision Art Show at Sound City*. **Juxtapoz**, Oct.
Art Show at the Legendary Sound City. Toy, Yuki. **The Huffington Post Japan**, Oct.
T.R. Smith: Kaleidoscopic Realism. Seed, John. The Huffington Post, Apr.
Corpo Gallery Exhibition Preview. **Juxtapoz**, Apr.
- 2013 *10 Most Memorable Paintings From 2013*. Seed, John. The Huffington Post, Dec.
Futurology Group Show at Copro Gallery. **Hi-Fructose**, Mar.

Education

- 2013 MFA Studio Art- Laguna College of Art and Design, CA
- 2006 BFA Studio Art - California State University of Los Angeles, CA

Teaching

- 2012-Present Laguna College of Art and Design- Mural Instructor
Orange Coast College- Fine Art Instructor

Artwork Title and Statement

To Whom It May Concern,

I am a muralist using realism and advanced perspective techniques to create 3-D depth and immersive environments. This new mural on the 133 will depict a canyon climber from an extreme bird's eye perspective. It is a piece about adventure and exploration, as well as a metaphor for overcoming obstacles and climbing to new heights in life. Luminous skies and dramatic viewing angles capture the public's attention, while exaggerated depth of field inspire viewers to take a second look at the world with fresh eyes and imagine what it is like to see from a different perspective.

Laguna canyon's rich skies and landscape will play a key role in the mural's illustrated story, directing the flow of movement throughout the frame. It is meant to be a piece that sparks many conversations, giving viewers a new sense of wonder and possibility.

Portfolio

1. Title: Apparatus

Materials: Acrylic on concrete wall

Location: Wilmington Municipal Building, Los Angeles, CA

Size: 25' x 70'

Year Completed: 2021

Commissioning Agency: Department of Cultural Affairs, Los Angeles

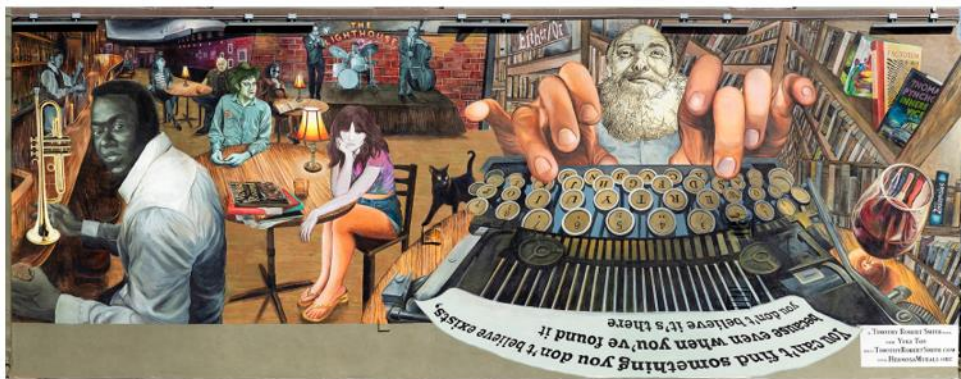
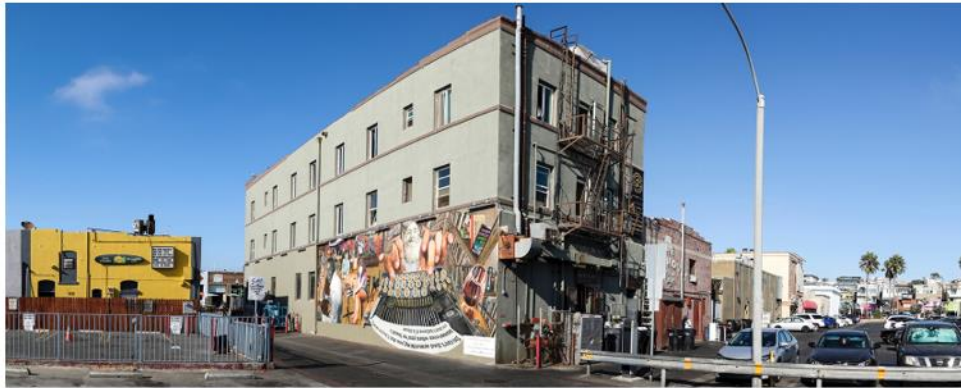
Description: A mural commemorating the Port of Los Angeles and local Wilmington community leaders



