



## ARTS COMMISSION

Monday, April 25, 2022

Council Chambers

505 Forest Avenue, Laguna Beach, CA 92651

5:00 P.M.

### - 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) Items for Discussion and Action:
  - A. **2022-2023 Arts Commission Special Programs Budget** – Discuss and approve the Arts Commission Special Programs Budget of the Laguna Beach Tourism Marketing District. (Staff)
  - B. **2022 Council Chambers Banner Competition** – Discuss and approve competition guidelines. (McGregor)
  - C. **City Hall Exhibition Competition** – Discuss and approve competition guidelines. (Staff)
  - D. **Temporary Painted Magic Carpet Mural Competition** – Discuss and approve the guidelines of a temporary installation at the Promenade on Forest. (Staff)
- 7) Adjournment

*Pursuant to the Americans with Disabilities Act, persons with a disability who require a disability-related modification or accommodation in order to participate in a meeting, including auxiliary aids or services, may request such modification or accommodation from the Arts Manager at 949-497-0722 or email [art@lagunabeachcity.net](mailto:art@lagunabeachcity.net). Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to assure accessibility to the meeting.*

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

Post through April 26, 2022



## LAGUNA BEACH ARTS COMMISSION

Regular Meeting

Monday, April 11, 2022

Council Chambers

505 Forest Avenue, Laguna Beach, CA 92651

5:00 p.m.

### Recap of Minutes

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

**ABSENT:** **Commissioner:** Laura Ford

**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 March 14, 2022, meeting were approved as presented. M/S Kollenda/Chauvel.
- 3) **Chair's Announcements:** None.
- 4) **Commissioner and Staff Communications:** Pat Kollenda and Karen Wood praised the Art That's Small at City Hall exhibition and reception and thanked Mayor Kempf for attending and presenting the awards. Karen Wood thanked Staff Poeschl for World Arts Day. Michael Ervin noted attending the Laguna Beach Arts Alliance meeting. Staff Poeschl noted that the mural installation on the Third Street stairs by artist Beau Stanton was in progress and there would be a dedication for the mural on April 17, 2022, at 2:00 p.m. Staff noted that the initial draft of the Public Art Ordinance and Policy had been delayed to address specific concerns of the Public Art subcommittee. Staff noted clarifying misinformation in emails distributed by Samuel Goldstein regarding Cultural Arts funding for local organizations. Staff noted that a tour of works in the City's public art collection would be made available to City employees on April 15, 2022, in recognition of World Arts Day. Staff McGregor thanked Michael Ervin, Pat Kollenda, Karen Wood and Mayor Kempf for participating in the Art That's Small reception and noted the exhibition was open to the public through April 15, 2022. Staff noted the "Spring Collection" exhibition by the Artist Fund at Festival of Arts would be installed at City Hall on April 16, 2022.
- 5) **Public Communications:** None.
- 6) Items for Discussion and Action:
  - A) **2022 World Music** – Staff McGregor presented the proposed schedule for the spring 2022 World Music concert series. A motion was made approve the schedule and performers as presented. M/S Kollenda/Chauvel. Yeas: Ballard, Chauvel, Ervin, Kollenda, Schwerner, Wood. Noes: None.
  - B) **Arts Marketing Workshop** – Staff McGregor presented Americans for the Arts' proposal to produce a marketing workshop and recommended presenters J.A. Medcalf or Shari Flores. Staff recommended holding the workshop the week of April 25, 2022. Pat Kollenda suggested the workshop be held in early May 2022 to allow for promotion of the event. Suzi Chauvel asked if an in-person workshop was possible. Staff noted that questionnaire feedback indicated a preference for online digital workshops. A motion was made to approve the proposal to produce a marketing workshop with presenter J. A. Medcalf in May 2022 at a cost of \$1,250 allocated from the Digital Research Marketing budget. M/S Ballard/Chauvel. Yeas: Ballard, Chauvel, Ervin, Kollenda, Schwerner, Wood. Noes: None.

**C) Arts and Economic Prosperity Report 6** – Staff Poeschl provided an update of the program and process of survey collection. Staff noted that collection of surveys would begin on May 1, 2022. Staff noted resident Kevin Ware had volunteered to help collect surveys for the City. Staff noted that 800 surveys would need to be collected. Staff noted being in contact with local organizations regarding participation.

