



ARTS COMMISSION

Monday, January 22, 2024
Council Chambers
505 Forest Avenue, Laguna Beach, CA 92651
5:00 P.M.

- A G E N D A -

- 1) Call to Order
- 2) Extraordinary Business – Premiere of “An Artist Perspective: Outdoor Banners” (Working Title)
- 3) Approval of Minutes
- 4) Chair's Announcements (Ballard)
- 5) Commissioner, Council and Staff Communications
- 6) Cultural Arts Funding Presentations – LOCA, Arts Education (Mike Tauber)
KXFM Radio (Alyssa Hayek)
Festival of Arts (Sharbie Higuchi)
Sister Cities (Karyn Philippsen)
Laguna Beach Chamber Singers (Joslyn Aitken)
- 7) 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.*
- 8) Items for Discussion and Action:
 - A. **Call for Artists – Temporary Public Art Installation** – Discuss and approve recommendation by the Youth Art Advisory Board for a temporary public art installation at the Promenade on Forest. Discuss and provide feedback as to the theme, exhibit duration, guidelines, and budget not to exceed \$5,000. (Commissioner: Smith, Staff: McGregor)
 - B. **City Council and Arts Commission Joint Meeting** – Discuss and approve agenda items for the Joint meeting scheduled for February 27, 2024. (Commissioner: Ballard, Staff: Poeschl)
- 9) 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, Director Transit and Community Services

Post through January 23, 2024



LAGUNA BEACH ARTS COMMISSION

Regular Meeting

Monday, December 11, 2023

Council Chambers

505 Forest Avenue, Laguna Beach, CA 92651

5:00 p.m.

Recap of Minutes

PRESENT: **Commissioners:** Donna Ballard, Austin Barrow, Suzi Chauvel, Michael Ervin, Pat Kollenda, Michael Ray, Adam Schwerner and Carl Smith.

City Council: Mayor Pro Tem Kempf.

STAFF: Sian Poeschl, Cultural Arts Manager, Michael McGregor, Arts Program Coordinator, Karen Wood, Public Art Coordinator, Michael Litschi, Director of Transit and Community Services.

- 1) Donna Ballard called the meeting to order at 5:00 p.m.
- 2) The minutes of the November 27, 2023, meeting were approved as presented. M/S Kollenda/Ervin.
- 3) **Chair's Announcements:** Donna Ballard noted that the Sawdust Winter Fantasy would close on December 17, 2024.
- 4) **Commissioner and Staff Communications:** Staff and Commissioners thanked Michael Ray for hosting the Arts Commission holiday gathering. Staff Poeschl noted that the Public Art Policy and Ordinance review by the City Council would take place on February 27, 2024. Mayor Pro-Tem Kempf commended the Arts Commission and Cultural Arts staff for their achievements and programming in 2023.
- 5) **Public Communications:** None.
- 6) Items for Discussion and Action:
 - A) **Public Art Maintenance Annual Report** – Staff Wood noted the Cultural Arts Department had initiated a formalized annual public art maintenance program at the direction of the Arts Commission. Staff provided an overview of the program and noted 36 artworks were maintained in 2023.
 - B) **Arts Commission Programming Year-End Review** – Staff McGregor presented the Arts Commission and Cultural Arts Department 2023 Year-End Review and noted the document would be shared through the Cultural Arts newsletter on the City's website. Staff Poeschl noted the document includes 243 visual artists and 271 performance artists were engaged by the City's Cultural Arts programming in 2023.
 - C) **Key Dates List** – Staff McGregor presented a list of dates including deadlines, events, and meetings for the Cultural Arts Department and Arts Commission. Staff Poeschl noted meeting with Pacific Opera Project to determine viable performance dates. Carl Smith noted the need to add a meeting for the Youth Art Advisory Board in January 2024.
- 7) Adjourned at 5:20 p.m.