Details



2. Title: *Beatnik Alley*
Materials: Acrylic on concrete wall
Location: The Strand, Hermosa Beach, CA
Size: 20' x 44'
Year Completed: 2019
Description: A mural about 60's beatnik counterculture, depicting iconic local night clubs, musicians and authors.



3. Title: *Upside Downtown Laguna Beach*
Materials: Acrylic on wood
Location: Laguna College of Art and Design, Laguna Beach, CA
Size: 10' x 34'
Year Completed: 2017
Description: A mural depicting a surreal beach day, as seen from extreme "worm's eye" perspective.



Mural Design



Mural Design on building



Detail



Materials

The mural will be hand-painted with professional grade NOVA Color mural paint. All pigments that will be used are top rated for exterior use to prevent fading. Multiple coats of NOVA 216 exterior varnish will guarantee that all of the colors maintain saturation and vibrance over time. This is just the first layer of UV protection.

The top coat will be an anti-graffiti coat specifically designed for murals. I use a satin finish to create a sheen that is not too matte or glossy, making it perfect for viewing at any angle, at all times of day. It also adds a resilient final coat of UV protection that protects against harsh weather, salt air and industrial gases. Graffiti can easily be washed off with citrus soap and water, as many times as necessary, causing no damage to the paint.

Keeping murals weather-resistant and graffiti-clean is very important in my practice. If there is ever any damage from vandalism, I will make sure to come down and clean it off immediately. If I am out of town on another project, I have a team of local artists who can do this for me.

Maintenance

The first step in the installation process is to thoroughly clean the wall with a pressure washer. Next, I apply two coats of primer to the wall. For this, I use a mix of NOVA Gesso and NOVA Matte Medium. More primer can be added if the wall surface is extra rough. Once the primer is dry, I project the image on the wall and trace the outline. I use a projector at night with full HD resolution to ensure that all details are captured and the mural looks exactly like the final design rendering. Realism and 3-D depth are important features in my work. This requires multiple glazing layers of paint and extra working time. I want viewers to feel like they are experiencing an outdoor museum, with objects and characters that appear to pop out of the wall.

For this project, I would like to work with LCAD students. Students help in the beginning and middle stages of the project, but I always apply the finishing touches myself.

All of my projects have strict deadlines that I make sure to meet. I plan out each step of the project thoroughly before the painting begins, keeping a schedule that indicates what needs to be accomplished for each day. I premix and label colors beforehand to save time on location. I also create a small study version of the design to understand exactly how the colors will be mixed

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

To: Arts Commission
From: Mike McGregor, Arts Program Coordinator
Agenda Item: B
Title: 2022 Banner Competition
Location: Laguna Beach, CA

Overview

The City of Laguna Beach's 2022 Banner Competition was open to Orange County residents ages 18 and older. The winning banners are displayed on lampposts throughout the City during the summer season. Submissions were accepted via SlideRoom, email and physical drop-off. The deadline to submit entries was March 7, 2022.

Summary of the Matter

The Arts Commission received 21 design submissions. The proposed designs can be viewed at:

<https://www.lagunabeachcity.net/home/showdocument?id=10948&t=637823304747227747>

The Arts Commission has materials and budget for the selection of four (4) designs to be made into full-scale banners. Selected works should be high quality, original designs. The Commission may decide not to select any submissions.

Recommendation

It is recommended that the Arts Commission review and select up to four (4) design winners with input from the Banner Competition Sub-committee.