**D) Public Art Restoration** – Staff Poeschl provided an update on public art maintenance projects undertaken by the City since July 2021. Staff noted planned projects including: 1) Closure of areas around the Heisler Park Amphitheater for restoration of works by Scott and Naomi Schoenherr; 2) Installation of a mowing strip around “Semper Memento” to prevent damage to the base of the sculpture; 3) Relocation, replication or removal of tile mural “Water Wall” at the Anita Street beach access to accommodate the construction of a new Water Quality lift station; and 4) Possible relocation of “Canyon Chess & Checkers” by Marlo Bartels. Staff noted that the temporary installation “Call to Action” by artist Jeffrey Skarvan had been vandalized for a second time and repair or possible removal of the work would need to be discussed with the artist.

7) Adjourned at 5:47 p.m.

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

MEMORANDUM

**DATE:** April 20, 2022  
**TO:** Arts Commission  
**FROM:** Siân Poeschl, Arts Manager  
**SUBJECT:** 2022-2023 Arts Commission Special Programs Budget (Item A)

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The estimated revenue available in the Arts Commission Special Programs budget of the Laguna Beach Tourism Marketing District is \$276,600 an increase of \$74,600 from the previous financial year. In 2021-22, a number of programs were either reduced or in some cases eliminated and the proposed budget reflects pre-COVID level of programming. This includes Music in the Park, Sunset Serenades, World Music, Banners, and Palettes.

The budget also reflects new programming such as Circus Bella in addition to a public art brochure last updated in 2015. The detailed program budget also indicates programming that is not funded which could be allocated from savings during the budget process.

Staff recommends the Arts Commission discuss and approve the recommended budget with revisions.

**Laguna Beach Marketing Tourism District**  
**2022-2023 Arts Commission Special Programs Budget**

<b>Program</b>	<b>2021-22</b>	<b>Proposed 2022-23</b>
Banner and Palette Programs	18,675	32,400
City Hall Exhibition	9,500	10,200
Cultural Publications	11,000	21,000
Cultural Facilities	20,000	0
Performances	50,000	120,000
Restoration of Public Art	25,000	25,000
Rotating (Temporary Sculpture)	62,825	62,500
Digital Research and Marketing	5,000	5,500
<b>TOTAL</b>	<b>202,000</b>	<b>276,600</b>

## Budget Program Detail

2022-2023

Account Number 112-51-5151

2810	<b>Banner and Palette Competition</b>				<b>SUB-TOTAL</b>
	Banner Artist honorarium \$4,000 (x 4)	16,000			
	Banner material	5,000			
	Palette Artist Honorarium \$700 (X4)	2,800			
	Palette material	2,800			
	Banner Cleaning	3,000			
	Banner repair	2,000			
	Banner brackets \$200 (with tax & shipping)	800			
	Palette brackets				
	<b>TOTAL</b>	<b>32,400</b>	<b>32,400</b>	<b>32,400</b>	
2811	<b>City Hall Exhibitions</b>				
	Art That's Small Honorariums	1,150			
	Juried Fine Art Honorariums	2,100			
	NEW EXHIBIT Honorariums	2,100			
	Receptions for exhibits	600			
	Painting City Hall walls	3,000			
	Children's Palette materials	150			
	Ads and Marketing	1,100			
	<b>TOTAL</b>	<b>10,200</b>	<b>10,200</b>	<b>10,200</b>	
2812	<b>Cultural Arts Publications</b>				
	Public Art Brochure photography	2,000			
	Public Art Brochure text	3,500			
	Digital Brochure	5,000			
	Printed Brochure	10,000			
	Year End report	500			
	<b>TOTAL</b>		<b>21,000</b>	<b>21,000</b>	
2813	<b>Cultural Arts Facilities</b>		0		
2816	<b>Digital Research and Marketing</b>				
	Robly Digital Newsletter	500			
	Arts Marketing Workshops	5,000			
	<b>TOTAL</b>		<b>5,500</b>	<b>5,500</b>	
2829	<b>Laguna Beach Poet Laureate</b>		0		