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

City of Laguna Beach
Cultural Arts Department
Staff Report

To: Arts Commission
From: Karen Wood, Public Art Coordinator
Agenda Item: **Extraordinary Business**
Title: **Premiere of “An Artist Perspective: Outdoor Banners”**

Overview

The Cultural Arts Department currently has a video available on the City website focused on an overview of the City Public Art Collection. The intent of the video is to celebrate the artists and the collection and to make the community aware of these public art installations available to be viewed and enjoyed by all. In the past year, Cultural Arts Staff has endeavored to expand this informational media resource with the addition of another video, this one focused on the City Outdoor Banner program.

Summary of the Matter

The banner video has been created to de-mystify the process of creating an outdoor banner and encourage artists to apply for this opportunity. Funded from the general banner budget approved by the Arts Commission and collaborating with staff, Rick Graves was hired to film, direct and edit the five-minute video. It features veteran banner artist and painter, Al Esquerra, and Arts Commissioner Suzi Chauvel as they share in the details of the process and “best practice” tips for long-lasting outdoor banners. It will be added to the City website in February, 2024.

This update on the creation and use of the Banner Video is informational and requires no action on the part of the Arts Commission.



July 1, 2023

Carla Meberg
LOCA Arts Education
PO Box 430
Laguna Beach, CA 92652

Dear Carla:

On behalf of the City of Laguna Beach, I am pleased to present a grant of **\$21,000** to LOCA Arts Education to support your organization's work in 2023-2024. This funding should be used to present "Art Talks", "Art Escapes", and "Laguna Beach Landscapes". The grant will provide funds for artist fees, materials, marketing, and promotion. This grant program is made possible from revenues of the Laguna Beach Business Improvement District. The use of these grant funds should be acknowledged in written materials by a statement that **"funds for this program are provided by the lodging establishments and the City of Laguna Beach."**

The City of Laguna Beach Arts Commission will be reviewing a final report on your use of these funds in early 2024. The Commission will be inviting your organization to its meeting to give an overview of your programming and use of the funds. The report form will be mailed to you early next year.

Once again, congratulations! I hope this funding will assist your organization in realizing the full potential of your project.

Sincerely,

Bob Whalen
Mayor



July 1, 2023

Alyssa Hayek
KX FM
1833 South Coast Highway, Unit 200
Laguna Beach, CA 92651

Dear Alyssa:

On behalf of the City of Laguna Beach, I am pleased to present a grant of **\$5,000** to KX FM to support your organization's work in 2023-2024. **This funding should be used to re-launch a monthly program featuring artists and galleries who participate in First Thursdays Art Walk live on location.** This grant program is made possible from revenues of the Laguna Beach Business Improvement District. The use of these grant funds should be acknowledged in written materials by a statement that **"funds for this program are provided by the lodging establishments and the City of Laguna Beach."**

The City of Laguna Beach Arts Commission will be reviewing a final report on your use of these funds in early 2024. The Commission will be inviting your organization to its meeting to give an overview of your programming and use of the funds. The report form will be mailed to you early next year.

Once again, congratulations! I hope this funding will assist your organization in realizing the full potential of your project.

Sincerely,

Bob Whalen
Mayor



July 1, 2023

David Perry
Festival of Arts
650 Laguna Canyon Road
Laguna Beach, CA 92651

Dear David:

On behalf of the City of Laguna Beach, I am pleased to present a grant of **\$17,000** to the Festival of Arts to support your organization's work in 2023-2024. **This funding should be used to market and promote the offseason event "Pageant of the Monsters"**. This grant program is made possible from revenues of the Laguna Beach Business Improvement District. The use of these grant funds should be acknowledged in written materials by a statement that **"funds for this program are provided by the lodging establishments and the City of Laguna Beach."**

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Sincerely,

Bob Whalen
Mayor



July 1, 2023

Maggie Hempen
Laguna Beach Sister Cities Association
PO Box 1011
Laguna Beach, CA 92652

Dear Maggie:

On behalf of the City of Laguna Beach, I am pleased to present a grant of **\$5,000** to Laguna Beach Sister Cities Association to support your organization's work in 2023-2024. **This funding should 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 for quarterly Programming. This grant program is made possible from revenues of the Laguna Beach Business Improvement District. The use of these grant funds should be acknowledged in written materials by a statement that **"funds for this program are provided by the lodging establishments and the City of Laguna Beach."**

The City of Laguna Beach Arts Commission will be reviewing a final report on your use of these funds in early 2024. The Commission will be inviting your organization to its meeting to give an overview of your programming and use of the funds. The report form will be mailed to you early next year.

