



ARTS COMMISSION

Monday, October 10, 2022

Council Chambers

505 Forest Avenue, Laguna Beach, CA 92651

5:00 P.M.

- AGENDA -

- 1) Call to Order
- 2) Approval of Minutes
- 3) Chair's Announcements (Wood)
- 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. **224 Forest Avenue (Bushard's Pharmacy)** – Discuss and approve a temporary mural installation titled "Lovely Day" by artist Andy Davis. (Commissioner: Ballard, Staff: Poeschl)
 - B. **2023 – 2026 Banner Competition** – Discuss and approve competition guidelines for 2023 through 2026. (Commissioner: Wood, Staff: McGregor/Bichler)
 - C. **Red Phone Booth Temporary Art Installation** – Discuss and approve competition guidelines. (Commissioner: Ballard, Staff: McGregor/Bichler)
 - D. **2022 Holiday Palette Competition** – Review submissions and select up to four designs. (Commissioner: Wood, Staff: McGregor/Bichler)
 - E. **2023/24 Cultural Arts Funding Grant** – Discuss and approve the grant application guidelines for 2023/24. (Commissioner: Ervin, Staff: Poeschl)
 - F. **Mini Banner Competition** – Discuss and approve the competition guidelines and budget for smaller artist painted banners. (Commissioner: Wood, Staff: McGregor.)
- 7) Adjournment

Pursuant to the Americans with Disabilities Act, persons with a disability who require a disability-related modification or accommodation 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. 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 October 11, 2022



LAGUNA BEACH ARTS COMMISSION

Regular Meeting

Monday, September 26, 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, Laura Ford, Pat Kollenda, Adam Schwerner, and Karen Wood.

STAFF: Sian Poeschl, Cultural Arts Manager; Michael McGregor, Arts Program Coordinator; and Jamie Bichler, Public Art Coordinator.

- 1) Karen Wood called the meeting to order at 5:00 p.m.
- 2) Minutes of the September 12, 2022, meeting were approved as presented. M/S Kollenda/Schwerner. Commissioners Ballard and Wood abstained from voting due to previous absence.
- 3) **Chair's Announcements:** Karen Wood welcomed new Public Art Coordinator Jamie Bichler. The Artist Review Panel recently approved two applications for an artist occupancy permit. Ms. Wood commended the Sunset Serenades and Artist in Residence concerts.
- 4) **Commissioner and Staff Communications:** Commissioners Chauvel and Ervin commended the Artist in Residence concert on September 24, 2022. Commissioners Ervin, Kollenda, and Schwerner commended Pacific Opera Project's Sunset Serenades performance on September 23, 2022. Staff Poeschl introduced Public Art Coordinator Jamie Bichler. Staff Bichler greeted the Commission and introduced herself. Staff McGregor noted the success of the Artist in Residence and Sunset Serenades concerts and invited Commissioners to attend the season finale concert featuring Jason Feddy on September 30, 2022, at 5:30 p.m. at the Heisler Park. Staff McGregor noted the deadline of October 3, 2022, to submit designs for the Holiday Palette Competition. Staff McGregor noted the Juried Fine Art exhibition at City Hall was installed and open to the public through November 17, 2022, and invited the Commission to attend the artist reception and awards ceremony on November 3, 2022, at 6:00 p.m.
- 5) **Public Communications:** None.
- 6) Items for Discussion and Action:
 - A) **"Art and Nature" Temporary Art Installation** – Staff Poeschl described the "Art and Nature" program, noted the locations for the 2022 installations proposed by the Laguna Art Museum, and noted the reviews conducted by the City's Cultural Arts, Marine Safety, Police, Fire, and Community Development departments. Staff noted public safety concerns with possible headlight reflections at site at Main Beach Park, the Marine Safety recommendation to adjust artwork to avoid locations under a cliff, and concern for liability to the City with the site on the cliff at Monument Point. Staff noted the Museum would provide personnel to accompany each piece, the piece at Main Beach would remain in place for the duration of the exhibition, and the other pieces would be installed daily during museum hours. Staff introduced Julie Perlin Lee, Executive Director of the Laguna Art Museum, and artist Kelly Berg.

Ms. Perlin Lee described the entire program and provided Kelly Berg's artistic background. Ms. Berg presented her proposed installations.

Pat Kollenda recommended the gazebo as a thematically fitting alternative to the site at Monument Point. Suzi Chauvel and Michael Ervin noted concerns about the demur scale of each piece. Adam Schwerner noted the issue of City liability with the installation at Monument Point with having to cross a safety handrail and retaining wall. Staff Poeschl noted the location of site at Monument Point conflicts with the artist's concept of the public being able to interact with and move around the work.

Mr. Schwerner asked if the Museum could provide an alternative site for installation at Monument Point. Ms. Perlin Lee affirmed it was possible, but suggested safety harnesses for the installers instead. Ms. Berg suggested an alternative site near Picnic Cove.

A motion was made to approve the proposed installations and sites except for the site at Monument Point and directed staff to obtain departmental approvals for an alternative site once provided by the Laguna Art Museum. M/S Kollenda/Schwerner. Yeas: Ballard, Chauvel, Ervin, Ford, Kollenda, Schwerner, Wood. Noes: None.

B) Youth Art Advisory Board – Staff McGregor described the Youth Art Advisory Board program and noted four applications were received. Staff Poeschl noted the Board would meet with subcommittees to provide input. A motion was made to appoint Ella Berberian, Emma Purdy, Ava Roop, and Agata Shamis to the Youth Art Advisory Board for the term of October 2022 through May 2023. M/S Schwerner/Kollenda. Yeas: Ballard, Chauvel, Ervin, Ford, Kollenda, Schwerner, Wood. Noes: None.

C) Art That's Small at City Hall - Staff McGregor presented the program guidelines, entry form, and dates for 2023 through 2025. A motion was made to approve the guidelines and dates through 2025 as presented. M/S Kollenda/Ervin. Yeas: Ballard, Chauvel, Ervin, Ford, Kollenda, Schwerner, Wood. Noes: None.

7) Adjourned at 5:53 p.m.

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

MEMORANDUM

DATE: September 30, 2022

TO: Arts Commission

FROM: Siân Poeschl, Arts Manager

SUBJECT: 224 Forest Avenue (Bushard's Pharmacy) Temporary Mural Installation (Item 7A)

An application has been received from the proprietor and owner of Bushard's Pharmacy, located at 224 Forest Avenue to install a mural on an existing wall at the rear of their property facing Forest Lane. The mural, titled "Lovely Day" will measure 19.5' in height by 13.5' in width and be painted with acrylics. Due to the nature of the materials the mural would be considered a temporary installation for an exhibition period of up to five years or based on condition. This is consistent with a similar approval made by the Arts Commission for a mural on Glenneyre. In proximity to the proposed mural is a City owned mural, "Little Treasures", neither installation would affect viewing of the other.



Existing site conditions.

The Public Art Sub-Committee, consisting of Commissioners Donna Ballard, Suzi Chauvel and Adam Schwerner have reviewed the application and is recommending approval of the mural installation for an exhibition period of up to five years or based on condition, this exhibition period can be extended through a request of the Commission.

If approved, Staff will prepare a memorandum to the City Council and Planning Commission on behalf of the City Manager. Upon review, members of the City Council or Planning Commission have 10 days in which to appeal the Arts Commission decision. If appealed the application would be reviewed by the Planning Commission.

Attachment: Municipal Code Chapter 25.54,
224 Forest Avenue (Bushard's Pharmacy) Application

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)), 2002).

(B)

City of Laguna Beach

ARTS COMMISSION APPLICATION

Name: Bushard's Pharmacy/Marisa Fader

Address: 244 Forest Ave Laguna Beach CA 92651

Phone / Fax: 949 494 1059

Date: 09/02/2022 Contact person: Marisa Fader

Art in Public Places – required by the Municipal Code

Property Information:

Location: 244 Forest Ave Laguna Beach CA 92651

Property owner: Bushard Building Inc/Sheila Bushard Jamison

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

Dimension of site: 19.5' x 13.5'