2816	<b>Digital Research and Marketing</b>				
		Robly Digital Newsletter	500		
		Arts Marketing Workshops	5,000		
		<b>TOTAL</b>		5,500	5,500
2829	<b>Laguna Beach Poet Laureate</b>		0		
2815	<b>Performances</b>	<b>Music in the Park (July/August 2022)</b>			
		Audio \$1,500 x 7	10,500		
		Perfromers \$3,000	21,000		
		Talent and Booking \$250 x 7	1,750		
		Signage and banner	500		
				33,750	
		<b>Sunset Serenades (September 2022)</b>			
		Audio \$800 x 4	3,200		
		Music license (BMI etc)	800		
		Performers \$1,200 x 4	4,800		
		Talent and booking \$250 x 4	1,000		
				9,800	
		<b>Sunset Serenades (May 2023)</b>			
		Audio \$800 x 4	3,200		
		Perfromers \$1,200 x 4	4,800		
		Talent and booking \$250 x 4	1,000		
				9,000	
		<b>World Music (June 2023)</b>			
		Audio \$900 x 3	2,700		
		Performers \$2,000 x 3	6,000		
		Talent and booking \$250 x 3	750		
				9,450	
		<b>Circus Bella (June 2023)</b>	25,000		
				25,000	
		<b>Puppet Show (2023)</b>	1,750	1,750	
		<b>Promenade on Forest</b>			
		125 perfromances dark Jan/Feb	31,250		
				31,250	
		<b>Additional Requests (Not Funded)</b>			
		Laguna Beach Fringe Festival	25,000	25,000	
		<b>TOTAL</b>			120,000
2823	<b>Professional Speakers Series</b>		0		
2818	<b>Restoration of Public Art</b>	<b>Annual Maintenance</b>	25,000	25,000	
		<b>Additional requests (Not funded)</b>			
		"Third Reef" Brooks Street Mural	24,500		
		"Semper Momento" Heisler Park	10,000		
		Relocate "Chess and Checkers	15,000		
		"Contunual Rotation" DG replacement	11,000	60,500	
		<b>TOTAL</b>			25,000
2819	<b>Rotating Sculpture (Temporary Installations)</b>	City Hall/Heisler Park	57,500		
		Promenade on Forest	5,000		
		<b>TOTAL</b>			62,500
		<b>TOTAL \$276,600</b>			

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

**To:** Arts Commission  
**From:** Mike McGregor, Arts Program Coordinator  
**Agenda Item:** B  
**Title:** 2022 City Hall Exhibition Competition  
**Location:** City Hall, 505 Forest Avenue

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**Overview**

The City of Laguna Beach's Council Chamber Banner Competition is an opportunity for local artists to design and create interior single-sided banners which are displayed temporarily in the City Council Chambers at Laguna Beach City Hall, 505 Forest Avenue. The competition is held approximately every 4 years. The most recent Council Chamber banners designs were created in 2018.

**Summary of the Matter**

To celebrate the 40<sup>th</sup> anniversary of the annual Banner Competition, staff is recommending holding a Council Chamber Banner competition in 2022. The Arts Commission has budget and material for up to four (4) banners to be created. New Council Chamber Banners will provide an additional public arts opportunity for local artists. Designs will be accepted via online submission to SlideRoom. The guidelines have been updated for 2022 and reflect the scheduled dates for the competition.

**Recommendation:**

It is recommended that the Arts Commission approve the schedule and guidelines as presented.

Attached: 2022 Council Chamber Banner Guidelines



# Council Chamber Banner Competition

## Description

The City of Laguna Beach Banner Competition is a project of the Arts Commission. Artists are provided with banner material on which to paint original artwork. The completed banners are displayed in the City of Laguna Beach Council Chambers.

## Eligibility

Open to residents of Laguna Beach ages 18 and older. Proof of residency required.

## Entry Requirements

Please submit a color design drawn to scale (15 in. x 4 ½ in.) of your banner. Designs should be hand-drawn or painted, demonstrating ability and familiarity with materials. Bright colors are suggested, and a community celebration theme encouraged. Religious symbols are discouraged. For judging purposes please do not sign the front of your submitted design. Artists may submit a maximum of two (2) designs.

Selected artists are provided with a vertical 10 ft x 3 ft. banner. Actual banners may vary slightly in size. Allow a variance of 10% in your design. Banners must be painted on one side using acrylic paint. Artist signature and date should be placed in the lower right corner.

## Deadlines and Important Dates

June 5, 2022	Prospective designs must submitted to <a href="https://lagunabeachcity.slideroom.com">https://lagunabeachcity.slideroom.com</a>
June 13, 2022	Arts Commission will review and select the designs.
July 18, 2022	Completed banners must be delivered to City Hall.
July 26, 2022	Winners will be recognized at the City Council meeting.

## Jurying Process

The seven members of the City of Laguna Beach Arts Commission review designs anonymously for creativity and visual impact. Commissioners vote by ballot, which are tallied, and up to four (4) designs are selected by a majority motion.

## Compensation / Award

Completed banners will be awarded an \$900 honorarium. The completed banner and designs become property of the City of Laguna Beach and will be displayed when and where the City desires.

## Contact

Michael McGregor, Arts Program Coordinator: (949) 497-0743; [mmcgregor@lagunabeachcity.net](mailto:mmcgregor@lagunabeachcity.net)



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

**To:** Arts Commission  
**From:** Mike McGregor, Arts Program Coordinator  
**Agenda Item:** C  
**Title:** 2022 City Hall Themed Art Exhibition  
**Location:** City Hall, 505 Forest Avenue

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**Overview**

The first-floor hallways of Laguna Beach City Hall serve as an exhibition space for City-hosted fine art competitions and exhibitions by local arts organizations. There is currently a vacancy in the exhibition schedule from July 1 to July 29, 2022.

**Summary of the Matter**

Staff is recommending holding a themed fine art competition and exhibition for July 2022. Staff and the Exhibitions Subcommittee have discussed potential themes for the competition and are recommending the theme of “Environmental Awareness,” encouraging the use of recycled and repurposed materials in artworks. The competition guidelines indicate the scheduled dates for entry deadline, exhibition and return of artwork. Accepted artwork will be received outside in front of City Hall. Awards announcement will be made online.

**Recommendation**

It is recommended that the Arts Commission approve the guidelines as presented and recommend potential jurors for the exhibition.

Attached: 2022 Themed Art Exhibition Guidelines



City of Laguna Beach

# 2022 Themed Art Exhibition

City Hall, 505 Forest Avenue, Laguna Beach

## Honorarium:

1st Place \$600; 2nd Place \$300; and 3rd Place \$150

**Eligibility:** Open to all Orange County artists 18 years of age or older. Work must be original and executed within the past two (2) years. Work must not have been previously exhibited at City Hall. Entry in this exhibit establishes an agreement on the part of the artist to all conditions listed in the prospectus. City employees, including those compensated for City Council, Board or Commission positions, are not eligible to apply.

**Theme:** Environmental Awareness- Along with being a destination for arts and culture, the City of Laguna Beach strives to serve as a bastion for the preservation of nature and wildlife. Submitted works should emphasize the importance of natural environment and its protection. Meaningful use of repurposed materials is highly encouraged.

**Media:** Open to all media. Artworks must hang on wall and may not measure more than 36" x 36" including frame or 4" in depth.

**Entry Fee:** A non-refundable entry fee of \$15 for up to three (3) entries.

## Important Dates:

June 5, 2022	Deadline to submit images to <a href="https://lagunabeachcity.slideroom.com">https://lagunabeachcity.slideroom.com</a>
June 13, 2022	Selection notification e-mailed to all entrants.
July 1, 2022	Deliver selected artwork to City Hall between <b>9:00 and 11:00 a.m.</b>
July 29, 2022	Artwork pick-up between <b>9:00 and 11:00 a.m.</b>

**Exhibition Dates:** July 5 – July 28, 2022

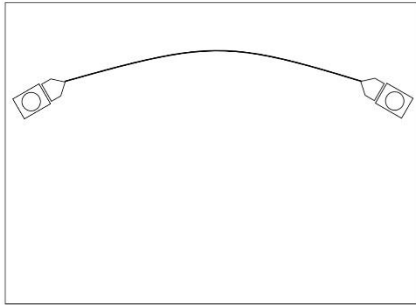
**Entry Procedures:** Submit up to three (3) pieces by registering and uploading images at <https://lagunabeachcity.slideroom.com>. Payments made on a secure server with any major credit card.

**Condition of Entries:** All work must be completely dry, framed, wired and ready for hanging, or otherwise suitably prepared for exhibition. Sawtooth hangers will not be accepted (see hanging guidelines.) The City of Laguna Beach Cultural Arts Department, Arts Commission and appointed exhibition juror(s) retain the right to reject any submissions that do not fit the guidelines and/or the spirit of the exhibition or that may be deemed inappropriate.

**Contact:** Michael McGregor, Arts Program Coordinator, [mmcgregor@lagunabeachcity.net](mailto:mmcgregor@lagunabeachcity.net)

# Artwork Hanging Guidelines

Wire



D-Ring



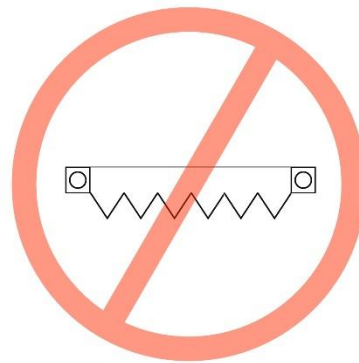
(back of artwork)

- Properly wired hanging method is preferred
- D Ring hangers are acceptable but discouraged

\*Please be sure to leave enough space above all hardware for hanging hooks

**DO NOT use sawtooth hangers**

Thank you!



## MEMORANDUM

**DATE:** April 20, 2022  
**TO:** Arts Commission  
**FROM:** Siân Poeschl, Arts Manager  
**SUBJECT:** Temporary Painted Magic Carpet Mural Competition (Item D)

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The performance deck at the Promenade on Forest is used for live performances on Friday, Saturday, and Sunday evenings. During the rest of the time, it remains empty. When the Forest Avenue was transformed as a pedestrian Promenade, the Art Commission approved a mural down the center of the road which was well received. The mural was a temporary installation and was removed. Staff is recommending the stage be utilized as a location for a temporary mural that would activate the site when not in use.

Staff has prepared the following guidelines and the competition would run concurrently with the City Council Chamber Banners. The deck measures approximately 12' by 8' and is a physically challenging installation. The Arts Commission currently awards \$3,000 for a painted summer banner (\$46.85 per foot) and staff is recommending this opportunity have an honorarium of \$5,000 (\$52.08 per foot.) In essence, this increase per foot allows \$500 for the to the on-site install. Staff has included the \$5,000 in the 2022-23 Arts Commission Special Programs budget of the Laguna Beach Tourism Marketing District.

Staff is recommending the Arts Commission approves the competition guidelines and budget.



# Temporary Painted Magic Carpet Mural At the Stage at the Promenade on Forest



## Description

In 2020, Forest Avenue was transformed into a pedestrian promenade with outdoor dining and entertainment. This area, in the heart of the Downtown and is a retail area with numerous restaurants and boutique businesses located in close proximity to Main Beach. The stage is utilized for live music performances on Friday, Saturday, and Sunday evenings.

The City of Laguna Beach Temporary Painted Magic Carpet Mural is a project of the Arts Commission. Artists are provided with a wooden deck approximately 12' by 8' on which to paint original artwork. The completed magic carpet mural is temporary and will be displayed for up to a year or based on condition.

## Eligibility

Open to Orange County, CA residents, 18 years of age or older. Employees, Council members, Board members and Commissioners of the City of Laguna Beach are not eligible to apply.

## Application Requirements

Artists may submit ONE design as part of the following required materials:

- A color design- The proposed design should be bold, graphic with bright colors and the design should be engaging when the stage is not in use. Designs should be hand drawn or painted.
- Professional resume (maximum 2 pages)
- 3 images of previous related artwork showing artists ability to complete large-scale work.
- Completed application form must be mounted to the back of the design.

**Dates and Deadlines**

June 5, 2022      Prospective designs must be submitted to <https://lagunabeachcity.slideroom.com>  
June 13, 2022      Arts Commission will review and select the designs.  
August 15, 2022      Completed installation on the stage.

**Jurying Process**

The seven members of the City of Laguna Beach Arts Commission review designs anonymously for creativity and visual impact. Commissioners vote by ballot, which are tallied, and up to four (4) designs are selected by a majority motion.

**Compensation / Award**

The selected artist will be awarded an \$5,000 honorarium. The completed temporary installation and the design becomes the property of the City of Laguna Beach and will be displayed for up to a year or based on condition.

**Contact**

Michael McGregor, Arts Program Coordinator: (949) 497-0743; [mmcgregor@lagunabeachcity.net](mailto:mmcgregor@lagunabeachcity.net)