Once again, congratulations! I hope this funding will assist your organization in realizing the full potential of your project.

Sincerely,

Bob Whalen
Mayor



July 1, 2023

Joslyn Aitken
Laguna Beach Chamber Singers
1185 Keller Way
Laguna Beach, CA 92651

Dear Joslyn:

On behalf of the City of Laguna Beach, I am pleased to present a grant of **\$4,000** to Laguna Beach Chamber Singers to support your organization's work in 2023-2024. **This funding should be used to invest in technology to produce video recordings, commission original works and explore new performance venues in Laguna Beach.** This grant program is made possible from revenues of the Laguna Beach Business Improvement District. The use of these grant funds should be acknowledged in written materials by a statement that **"funds for this program are provided by the lodging establishments and the City of Laguna Beach."**

The City of Laguna Beach Arts Commission will be reviewing a final report on your use of these funds in early 2024. The Commission will be inviting your organization to its meeting to give an overview of your programming and use of the funds. The report form will be mailed to you early next year.

Once again, congratulations! I hope this funding will assist your organization in realizing the full potential of your project.

Sincerely,

Bob Whalen
Mayor

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

To: Arts Commission
From: Michael McGregor
Agenda Item: 8A
Title: Call for Artists – Temporary Public Art Installation
Location: Stage at the Promenade on Forest

Overview

In 2020, Forest Avenue was transformed into a pedestrian promenade with outdoor dining and entertainment. This area, in the heart of the Downtown is a retail area with numerous restaurants and boutique businesses located near Main Beach. The stage located on the Promenade is utilized for live music performances on Friday, Saturday, and Sunday evenings and was utilized as a space for a temporary mural. The current mural by artist Ryan Castillo at the Stage on Forest was installed in September 2022 and is scheduled for removal.

The Youth Art Advisory Board serves as youth ambassadors to the City’s Arts Commission. One of the responsibilities of the Youth Art Advisory Board is to advise on programming during their seven-month appointment. The Board is proposing a temporary installation utilizing the stage area.

Summary of the Matter

The Youth Arts Advisory Board has convened with direction from City staff and drafted a “Call for Artists” for a temporary art installation or mural to occupy the Stage on Forest for up to one year. The theme was designated as “Marine Sanctuary” to advocate for sea-life conservation and acknowledge Laguna Beach as a marine wildlife sanctuary. Youth Art Advisors also recommended proposals to include the use of repurposed and/or recycled materials. The guidelines note the selected installation may remain for up to one year but will be determined by the materials used.

Recommendation

It is recommended that the Arts Commission take the following actions: 1) Hear the presentation of the Youth Art Advisory Board presented by Staff, 2) Approve materials to be used; 3) Recommend the duration of the installation; 4) Approve the theme of the call for artists; 5) Allocate a budget not to exceed \$5,000 from savings in the Arts Commission Special Programs Budget to fund the honorarium; and 6) Approve the guidelines as presented or amended.

Attached: Call for Artists – Stage on Forest Temporary Installation



CALL FOR ARTISTS

Stage on Forest Temporary Installation – Marine Sanctuary



DESCRIPTION

The City of Laguna Beach Arts Commission is seeking an artist to create a temporary sculpture installation or mural to be installed at the Stage on Forest, located at the corner of Forest Avenue and Glenneyre Street. The design should celebrate and include references to sea-life conservation and Laguna Beach being a marine sanctuary. It is highly encouraged that the proposed installation makes use of recycled and/or repurposed materials.

The stage is utilized for live music on Friday, Saturday, and Sunday evenings and must remain accessible to performances. Proposed installations should not block the store-front window. Murals would be expected to be painted on plywood sheets off-site, transported in, and fastened to the stage deck.

Installations must be durable, safe to the public, and withstand unprotected displays. Work must be appropriate in content for a public setting and audiences of all ages. The selected artist would be required to enter into a contract with the City of Laguna Beach, have liability insurance naming the City as additionally insured for installation and removal.

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.

COMPENSATION / AWARD

The selected artist will be awarded a \$5,000 honorarium. The completed temporary installation may be displayed for up to one year or based on condition.

HOW TO APPLY

Prospective designs must be submitted to <https://lagunabeachcity.slideroom.com> by April 1, 2024.

CONTACT

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

IMPORTANT DATES

April 1, 2024	Prospective designs must be submitted to https://lagunabeachcity.slideroom.com
April 15, 2024	Arts Commission will review and select the designs.
June 4, 2024	Installation complete.
June 6, 2024	Public dedication of artwork.

APPLICATION REQUIREMENTS

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

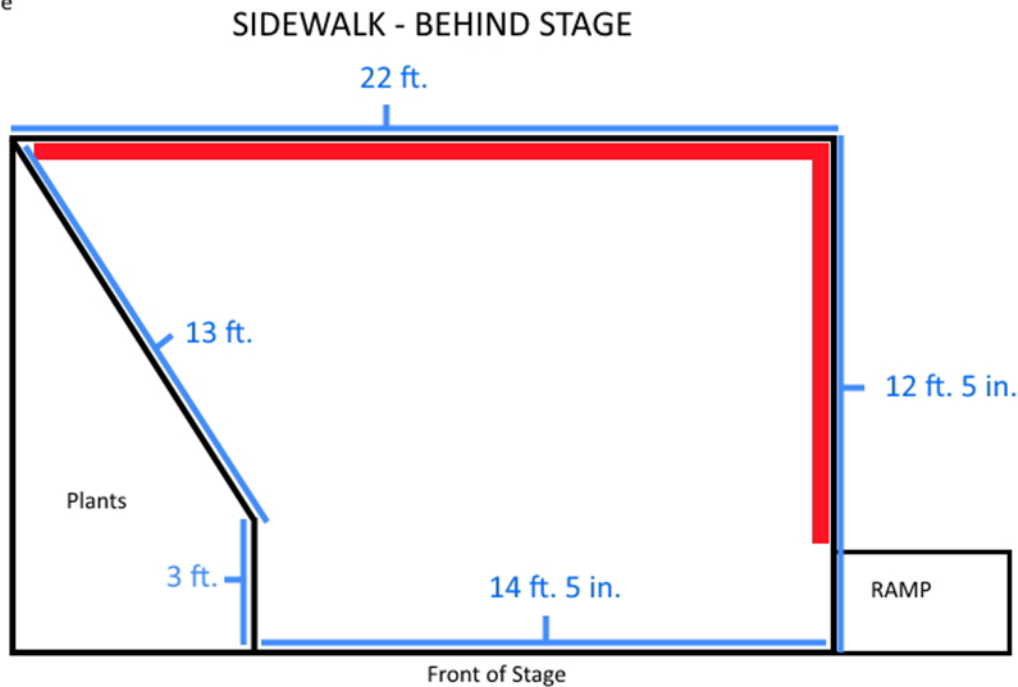
- Professional resume (maximum 2 pages)
- A color design or rendering- The proposed design should be bold, graphic with bright colors and the design should be engaging when the stage is not in use.
- Proof of residence (photo ID, utility bill, etc.)
- Expected duration of the installation.
- Description of materials, installation method, and how the design fits the theme.
- 3 examples of previous related artwork showing artists ability to complete large-scale work.

JURYING PROCESS

The seven members of the City of Laguna Beach Arts Commission, with input from the Youth Art Advisory Board, will review designs anonymously for creativity and visual impact. The Arts Commission may select one or multiple proposals and reserves the right to reject all proposals.

STAGE LAYOUT

*Not to scale



 = Railing

PROMENADE - FOREST AVE

MEMORANDUM

DATE: January 16, 2024

TO: Arts Commission

FROM: Siân Poeschl, