



ARTS COMMISSION

Monday, March 13, 2023

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 - *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. **311 Ocean Avenue (Peppertree Parking Lot) Temporary Mural Installation** – Discuss and approve the installation of the mural “Beneath the Waves” by Sonny Behan by the PangeaSeed Foundation. (Commissioner: Ballard; Staff: Poeschl)
 - B. **2023 Banner Competition** – Discuss and select designs for the annual temporary banner exhibition. (Staff: Bichler)
 - C. **2023 Mini Banner Competition** - Discuss and select designs for temporary banner exhibition. (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
Director Transit and Community Services

Post through March 14, 2023



LAGUNA BEACH ARTS COMMISSION

Regular Meeting

Monday, February 27, 2023

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, and Karen Wood.
Council: Mayor Pro-Tem Sue Kempf
Staff: Sian Poeschl, Cultural Arts Manager, Michael McGregor, Arts Program Coordinator, and Jamie Bichler, Public Art Coordinator.

Absent: **Commissioner:** Adam Schwerner

- 1) Karen Wood called the meeting to order at 5:00 p.m.
- 2) Minutes of the February 13, 2023, meeting were approved as presented. M/S Kollenda/Ballard.
- 3) **Chair's Announcements:** Karen Wood
- 4) **Commissioner and Staff Communications:** Suzi Chauvel noted the Patriots' Day Parade would take place on March 4, 2023. Staff Bichler noted the temporary sculpture "Polymery" by artist Taylor Dean Harrison would be installed at City Hall lawn and the public was invited to the dedication on March 15, 2023, at 5:00 p.m. Staff Bichler noted the Cultural Arts Department was producing a promotional and instructional video for the Banner Competition program. Staff McGregor noted live music performances at the Promenade on Forest would resume on March 3, 2023. Staff McGregor noted the first-floor hallways of City Hall would be painted in preparation for the Art That's Small at City Hall exhibit installation on March 11, 2023. Staff Poeschl noted the mural at the Pepper Tree parking lot would be removed to make way for the "Sea Walls – Artists for Oceans" project, "Streamline Bench" by Gavin Heath and Larry Gill would be relocated to Ocean Avenue and Beach Street, and Temporary Use Permit applications were being submitted to approve locations for new temporary artworks.
- 5) **Cultural Arts Funding Grants:** Mike Tabuer presented on behalf of LOCA Arts Education and Karyn Phillippsen presented on behalf of Laguna Beach Sister Cities regarding how grant funds were spent.
- 6) **Public Communications:** None.
- 7) Items for Discussion and Action:
 - A) **Palette Deaccession** – Staff Bichler noted the subcommittee had reviewed the condition of the palette collection. Staff noted the City's deaccession process and that removed palettes would be offered back to their original artists or direct family members. A motion was made to deaccess and remove palettes by the following artists from the temporary collection: Therese Conte (2015), Shannon Sybirski (2014), Lynn Kubasek (2003), Keith Swecker (2002), Erika Lemmon (1999), CJ David (1997), Coleen Corbett (1996), Kathleen Hilton (1996), Ginger Pena (1996), Jan Sattler (1996), Lolita Williams (1996), Judy Hohl (1995), Rosemary Watson (1995), Antonio Arellanes (1991), Deloma Davis (1991), Liz Goclowski (1991), Frank Interlandi (1991), B. J. Samardzich (1991),

Edmund Ashby (1988), Lucille Martin (1988), Jack Dudley (1987), Mary Hurlbut (1987), Chris Gwaltney (1985), Michael Slaughter (1985), Ken Merrill (1984), Joyce Reardon (1984), Chris Stevens (1984), Marlo Bartels (1982), Helen Brisgaloff (1982), V Ushanoff (1982), Andy Wing (1982). M/S Kollenda/Ballard. Yeas: Ballard, Chauvel, Ervin, Ford, Kollenda, Wood. Noes: None.

B) Artist Occupancy Permit Review Process – Staff Poeschl noted that the Artist Review Panel members requested the review process be discussed by the Commission and amendments be made to streamline the process. Staff provided recommended revisions and noted the process for amending the Municipal Code. Staff noted more research would be required to recommend removal of the entire section from the Municipal Code.