Dimension of proposed art work: same

Estimated cost: _____

Maintained by: Bushard Building Inc

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

Signature: Marisa Fader

For Cultural Arts Department Use

Date received: _____ Arts Commission agenda date: _____

Application # _____

Date _____



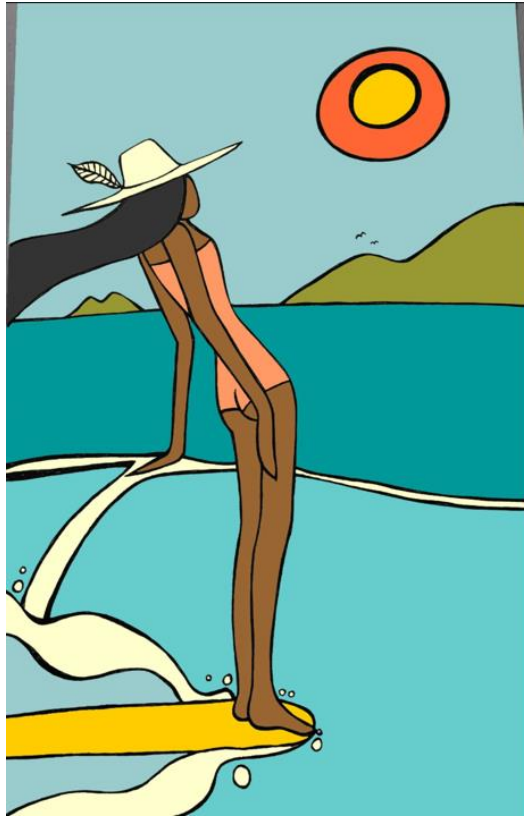
19ft 9in H

13ft W

Bushard's PH

Locally Owned
Locally Loved





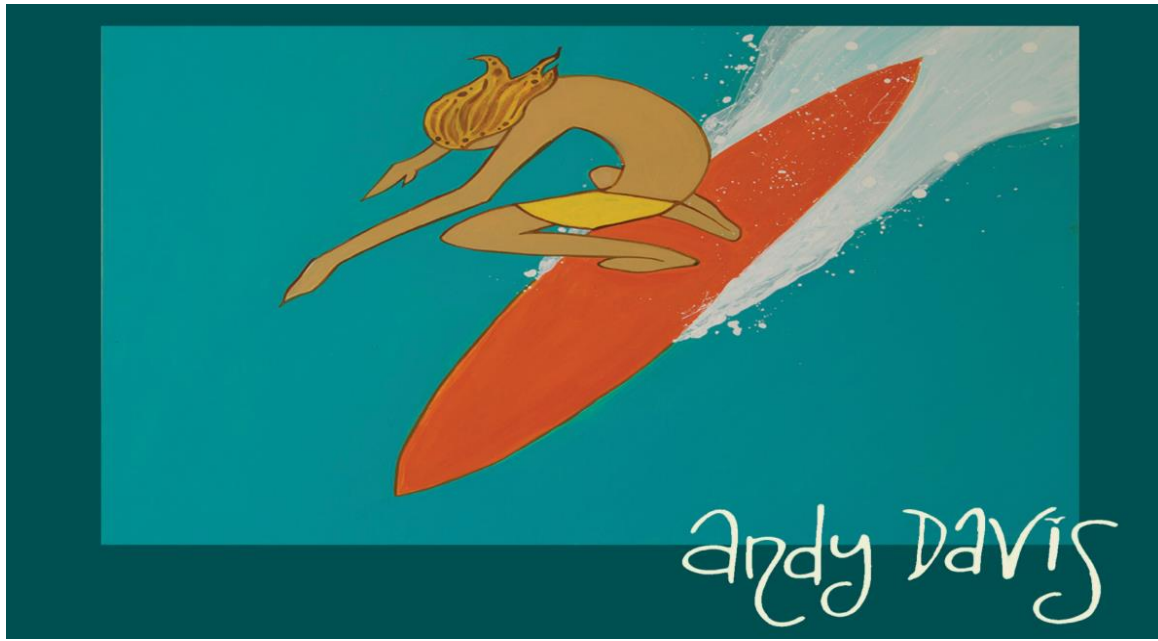
City of Laguna Beach – ARTS COMMISSION APPLICATION

ANDY DAVIS – MURAL

9/14/22

Project Address: 244 Forest Ave, Laguna Beach

- 1) Professional Artist Resume: see attached (2 pgs)
- 2) Artwork Title: "LOVELY DAY"
- 3) Artist Statement: This mural represents all of the female surfers who bring so much joy to the art of surfing, especially in and around the pristine coves and shores of Laguna Beach.
- 4) Images of previous related art work: see attached
- 5) Drawings with identified scale (on 11" x 17"): see attached
- 6) Detail drawings: see drawing of mural, same as above
- 7) Installation drawings: same as above
- 8) Lighting plan: n/a
- 9) List of proposed materials to be used: Acrylic Paints
- 10) Samples of materials: see above
- 11) Description of maintenance requirements: Maintenance upkept by Bushard Building Inc.
- 12) 11" x 17" color rendering of mural: see drawing of mural, same as above



Dubbed the “best surf artist of our generation,” Andy grew up watching the action sports industry bubble up in neighborhoods around him. Always daydreaming and drawing, he was obsessed with Southern California surf culture. He spent afternoons skateboarding around the Vans Shoe Company and talking surf history with friends. His authentic passion for surfing began to take shape in his colorful art...a fresh way to look at the energy of surfing while paying homage to classic surf iconography of the past.