Attached: 2021 selected Banner Designs
2020 selected Banner Designs

2021 Banner Design Winners



Bud Herrera



Yengiang Nguyen

2020 Banner Design Winners



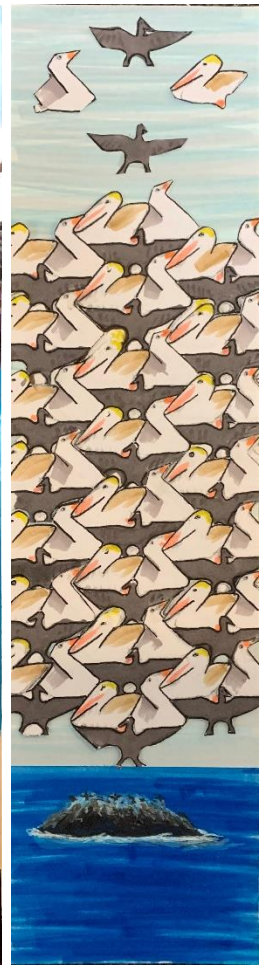
Ben Bottles



John Carlyle



Ellen Gladis



Noel Lashley

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

To: Arts Commission
From: Mike McGregor, Arts Program Coordinator
Agenda Item: C
Title: Arts Marketing Workshop – Spring 2022
Location: Laguna Beach, CA

Overview

The Arts Commission, in partnership with Americans for the Arts, has previously provided free marketing workshops for artists and arts organizations. At the direction of the Arts Commission, staff conducted a survey to determine interest as well as potential dates and topics for a marketing workshop in spring 2022.

Summary of the Matter

Survey responses indicate that individuals interested in attending would prefer an online 2-hour webinar to take place on a weekday morning in April. Staff has contacted Marissa Shadburn, Field Education Coordinator at Americans for the Arts, to request a proposal based on survey feedback for presenters, topics, and costs for an online workshop.

Previous related ArtsU single workshop cost break-down:

Speaker's presentation & prep	\$1,000
Technical hosting fees	\$250
Americans for the Arts Administrative Fee	\$500
Total	\$1,750

Included:

- 2 presenters
- One 2-hour digital workshop.
- Up to two 1-hour content preparation call with presenter(s) and Americans for the Arts staff.
- Day of technical support from Americans for the Arts Staff including use of their Zoom platform.

Recommendation

It is recommended the Arts Commission direct staff to plan for a single 2-hour digital marketing workshop to be held the week of April 18, at 9:00 – 11:00 a.m. and return with a proposal including presenter(s) and final costs for approval.

Attached: Arts Marketing Workshop Survey Results – Spring 2022

Arts Marketing Workshop Survey Results – Spring 2022

Describe your arts background:

Artist	4
Arts Organization Representative	3
Gallery Representative/Owner	0

Have you previously attended a City of Laguna Beach "Arts Marketing Workshop"?

Yes	5
No	3

Are you interested in attending a marketing workshop in the future?

Yes	7
No	1

In what month would you prefer the workshop take place?

March	2
April	6
May	1

What workshop times work for your schedule? (Select all that apply)

Weekday Morning	6
Weekday Afternoon	2
Weekend Morning	2
Weekend Afternoon	1
Other	1

How long of a workshop would you be willing to attend?

2 hours	7
4 hours	3

Would you prefer an in-person or online workshop?

In-person	4
Online	6

What are your current greatest marketing and sales challenges?

Increased materials/framing costs affecting pricing of work and keeping online presence updated.
Getting Attention.
Finding correct social media for us.
How to increase sales.
Growing audience interested in purchasing art or taking painting workshops.
Figuring out online options and social media
Connecting with venues to exhibit and sell your work.

What topics would you like to see covered or what background experience you would like the presenter to have?

Digital experience, Gallery experience

Where is art business going in the future when everyone makes art?

Social media expert

Branding finding target market expert on marketing focus on artist sales not on festivals sales.

Email Marketing, Social Media Marketing

Online options, ticketing websites

A presenter should be a full-time working artists or art professional with a long history and knowledge of what it takes to make it as a full-time artist or art professional.