8) Adjourned at 5:45 p.m.

cc: City Manager, City Clerk, Mayor Pro-Tem Kempf, Director of Transit and Community Services

MEMORANDUM

DATE: September 30, 2022
TO: Arts Commission
FROM: Siân Poeschl, Arts Manager
SUBJECT: 311 Ocean Avenue (Peppertree Parking Lot) Temporary Mural Installation (Item 7A)

Overview

An application has been received from the non-profit organization PangeaSeed Foundation to install a temporary mural by Sonny Bahan as part of its “Sea Walls: Artists for Oceans” project. The PangeaSeed Foundations mission is through culture and environmentalism to further the conversation of protecting our oceans. The mural would be installed on private property at 311 Ocean Avenue, over-looking the public use Peppertree Parking lot. The mural will replace an existing mural facilitated through Community Art Project which has been on exhibit for 22 years.

Summary of the Matter

Titled “Beneath the Waves” the mural will measure approximately 90’ in length by 12’ in height. The mural imagery depicts the Pacific Sea Nettle, a species of Jellyfish native to Southern California. The imagery sees the Sea Nettle transform from an invertebrate to a plastic bag, plastic being one of the greatest threats to the ocean’s health and biodiversity. The intent of the imagery is to encourage and celebrate the importance of protecting our valuable marine resources for future generations to enjoy.

The mural will be painted directly onto the wall with premium exterior acrylic paint finished with an anti-graffiti sealant. All necessary maintenance will be undertaken by the PangeaSeed Foundation, who has entered a contract with the property owner. The temporary mural would have an exhibition expectancy of two years, and if in good condition, may be extended with approval of the Arts Commission.

The property owner and Community Art Project have agreed to the removal of the existing mural by Yuri Kuznetsov. The mural removal will be facilitated by the Cultural Arts Department, funded through a private donation, and stored at the Corporate Yard until alternative arrangements can be made.

Recommended Action

The Public Art Sub-committee, consisting of Donna Ballard, Suzi Chauvel and Adam Schwerner is recommending the Arts Commission: 1) approved the removal of the existing mural by Yuri Kuznetsov, (Community Art Project) facilitated by the Cultural Arts Department; 2) approve the mural “Beneath the Waves” by Sonny Bahan as described for a period of up to two years, or based on condition which may be extended with approval of the Arts Commission; and 3) direct staff to work with PangeaSeed Foundation to facilitate the installation of the mural with all necessary City departments.

Attachments: Application and Organizational Overview

City of Laguna Beach

ARTS COMMISSION APPLICATION

Name: PangeaSeed Foundation

Address: PO Box 4775, Hilo, Hawaii 96720

Phone / Fax: 808-397-7407

Date: 3/1/2023 Contact person: Tré Packard

Art in Public Places – required by the Municipal Code

Property Information:

Location: Wall on 311 Ocean Ave facing the Peppertree Lot

Property owner: Walter Boice

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

PangeaSeed Foundation, a 501(c)(3) non-profit organization, proposes the first-ever Sea Walls: Artists for Oceans project to take place in Laguna Beach, California. Fully funded by a private donation and mission-aligned with the City of Laguna Beach’s commitment to marine conservation, this project will help drive bold change and ignite positive action for our oceans through the power of public art. The proposed mural, by the artist Sonny, depicts the Pacific Sea Nettle, a species of Jellyfish native to Southern California waters, transforming into plastic pollution, one of the greatest threats to ocean health and biodiversity. Further information about the artist, design, and PangeaSeed Foundation are in the attached detailed proposal.

Dimension of site: 89' 6" w x 12' h

Dimension of proposed art work: 89' 6" w x 12' h

Estimated cost: \$30,000.00

Maintained by: PangeaSeed Foundation

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 _____

Required Materials

Professional artist resume (maximum two pages)

- See attached

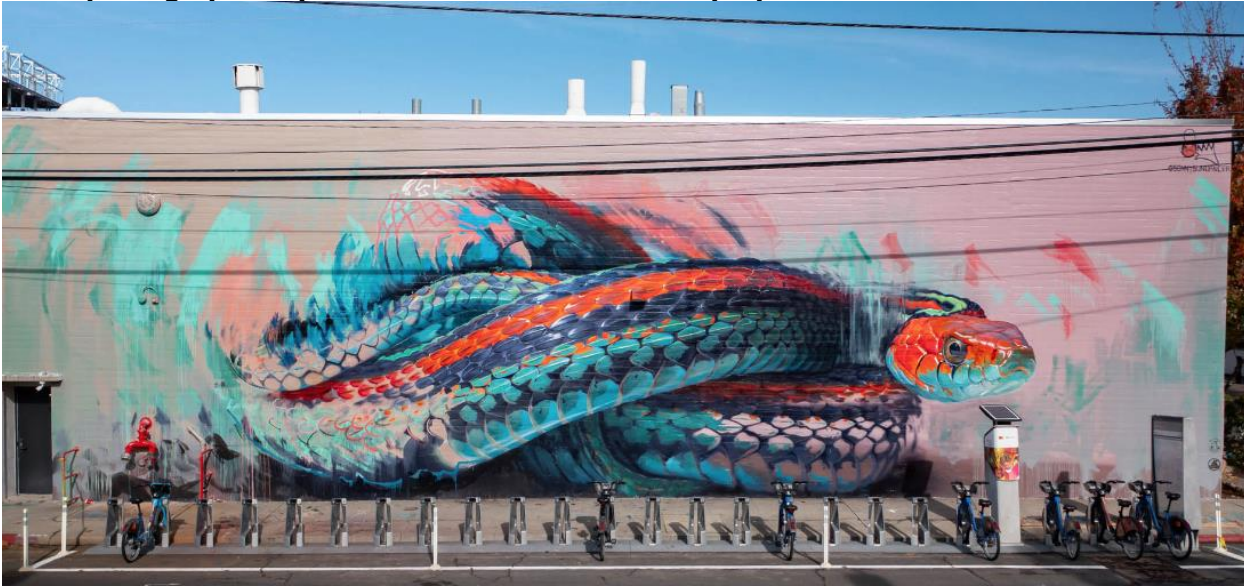
Artwork title:

- "Beneath the Waves"

Artist statement regarding the proposed work not to exceed one page.

- Please see pages 4, 5, and 6 of the "PangeaSeed Foundation Beneath the Waves" deck attached

Three photographs of previous related artwork in all proposed media:





Drawings with identified scale

- Please see page 3 of the "PangeaSeed Foundation Beneath the Waves" deck attached

Detail drawings

- Please see pages 5 and 6 of the "PangeaSeed Foundation Beneath the Waves" deck attached

Installation drawings

- Please see pages 7, 8, and 9 of the "PangeaSeed Foundation Beneath the Waves" deck attached

Lighting plan

- N/A

List of proposed materials to be used in construction

- Premium exterior acrylic paint
- Anti-graffiti sealant

Actual samples of surface materials

- N/A

Description of maintenance requirements

- There will be no ongoing maintenance required. The finished mural will be coated with an anti-graffiti sealant. Should the need arise for graffiti or damage abatement, please contact PangeaSeed Foundation.

11" x 17" color photo/rendering showing artwork installation

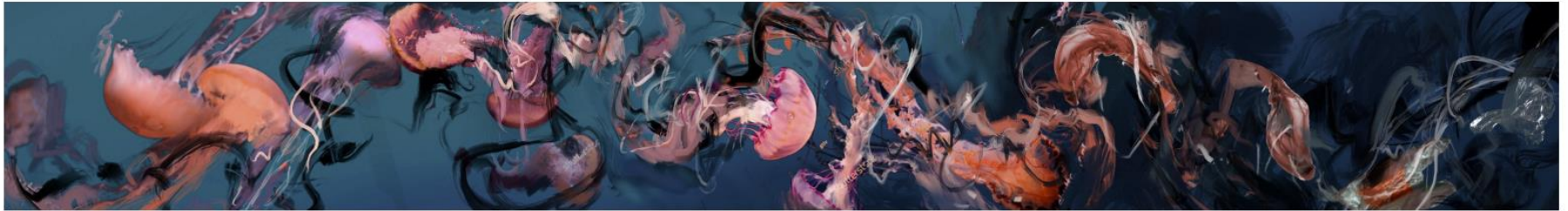
Please see pages 7, 8, and 9 of the "PangeaSeed Foundation Beneath the Waves" deck attached



PROPOSED DESIGN



12'



90'



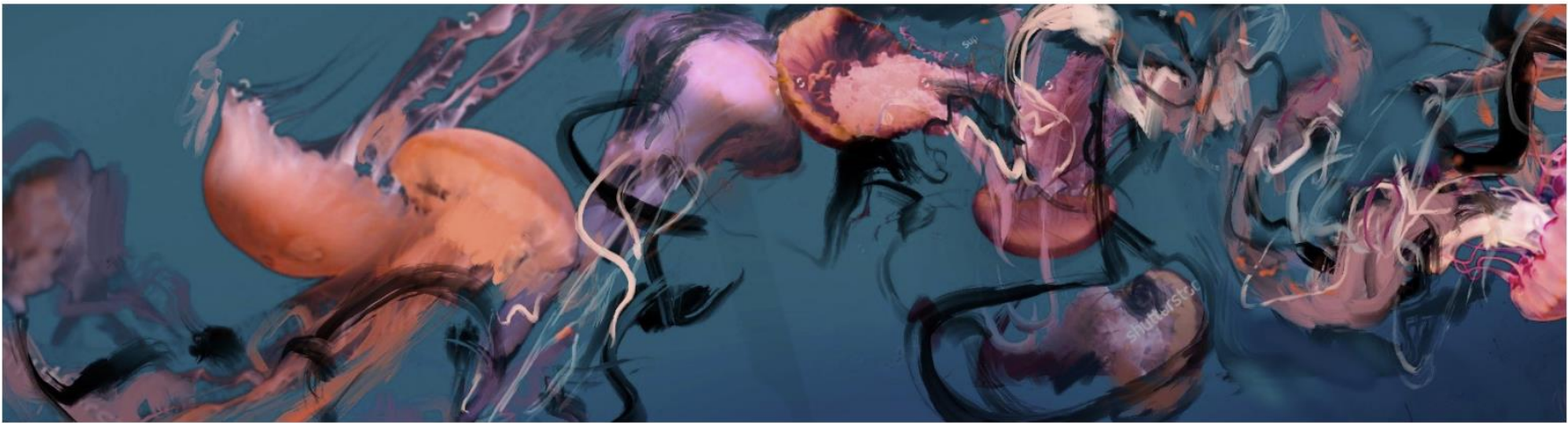
ARTIST STATEMENT

A mural of jellyfish is a perfect choice for Earth Day as these creatures are not only captivating but also crucial to the health of our oceans. The realistic depiction of the jellyfish flowing across the wall from left to right symbolizes the constant movement and interconnectedness of the ocean ecosystem. The blue gradient background further enhances the message of the importance of the ocean, while also evoking a sense of tranquility and peace.

Moreover, the transition from the jellyfish to representations of plastic pollution on the darker portion of the wall serves as a reminder of the critical need for ocean conservation efforts. Plastic pollution is a significant environmental issue that has a severe impact on marine life, including jellyfish. The mural aims to raise awareness of this issue and encourage people to take action to protect our planet and its precious resources.

The intention of the mural is for it to be enjoyed by the Laguna Beach community and to serve as a reminder of the unique marine ecosystem in the area. Laguna Beach is home to a successful marine protected area and an abundance of local marine biodiversity. The mural celebrates this diversity and highlights the importance of protecting these valuable resources for future generations to enjoy.

This mural not only raises awareness about the critical issue of plastic pollution in our oceans but also serves as a beautiful and meaningful addition to the Laguna Beach community. It is a powerful reminder of the need to protect our planet and its natural resources for the benefit of all.

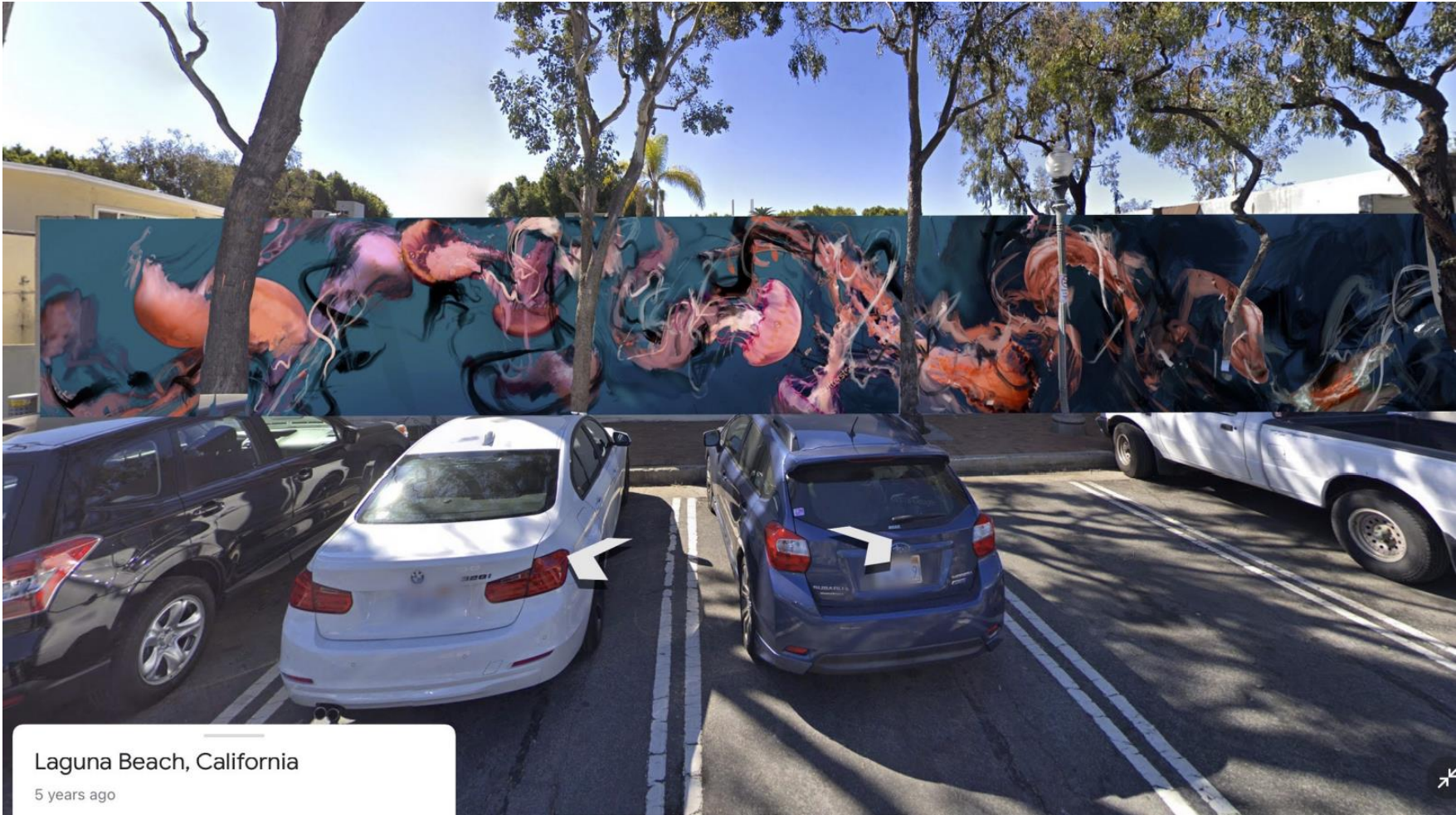


The composition and layout of the mural featuring the jellyfish and plastic pollution is not only meaningful but also aesthetically pleasing. The flow of the jellyfish across the wall and the blue gradient background create a visually stunning display that is sure to catch the attention of anyone passing by. The motion of the jellyfish in the mural, as they flow across the wall from left to right, can be interpreted metaphorically as representing the tumultuous times our planet and our oceans are currently facing. The mural highlights the fragility of the ocean and the need to take action to preserve its delicate balance.



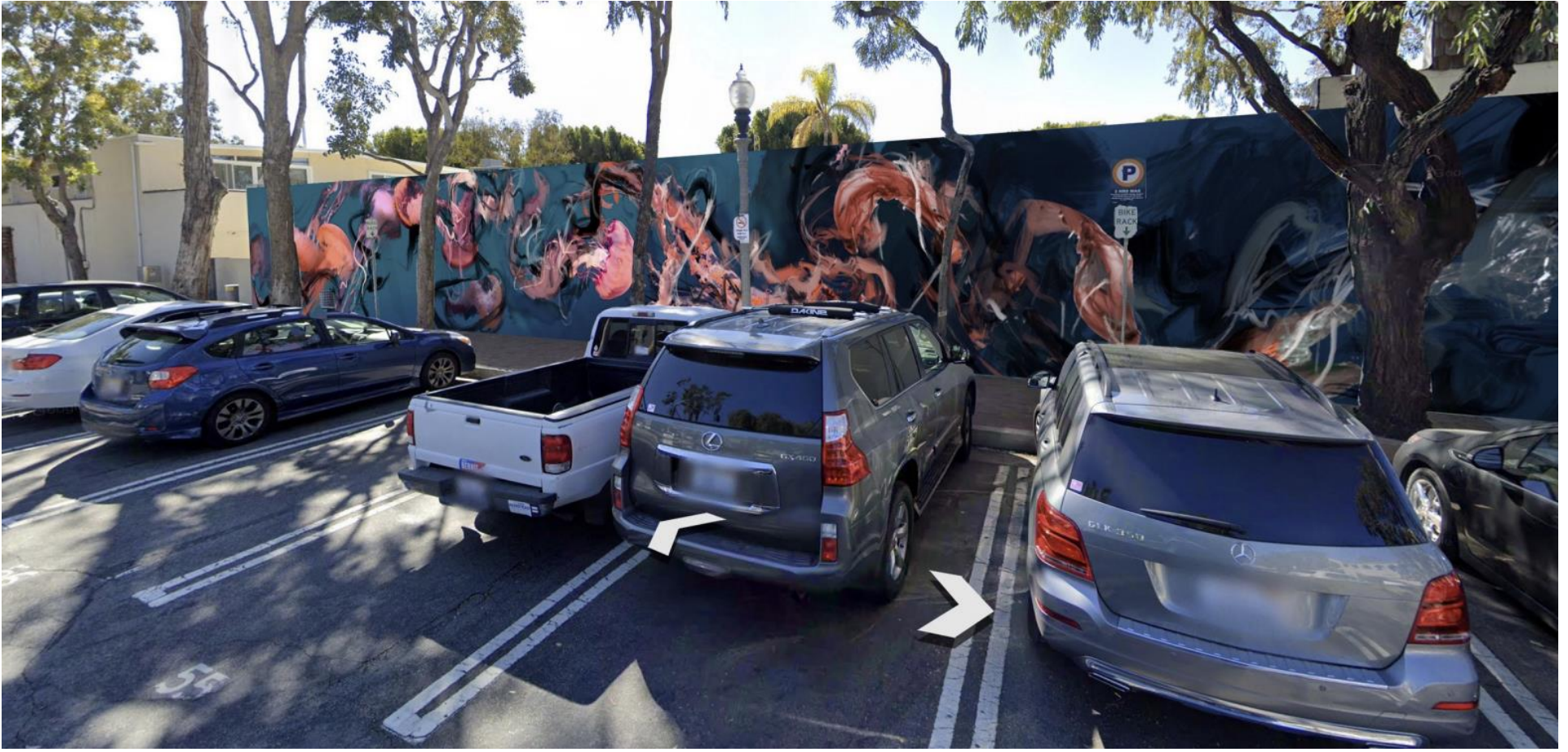
The transformation of the jellyfish into plastic bags in the mural is a powerful and visually striking way to draw attention to the issue of plastic pollution in our oceans. The gradual shift from the realistic depiction of jellyfish to the representation of plastic bags serves as a powerful reminder of the devastating impact of plastic pollution on marine life. By using this visual technique, the mural is able to effectively convey the message of the importance of ocean conservation and the need to reduce plastic waste in our daily lives. This transformation is an essential aspect of the mural, as it serves as a stark reminder that our actions have consequences, and we must take responsibility for protecting the environment for the sake of our planet and all living beings.





Laguna Beach, California

5 years ago







SEA WALLS: ARTISTS FOR OCEANS

A PangeaSeed Foundation Program

A Drop of Paint Can Create an Ocean of Change.



ABOUT SEA WALLS

Sea Walls: Artists for Oceans is PangeaSeed Foundation's public art program that brings the oceans into streets around the world. To date, it has been the most powerful tool for the realization of our organization's mandate. With the help from our growing community of 300+ supporting artists, we continue to bring attention to the global plight of our oceans through ARTivism.

We are fostering a new breed of conservation through community engagement and empowerment.

The power and relevance of public art are undeniable with its ability to revitalize and beautify once-decaying neighborhoods and districts. By harnessing this incredible medium, we are (re)connecting and educating communities, both coastal and landlocked, with the planet's most important ecosystem: **our ocean.**



At **PangeaSeed Foundation**, we are an international non-profit organization acting at the intersection of culture and environmentalism to further the conservation of our oceans. It is our mission to empower individuals to create meaningful environmental change for oceans through **Science, Education, and ARTivism (S.E.A.)**. Now, more than ever, we believe the synthesis between creative expression, nature, and society can powerfully (re)connect us and communities with the planet's most important ecosystem.





OUR GOAL

To foster emotional connections
to and drive positive action
for our ocean by:

- Creating environmental, public, educational artworks placed to maximize community engagement and awareness-raising
- Providing a multidisciplinary platform engaging community members in conversations about ocean issues and stewardship
- Growing a global community of concerned creatives inspired to utilize their talent to advocate for worldly matters
- Stimulating local art communities to create purposeful public art

OUR HISTORY & APPROACH



2013

On the small island nation of Sri Lanka, the driving concept behind Sea Walls: Artists for Oceans was conceived.



2015

We hosted our largest Sea Walls activation 45+ international artists transforming Cozumel, Mexico into the country's environmental mural capital.



2017

Sea Walls took it to the next level and made history by painting in subarctic Churchill, Canada the polar bear capital of the world.



2019

We took Sea Walls to the U.S. Virgin Islands creating large-scale public art helping to inspire hurricane-ravaged Caribbean communities.



2021

After 1.5 years of remote programming, we returned to work in the field, creating 60+ murals in Boston, Santa Cruz, and the Bahamas.

2014

In collaboration with 15 international artists, we hosted our first large-scale Sea Walls: Artists for Oceans activation on Isla Mujeres off the coast of Mexico's Yucatan Peninsula.



2016

Love Letter to the Great Lakes was our first-ever project in a landlocked region, addressing issues affecting freshwater resources and our universal connections to the ocean.



2018

The 350th Sea Walls: Artists for Oceans mural was painted on the remote island of Nusa Penida, Indonesia.



2020

Due to the impact of COVID-19, we took Sea Walls: Artists for Oceans online hosting our first-ever virtual mural festival featuring over 850 artists from 60+ countries.



To this day, our approach has remained consistent.

First, we establish connections with the respective community. Before a brush touches a wall, we build meaningful relationships with local stakeholders such as schools, governments, **conservation organizations**, and community organizers to define local priorities and challenges. This process helps us develop a curatorial framework that will touch hearts and move communities into action.





SEA WALLS TRACK RECORD

2014-2021

450 Murals

300+ Artists

18 Countries

29 Artist Nationalities

35+ Projects

500 Volunteers



ONE MISSION WITH A GLOBAL REACH

Real World Reach & Exposure:

3,600,000 Impressions/Day

(450 murals x 8,000 average real-life impressions/day)

1,314,000,000 impressions/year

(3,600,000 impressions/day x 365 days)

Key Places to Highlight:

Past Sea Walls: Artists for Oceans projects have taken place in metropolises including **Boston, San Diego, Miami, and New York City**. In cities such as these, we estimate mural exposure through foot and car traffic to be **50,000 on a daily basis (18,250,000/year)**.



Liked by akirattilia and 62,102 others

1up_crew_official KEEP PUSHING THE LIMITS ! ONE UNITED POWER FOR OCEANS 🌟 WORLD'S FIRST UNDERWATER 3D CORAL GRAFFITI PIECE 🌟

The world has lost roughly half of its coral reef in the last 30 years... Science estimate 90% of corals will die by 2030 due to human impact. Without bold action we risk losin them all in OUR lifetime.