His legendary surf artwork has been shown in galleries in all corners of the world.



CLIENTS

ABC Studios, Red Band Society

Netflix

Billabong

Vans

Patagonia

Surfer Magazine

Captain Fin

Heavenly Restaurant

Jack Coleman

YouTube channel Network A

Surfy Surfy

Allah Las

Surfrider Foundation

Thomas Campbell films (The Seedling, Sprout, The Present)

Josh Hall Surfboards

Northface

Nalu Magazine

Amsterdam Wetsuits

Sanuk Sandals

On The Board magazine

Blue magazine

Joel Tudor Surfboards

Roxy

Gap

RVCA

Sima

Thalia Surf Shop

Mollusk Surf Shop

2K by Gingham

Beams, Japan

Material Clothing

Kane Garden Surfboards

The Tyde

Swami's Japan

Coral Surf Shop, Japan

California Surf Shop, Japan

Hawaiian South Shore Surf Shop

Sandy's restaurant

Steel Pier Classic

Surfers Supplies



ANDY DAVIS – MURAL

9/14/22

Project Address: 244 Forest Ave, Laguna Beach

ANDY DAVIS MURAL ART – THREE PROJECTS

9/14/22

Project Address: 244 Forest Ave, Laguna Beach



ONE PASEO LIFESTYLE CENTER

DEL MAR, CA



BIRKENSTOCK STORE

VENICE BEACH, CA



SUN BUM CORPORATE HQ

ENCINTAS, CA

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

To: Arts Commission
From: Jamie Bichler, Public Arts Coordinator
Meeting Date: October 10, 2022
Agenda Item: B
Title: 2023-2026 Banner Competition
Location: City Hall, 505 Forest Avenue

Overview

The City of Laguna Beach’s annual Banner Competition was established in 1982. The hand-painted banners are created by local artists and are displayed citywide from light poles during the summer season. The deadline to submit banner designs, which celebrate our summer season and our culture, is March 6, 2023.

Summary of the Matter

The competition guidelines have been updated for 2023 and reflect the scheduled dates for the competition. Arts Program Coordinator, Michael McGregor and Public Arts Coordinator, Jamie Bichler will work with the Banner Competition subcommittee to review submissions and make recommendations prior to the Arts Commission selection on March 13, 2023. The Arts Commission has budgeted for the selection of up to four (4) designs to be made into banners in addition to having previously approved the increase in the artist honorarium from \$3,000 to \$4,000.

Recommendation:

It is recommended that the Arts Commission approve the guidelines as presented for 2023-2026 or revised as necessary.

March 6, 2023	Prospective designs and application materials must be delivered by 5:30 p.m. to: Cultural Arts Department, City Hall, 505 Forest Avenue, Laguna Beach, CA
March 13, 2023	Arts Commission will review and select the designs.
May 5, 2023	Completed banners returned to the Cultural Arts Department by 10 a.m.
March 4, 2024	Prospective designs and application materials must be delivered by 5:30 p.m. to: Cultural Arts Department, City Hall, 505 Forest Avenue, Laguna Beach, CA
March 11, 2024	Arts Commission will review and select the designs.
May 3, 2024	Completed banners returned to the Cultural Arts Department by 10 a.m.
March 3, 2025	Prospective designs and application materials must be delivered by 5:30 p.m. to: Cultural Arts Department, City Hall, 505 Forest Avenue, Laguna Beach, CA
March 10, 2025	Arts Commission will review and select the designs.
May 2, 2025	Completed banners returned to the Cultural Arts Department by 10 a.m.
March 2, 2026	Prospective designs and application materials must be delivered by 5:30 p.m. to: Cultural Arts Department, City Hall, 505 Forest Avenue, Laguna Beach, CA
March 9, 2026	Arts Commission will review and select the designs.
May 1, 2026	Completed banners returned to the Cultural Arts Department by 10 a.m.



2023 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 on lampposts throughout the city of Laguna Beach during June, July and August and celebrate the summer season. The completed banners are temporary and will be displayed when and where the City desires for up to 7 years 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 drawn to scale (4 x 16 inches)- Bright colors are suggested. Religious symbols are discouraged. The banner is painted on both sides; if your design is not a mirror image please submit the design for both front and back. **Do not sign your submitted design.** 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

- | | |
|----------------|---|
| March 6, 2023 | Prospective designs and application materials must be delivered by 5:30 p.m. to: Cultural Arts Department, City Hall, 505 Forest Avenue, Laguna Beach, CA or jbichler@lagunabeachcity.net |
| March 13, 2023 | Arts Commission will review and select the designs. |
| May 5, 2023 | Completed banners returned to the Cultural Arts Department by 10 a.m. |

Honorarium

\$4,000 will be awarded for all completed banners selected.

Info: Jamie Bichler, Public Arts Coordinator | (949) 464-6681 | jbichler@lagunabeachcity.net



2023 Banner Competition

APPLICATION FORM

(Please print clearly)

NAME: _____

ADDRESS: _____

TELEPHONE: _____

EMAIL: _____

DESIGN TITLE: _____

IDENTIFY PAINTS/MATERIALS: _____

I, the undersigned, agree to all conditions and eligibility requirements of the 2023 Banner Competition. Permission is granted to the City of Laguna Beach to use images of my artwork for publicity purposes.

Signed: _____

Date: _____

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

To: Arts Commission
From: Jamie Bichler, Public Arts Coordinator
Meeting Date: October 10, 2022
Agenda Item: C
Title: Red Telephone Booth Temporary Art Installation
Location: Forest Avenue, Downtown

Overview

The City of Laguna Beach Red Telephone Booth is a project of the Arts Commission. The K-6 telephone booth is located on Forest Avenue in downtown Laguna Beach. The public telephone has been removed and the booth now serves as a location for temporary art installations selected via a call for artists juried by the Arts Commission. The purpose of the biennial competition is to add to the City's public art collection with high quality artwork.

Summary of the Matter

The current installation "Call to Action" by artist Jeffery Skarvan was installed in April of 2021 with a designated period of 24 months. The competition guidelines have been updated and reflect the scheduled dates for the upcoming competition.

Recommendation:

Staff recommends the artist honorarium be increased from \$5,000 to \$8,000. This reflects similar honorarium increases to programming such as the Banner Competition. This installation was not included in the approved budget for FYI 2022/2023 therefore will need approval from the Arts Commission to allocate the funds from the Special Programs Budget of the Laguna Beach Tourism Marketing District. In FYI 2021/2022 a carryover of \$8,000 in savings from the Cultural Arts Calendar is available. It is recommended that the Arts Commission approve the schedule, artist honorarium, funding, and guidelines as presented.

Attached: 2023 Red Telephone Booth Competition Guidelines



City of Laguna Beach
**Red Telephone Booth Temporary
Art Installation**
Forest Avenue, Laguna Beach

Request for Proposals
Deadline: Monday, January 9, 2023

Eligibility

Open to artists who are residents of Imperial, Los Angeles, Orange, Riverside, San Bernardino, Santa Barbara, San Diego, and Ventura counties. Employees, Council members, Board members and Commissioners of the City of Laguna Beach are not eligible to apply.

Honorarium
\$8,000

Location Description

The K-6 telephone booth is located on Forest Avenue near various commercial and retail spaces in downtown Laguna Beach. In 1935, architect Sir Giles Gilbert Scott created the telephone box which is an iconic image throughout the United Kingdom. Called K-6, the design was commissioned by the Post Office to commemorate the silver jubilee of King George V. Royal though its patronage may be, the telephone kiosk made technology available to everyone. Although once used as a telephone kiosk, the public telephone has been removed and the box is now serves as an installation site for temporary public art.

Project Description

The proposed proposal and design should be imaginative, whimsical, and colorful. Artist may incorporate a design or installation on the interior or exterior of the box. The box measures 3' x 3' x 8'4" and is permanently affixed to the sidewalk. The proposed artwork will be owned by the artist and, if designed for that purpose, returned to the artist at the conclusion of the exhibition period. Please note, there is no electricity available, so any lighting proposed must be solar.

Materials

Materials should be durable, safe, and appropriate to a public setting. The installation will be for a period of 24 months.

Laguna Beach Public Art Program

The City of Laguna Beach Red Telephone Booth is a project of the Arts Commission. The purpose of the biennial competition is to add to the City's public art collection with high quality artwork. It is the primary responsibility of the City of Laguna Beach Arts Commission to preserve and protect the collections under its management for the people of the City of Laguna Beach. Deaccessioning is the process by which the Arts Commission recommends to the City Council that an object be removed from the City's collection. The City shall deaccess works of art in its collection only in the

public interest and as a means of improving the quality of its collections. The selected design will be subject to City Council approval.

Selection Process

The seven members of the City of Laguna Beach Arts Commission will judge the entries. Judging of the winning design will be based on creativity and appropriateness for the location.

The City of Laguna Beach Arts Commission reserves the right, as its interest may appear, to reject any and/or all applications or proposals, to reject any finalist, to waive informalities in applications or proposals, or to terminate the selection process for any project without prior notice. The Arts Commission reserves the right to make selections for this project from the Arts Directory if insufficient applications are received, or to terminate the project at any time. Application to any project advertised by the City of Laguna Beach Arts Commission constitutes agreement with all applicable rules and guidelines.

Timeline

Monday, January 9, 2023	Deadline for receipt of design proposals.
Monday, January 23, 2023	Arts Commission review and select designs and/or finalists.
Tuesday, February 21, 2023	City Council approval.
Friday, June 16, 2023 (or prior)	Proposed completed installation date.

Application Delivery

Prospective design proposals and application materials must be submitted via <https://lagunabeachcity.slideroom.com/> by **12:00 p.m. on Monday, January 9, 2023.**

Application Presentation and Content

We encourage applicants to prepare materials before entering Slideroom to ensure ease of completion of all required documentation.

- Professional resume (maximum 2 pages)
- Proof of CA residency
- Color rendering at 1/10 scale (14.4" wide x 10" high). Artists may submit 1 (one) design.
- Artwork title and artist statement describing intent of design and/or theme
- 3 images of previous related artwork
- Completed application form must be mounted to the back of the design.

Information

Jamie Bichler, Public Arts Coordinator | (949) 464-6681 | jbichler@lagunabeachcity.net



City of Laguna Beach

Red Telephone Booth Temporary Art Installation

Forest Avenue, Laguna Beach

APPLICATION FORM

NAME: _____

ADDRESS: _____

TELEPHONE: _____

EMAIL: _____

DESIGN TITLE:

IDENTIFY PAINTS AND MATERIALS:

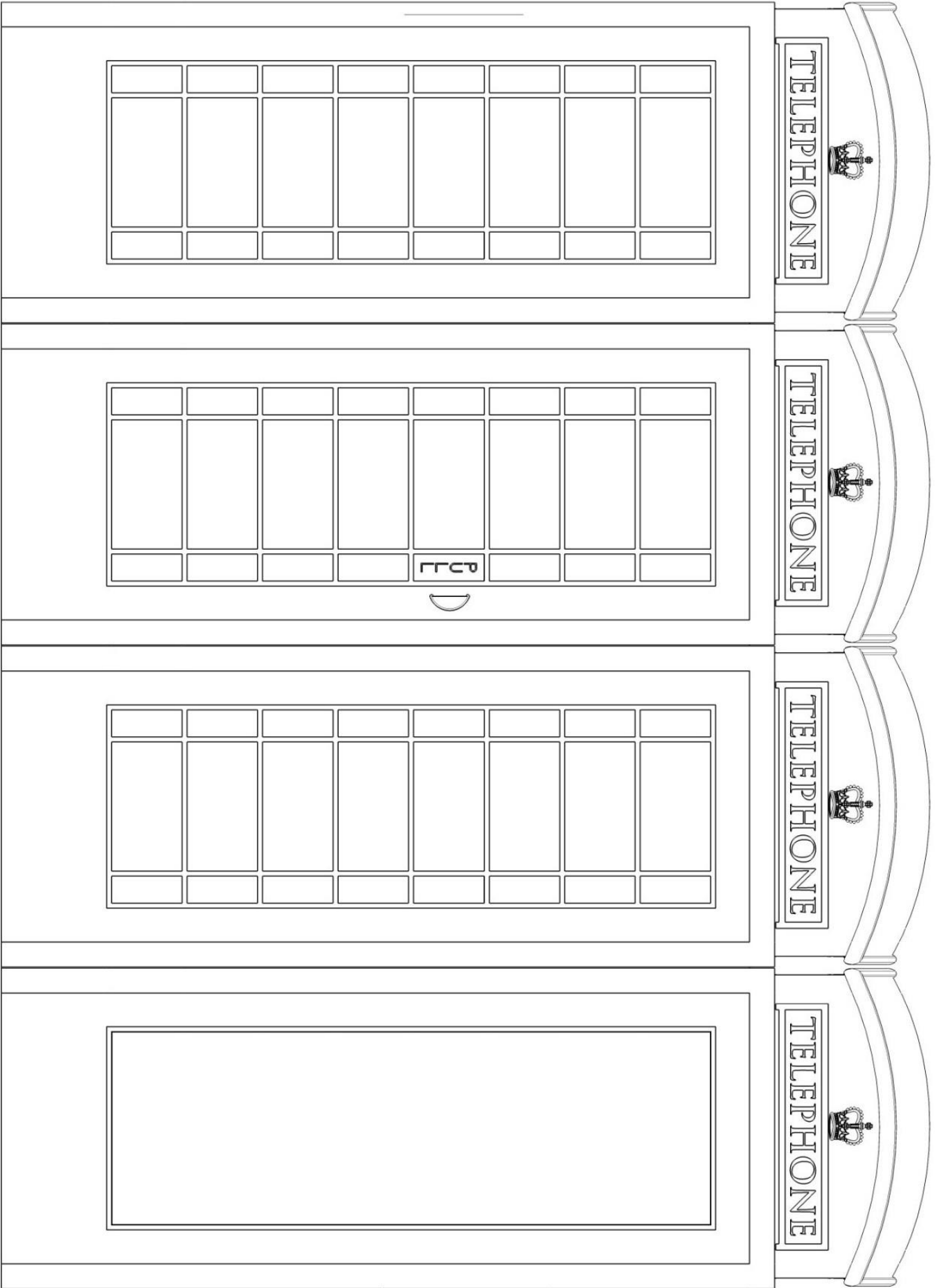
BRIEFLY DESCRIBE THE DESIGN/THEME AND ITS INTENT:

I, the undersigned, agree to all conditions and eligibility requirements of the Red Telephone Booth Art Installation. Permission is granted to the City of Laguna Beach to use images of my artwork for publicity purposes.

Signed: _____

Artist

Date: _____



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

To: Arts Commission
From: Jamie Bichler, Public Arts Coordinator
Meeting Date: October 10, 2022
Agenda Item: D
Title: Holiday Palette Competition
Location: Laguna Beach, CA

Overview

The Holiday Palette Competition is open to artists who reside, work, or exhibit in Laguna Beach and are 18 years and older. The painted original artworks adorn lampposts throughout the city during the winter holiday season. Design submissions for the competition were received until 5:30 p.m. on October 3, 2022. The Arts Commission has the materials and budget for the selection of up to four (4) designs. Completed palette designs become property of the City of Laguna Beach and are displayed when and where the City desires for up to 7 years or based on its condition.

Summary of the Matter

The Arts Commission has received 24 design submissions for the 2022 competition which can be viewed here:
<https://www.lagunabeachcity.net/home/showdocument?id=13049&t=638004848063982554>

The sub-committee has reviewed the submitted palette designs and may provide an oral recommendation. The Arts Commission will review the submitted designs and may select up to four (4) winning designs to be turned into full-scale 3' x 4' palettes. Selected works should be high quality, original designs. The Commission may decide not to select any submissions.



Cultural Arts Funding

Supporting the Arts in Laguna Beach

Deadline: Monday, February 6, 2023.

Edibility: 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.

Award Notification: July 1, 2023

Application forms are available online at www.lagunabeachcity.slideroom.com

Application Checklist

Please provide following materials. (These are submitted via Slideroom)

- Application cover sheet
- Application form
- Project Budget
- Certification Page

In addition, include:

- A list of current Board of Trustees or Directors.
- A list and brief biography of key staff and arts professionals involved in the project
- IRS letter stating tax-exempt 501 (c) (3) status.
- Financial statement for most current fiscal year.

In addition, include

- Support materials: reviews, articles, programs, brochures, letters, etc. (no more than three)
- Sample audio/visual support materials

City of Laguna Beach
Cultural Arts Funding Application
2023

Deadline: Monday, February 6, 2023

Please use font size 10 or larger.

\$ _____
Grant requested

\$ _____
Total Program Budget

Name of Organization: _____

Contact Person: _____ Title: _____

Address: _____

Phone: _____ Fax: _____

E-Mail: _____ Website: _____

Number of Paid Staff: _____ Number of Volunteer Staff _____

Geographic Area(s) Served: _____

Date Organization was established: _____

- Check which best describes your organization:
- | | |
|--------------------------------------|---|
| <input type="checkbox"/> Dance | <input type="checkbox"/> Literature |
| <input type="checkbox"/> Media Arts | <input type="checkbox"/> Multidisciplinary Arts |
| <input type="checkbox"/> Music | <input type="checkbox"/> Theatre |
| <input type="checkbox"/> Visual Arts | <input type="checkbox"/> Other _____ |

Provide a description of your organization in the space provided below.

City of Laguna Beach
Cultural Arts Funding Application
2023

Name of Organization: _____

1. **Describe the project for which you are seeking a grant in the space provided below.** Discuss its goals, your plan for carrying out the project, including a timeline, proposed venue, and projected audience. Please indicate how the money will be used by your organization to achieve the goals of the Laguna Beach Tourist Promotion District. (as indicated on page 2)

**City of Laguna Beach
Cultural Arts Funding Application
2023**

Name of Organization: _____

Project Budget

Project Income:

Contributed Income
Individual Contributions _____
Business/Corporate Contributions _____
City of Laguna Beach Request _____
Other Government Grants _____
Foundation Grants _____
Other: _____

Total of Contributed Income _____

Earned Income

Admission/Ticket Sales _____
Tuition _____
Contracted Services _____
Other: _____

Total Project Income _____

Project Expenses:

Administrative Staff _____
Artistic Staff _____
Program/Production/Exhibition Cost _____
Facility Rental _____
Artist Fees _____
Fees for Services _____
Promotion/Marketing Costs _____
Office Supplies and Materials _____
Other: _____

Total Project Expenses _____

Certification Page

Is your organization incorporated in California as a non-profit organization?

If "YES":

Date of incorporation as non-profit: _____ Federal Tax ID # _____

If "NO"

Name of sponsoring organization: _____

Its Federal Tax ID # _____

We certify that the information contained in this application, and its attachments, is true and correct to the best of our knowledge. We also hereby certify that our organization is in compliance with all State, Federal and Local Laws regarding licensing and employment practices.

Signature and title of the individual preparing the application form

AND _____
Signature and title of president or authorized officer

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

To: Arts Commission
From: Mike McGregor, Arts Program Coordinator
Agenda Item: F
Title: 2023 Mini Banner Competition
Location: City Hall, 505 Forest Avenue

Overview

The City of Laguna Beach’s annual Banner Competition was established in 1982. The hand-painted banners are created by local artists and are displayed citywide from light poles during the summer season. In addition to the full-scale 16’ x 4’ banners, smaller 4’ x 2’ banners are displayed from the light poles directly outside City Hall. The current small-scale banners in the collection were created by artists Kiki Davis and Max Presneill in 1998 and are showing significant wear.

Summary of the Matter

The competition guidelines reflect the scheduled dates for the competition which will run simultaneously to the normal Banner Competition. Cultural Arts staff will work with the Banner Competition subcommittee to review submissions and make recommendations prior to the Arts Commission selection on March 13, 2023.

The Arts Commission currently has \$22,000 in savings carried over from its Special Programs Budget, originally designated for the Professional Speaker Series.

Recommendation:

It is recommended that the Arts Commission approve the guidelines as presented and approve expenses and honorariums for the “Mini-Banner Competition” be allocated from the Special Programs Budget.

Attached: 2023 Mini-Banner Competition Guidelines & Application Form



2023 Mini-Banner Competition



Description

The City of Laguna Beach Mini-Banner Competition is a project of the Arts Commission. Selected artists are provided with banner material, measuring 4 ft. x 2 ft., on which to paint original artwork. The mini-banners are displayed on lampposts in front of Laguna Beach City Hall June, July and August and celebrate the summer season. The completed banners are temporary and may be displayed when and where the City desires for up to 7 years 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 drawn to 1:6 scale (4" x 8" inches)- Bright colors are suggested. Religious symbols are discouraged. The banner is painted on both sides; if your design is not a mirror image, please submit the design for both front and back. **Do not sign your submitted design.** Final banners will be hand painted by the selected artists, so submitted 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

- | | |
|----------------|---|
| March 6, 2023 | Prospective designs and application materials must be delivered by 5:30 p.m. to: Cultural Arts Department, City Hall, 505 Forest Avenue, Laguna Beach, CA or mmcgregor@lagunabeachcity.net |
| March 13, 2023 | Arts Commission will review and select the designs. |
| May 1, 2023 | Completed banners returned to the Cultural Arts Department by 10 a.m. |

Honorarium

An honorarium of **\$800** will be awarded to the selected artist(s) upon return of their completed banner.

Info: Michael McGregor, Arts Program Coordinator | (949) 497-0722 | mmcgregor@lagunabeachcity.net



2023 Mini-Banner Competition

APPLICATION FORM

(Please print clearly)

NAME: _____

ADDRESS: _____

TELEPHONE: _____

EMAIL: _____

DESIGN TITLE: _____

IDENTIFY PAINTS/MATERIALS: _____

I, the undersigned, agree to all conditions and eligibility requirements of the 2021 Banner Competition. Permission is granted to the City of Laguna Beach to use images of my artwork for publicity purposes.

Signed: _____

Date: _____

APPLICATION CHECKLIST:

- Completed application form
- Proposed color design drawn to 1:6 scale (4" x 8" inches)
- Professional resume
- Images of previous related work