Additional suggestions:

Give clarity about making art that only wants to be created and exposed vs the art business

Help for individual artists ideas on how to sell original art

Teaching artists how to represent themselves in "selling" their own work

Reach outside the bubble of Laguna Beach to people with vastly different experiences and skill sets.

MEMORANDUM

DATE: March 8, 2022
TO: Arts Commission
FROM: Siân Poeschl, Cultural Arts Manager
SUBJECT: Cultural Arts Funding (Agenda Item D)

The Arts Commission has received 20 applications from nonprofit organizations requesting Cultural Arts Funding, four additional applications to the previous year. The sub-committee consisting of Commissioners Suzi Chauvel, Pat Kollenda and Adam Schwerner reviewed the applications and have recommended the distribution of a total \$264,000 in grant funding, this is an increase of \$64,000 from the previous year.

In considering applications, the sub-committee reviewed the Laguna Beach Tourism Marketing District Management Plan that identifies how funds can be utilized and the grant criteria that is attached in this report.

It is recommended by the sub-committee that the Arts Commission approve the allocation of Cultural Arts Funding as presented of a total of \$264,000.

Attached: Sub-Committee Recommendation and Grant Synopsis

Cultural Arts Funding Grants 2022/23 (Sub-Committee Recommendation)

Organization	Received 2021/22	Requested 2022/23	Recommend 2022/23	Change
3340 Recital Series	0	20,000	3,000	3,000
Community Art Project	0	9,000	4,000	4,000
Festival of Arts	35,000	0	0	0
First Thursdays Art Walk	0	35,000	18,000	18,000
Kontrapunktus	0	1,500	1,500	1,500
KX 93.5 Radio	4,000	15,000	8,000	4,000
LagunaTunes!	3,000	5,000	4,000	1,000
Laguna Beach Alliance for the Arts	0	21,000	21,000	21,000
Laguna Beach Chamber Singers	1,000	4,000	3,000	2,000
Laguna Beach Cultural Arts Center	4,000	43,850	15,000	11,000
Laguna Beach Live!	28,000	50,000	25,000	-3,000
Laguna Beach Sister Cities Ass.	3,000	5,000	5,000	2,000
Laguna Community Concert Band	5,000	9,500	9,500	4,500
Laguna Dance Festival	18,000	50,000	25,000	7,000
Laguna Plein Air Painters Association	18,000	50,000	18,000	0
LOCA Arts Education	16,000	55,000	17,000	1,000
My Hero Project	0	15,000	7,000	7,000
No Square Theatre	28,000	42,000	28,000	0
Philharmonic Society of Orange County	0	15,000	10,000	10,000
Sawdust Art Festival	35,000	40,000	37,000	2,000
Third Street Writers	2,000	5,862	4,000	2,000
On-Line Processing	0	1,000	1,000	1,000
Applications 20 Total	200,000	436,712	264,000	

Cultural Arts Funding Grants 2022/23

Application Criteria

Eligibility: Non-profit organizations with the primary purpose and experience in presenting arts programs in Laguna Beach. Collaborative programming will be accepted, with the organization whose primary focus in presenting the arts being the lead applicant.

Goal: The purpose of this funding is to create quality cultural art experiences that benefit guests that stay overnight at Laguna Beach hotels while improving the experience for residents. The funds available support art projects that promote tourism and related events.

- In 2018, the City of Laguna Beach approved a Creative Placemaking Assessment which identified cultural art activation sites. Organizations are encouraged to utilize sites within the Civic Arts District for its programming including, but not limited to: Festival of Arts and Sawdust Art Festival. Additional sites include Main Beach Cobblestones, Laguna Art Museum, Laguna Playhouse and the Promenade on Forest, creative site solutions such as non-traditional venues will be considered.
- Funds for this grant are made available through the Laguna Beach Tourism Marketing District. The funds are dedicated for grants to organizations wishing to enhance the cultural arts environment of Laguna Beach and related programming. The grants are operated and reviewed by the City of Laguna Beach Arts Commission and approved by the City Council.

The City of Laguna Beach is committed to work with cultural arts organizations to ensure the development and success of a vibrant arts community. Applicants are encouraged to provide expanded programming that deepen and expand active experiences in the arts.

In evaluating applications, consideration will be given to the following:

1. Non-profit organizations with functioning arts programs.
2. Cultural arts programs that provide the greatest benefits in meeting the needs of Laguna Beach, its residents, and visitors.
3. New/ and or expanded art services not currently being provided.

2022-2023 Cultural Arts Funding Grant Synopsis (DRAFT)

3340 Recital Series (Request: \$20,000) **Recommended: \$3,000**

Established in 2020, the mission of the organization is to present world-class singing to Laguna Beach. Funding will be used to present a three day "Recital Week" in the summer of 2022. The grant will provide funds for artist accommodation, rental of the Women's Club and piano. Each nightly performance will accommodate an audience of 140.

Community Art Project (Requested: \$9,000) **Recommended: \$4,000**

Community Art Project was established in 1998 and is committed to increasing the visibility and appreciation of Art and serve as a catalyst for Art education. Funds will be used to to promote its exhibitions at the CAP Gallery at Wells Fargo Bank, and fund muralist Timothy Robert Smith to teach a mural class at the Laguna College of Art and Design to be installed at Laguna Artists' Studios at 3251 Laguna Canyon Road.

First Thursdays Art Walk (Requested \$35,000) **Recommended: \$18,000**

Established in 1998, the mission of the organization is to promote art and appreciation through the community of fine art galleries. Funds will be used to present a monthly "Walking Windows" program of art demonstrations in gallery windows. The grant will provide funds for a trolley service, marketing, and promotions.

Kontrapunktus (Request \$1,500) **Recommended: \$1,500**

Kontrapunktus is an orchestra formed in 2015. Funds will be used to produce a classical concert at the Laguna Presbyterian Church on Sunday, November 20, 2022. The grant will provide funds for artists fees, facility rental, promotion, and marketing. The performance has an anticipated audience of 150 to 200.

KX 93.5 Radio (Request \$15,000) **Recommended: \$8,000**

Established in 2012, KX 93.5 has been dedicated to sharing information to residents on all thing Laguna Beach including the discovery of alternative music, views, and culture. Funds will be used to market and promote the 10th anniversary celebration of the radio station with a concert. The concert will be held at the Festival of Arts grounds, with an artist showcase and live music.

LagunaTunes (Request \$5,000) **Recommended: \$4,000**

Established in 2003, LagunaTunes mission is "Celebrating Community Through the Joy of Singing." The chorus is open to everyone regardless of ability. Funds will be used to present two free concerts. The grant will provide funds for the promotion of the organization membership and concerts.

Laguna Beach Alliance for the Arts (Request \$21,000) **Recommended: \$21,000**

LBAA consisted of 22 member arts organizations and was established in 2002. The mission of the organization is to serve as an advocate for the arts, promote collaboration and networking to sustain a healthy arts environment. Funds will be used for a weekly digital calendar and arts section in collaboration with StuNews and website maintenance.

Laguna Beach Chamber Singers (Request \$5,000) **Recommended: \$3,000**

The mission of the organization is to provide quality choral performances in a positive and joyful atmosphere to share with the Orange County community. Funds will be used to invest in technology to produce video recordings, commission original works and explore new performance venues in Laguna Beach.

Laguna Beach Cultural Arts Center (Request \$43,850) **Recommended: \$15,000**

Established in 2020, the mission of the Center is to harness the power of the arts for the benefit of the community. Funds will be used to hire lighting technicians, sound engineers and video editors for the presentation of live and recorded performances.

Laguna Beach Live (Request \$50,000) **Recommended: \$25,000**

Laguna Beach Live was established in 2001 and provides access to quality, live music. Funds will be used to present “Inside World Music”, “Bluegrass and BBQ” concerts at the Laguna Art Museum, “Live! Music Insights” education classes for adults. The grant will provide funds for for rental, production, and artists fees.

Laguna Beach Sister Cities Association (Request \$5,000) **Recommended: \$5,000**

The organization was established in 2008 to develop long-term relationships with the cities of Menton, San Jose del Carbo and St. Ives. The organization facilitates cultural exchanges. Funds will be used to host quarterly programming at various art venues presenting live music, culinary experiences, and literary history of the sister cities. The grant will provide funds for, the organization to purchase insurance, production costs, marketing, and venue costs.

Laguna Community Concert Band (Request \$9,500) **Recommended: \$9,500**

The mission of the organization is to enrich the artistic and cultural life of the community through music and learning. Funds will be used to expand in-door performances for seniors at the Susi Q and promote concerts in Laguna Beach. In addition, the Concert Band will perform at the Sawdust Art Festival, Festival of Arts and at Hospitality Night.

Laguna Dance Festival (Request \$50,000) **Recommended: \$25,000**

Established in 2005, the Festival’s mission it to present world class dance, increase public appreciation and provide quality education. Funds will be used to present its annual Festival on August 12 and 13, 2022 and host masterclasses, lectures, and demonstrations. The grant will provide funds for artistic fees, venue rental, production costs and marketing and promotion.

Laguna Plein Air Painters Association (Request \$50,000) **Recommended: \$18,000**

The mission of the organization is to promote the landscape painting heritage of Laguna Beach and has been a non-profit since 2005. Funds will be used for the 24th annual Laguna Beach Plein Air Invitational held at the Festival of Arts grounds on October 1, 10, 2022. The grant will provide funds for the construction of the exhibit venue, equipment, and furniture rental, graphics, venue security, marketing, and promotion.

LOCA Arts Education (Request \$55,000) **Recommended: \$17,000**

Established in 1993, LOCA Arts Education is to provide affordable visual arts education. Funds will be used to present Festival of Mosaics consisting of workshops, installation resulting in a permanent mural and the program “Laguna Beach Landscapes” consisting of 12 classes. The grant will provide funds for artist fees, materials, marketing, and promotion.

The My Hero Project (Request \$15,000) **Recommended: \$7,000**

The mission of the organization is to celebrate the best in humanity. Formed in 1995, the organization provides stories of diverse, positive role models to educate, inspire and empower youth to see their own potential. Funds will be used to facilitate a Jazz and Poetry Festival at the Laguna Art Museum on April 29 and 30, 2023 as part of Poetry and Jazz Awareness month. The grant will provide funds for artist fees and employee costs to produce the event.

No Square Theatre (Request \$42,000) **Recommended: \$28,000**

The organization is dedicated to providing performance and theatrical experience to local amateur performers. Funds will be used to present four “Wisdom of the Masters: The Teaching Artists Series” with presentations by leaders in various disciplines of theatre. The grant will provide funds for artists fees, marketing, and promotion.

Philharmonic Society of Orange County (Request: \$15,000) **Recommended: \$10,000**

The Philharmonic Society of Orange County is the county’s first and oldest music organization founded in 1954. The organizations has partnered with Laguna Beach Live in annually presenting the Laguna Beach Music Festival a multi-day celebration of classical and contemporary music. Funds will be used to present the 21st annual festival in Spring 2023. Funds will be used to off-set facility rental and rental fees.

Sawdust Art Festival (Request \$40,000) **Recommended: \$37,000**

Established in 1968, the mission of the organization is to promote the arts created in Laguna Beach through education, appreciation, demonstration, and hands-on experiences. Funds will be used to present an off-season pop-up art market “Spring Fling” in March/April 2023. In addition, the organization will partner and collaborate with the Acjachemen Peoples to launch an Indigenous Land Acknowledgement with related events and programming. The grant will provide funds for marketing, and publicity.

Third Street Writers (Request \$5,862) **Recommended: \$4,000**

The organization consists of active and published authors and was established in 2015. Funds will be used to launch a new quarterly online literary journal entitled “Third Street Review”. The grant will provide funds to produce the website and digital content enabling the organization to participate in current digital publishing trends.