The @pangeaseed Foundation's @seawalls_ Bali ter @allcapsstore Family and @1up_crew_official collat with @coralguardian to create the world's first un

Influencers:

Our murals and projects are shared by our far-reaching network of artist influencers with **75k followers on average**. Through this community, we are engaging a global audience and the driving conversation around the stewardship of our oceans and the change-making power of art.

Estimated total social media reach of participating artists per project:

6M impressions/year

(20 artists x 75,000 Followers = 1.5M/project x 4 flagship projects)

Examples of Artist Influencers:

Nychos 598k followers

1UP Crew 534k followers

Ilya Kuvshinov 1.1M followers

Tristan Eaton 164k followers

J.A.W. Cooper 373k followers

It's a Living 170k followers

Mikael B 138k followers

Audra Auclair 485k followers

Teagan White 192k followers

Cryptik 143k followers

BENEFITS OF THE SEA WALLS PROGRAM

Public Art Beautifies and Revitalizes Communities

The purpose of the art we curate through the Sea Walls program is to catalyze positive change for our oceans. The works beautify public spaces as well as kickstart community revitalization.

Creating Meaningful Local Partnerships

Cultural exchange and open dialogue between local and international artists helps to bridge gaps, share knowledge and foster creativity. In addition, the Sea Walls model is multi-faceted and incorporates a variety of community events including youth workshops, panel discussions, film screenings, nature excursions, and cultural immersion.





Fostering Public Awareness

While communicating scientific data to the general public has its challenges, by harnessing the power of public art, we have the opportunity to reach the masses and communicate vital scientific information in a manner that is approachable and inspiring.

Globe-Spanning Collaborations

The issues affecting our oceans are global in scale, and international collaborations are vital to solving them. At PangeaSeed Foundation, we are building an international community of concerned creatives, and offer a platform for them unlike any other on the planet, working to give the oceans a unified voice via art and activism.



VOLCOM



PADI

PARTNERS

LUSH FRESH
HANDMADE
COSMETICS

patagonia





**MEDIA
COVERAGE**

VICE

THE HUFFPOST

CBS

**The
New York
Times**

**NATIONAL
GEOGRAPHIC**

Forbes



**We appreciate your time spent considering our oceans,
as our thoughts and actions have never mattered
more than the present.**

**We look forward to connecting with you!
For inquiries about how to partner, sponsor, or volunteer
for Sea Walls, please contact us at info@pangeaseed.org**



PangeaSeed.org | SeaWalls.org

All Rights Reserved. PangeaSeed Foundation © 2022.

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

To: Arts Commission
From: Jamie Bichler, Public Art Coordinator
Agenda Item: B
Title: 2023 Banner Competition
Location: Laguna Beach, CA

Overview

The City of Laguna Beach’s 2023 full-size (4’ x 16’) 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 email and physical drop-off. The deadline to submit entries was March 6, 2023.

Summary of the Matter

The Arts Commission received 39 design submissions. The proposed designs can be viewed at:

<https://www.lagunabeachcity.net/home/showdocument?id=14462&t=638137821342772806>

The Arts Commission has materials and budget for the selection of up to four (4) designs with artists receiving an honorarium of \$4,000. Selected works should be high quality and original designs. 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 and Youth Art Advisory.

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

To: Arts Commission
From: Mike McGregor, Arts Program Coordinator
Agenda Item: C
Title: 2023 Mini-Banner Competition
Location: Laguna Beach, CA

Overview

The City of Laguna Beach’s 2023 mini-banner (2’ x 6’) Competition was open to Orange County residents ages 18 and older. The winning banners are displayed on lampposts outside City Hall, Downtown posts and the Laguna Beach Recreation and Community Center. Submissions were accepted via email and physical drop-off. The deadline to submit entries was March 6, 2023.

Summary of the Matter

The Arts Commission received 13 design submissions. The proposed designs can be viewed at:

<https://www.lagunabeachcity.net/home/showdocument?id=14464&t=638137821346991543>

The Arts Commission has materials and budget for the selection of up to eight (8) designs with artists receiving an honorarium of \$800. Selected works should be high quality and original designs. The Commission may decide not to select any submissions.

Recommendation

It is recommended that the Arts Commission review and select up to eight (8) design winners with input from the Banner Competition sub-committee and Youth Art Advisory.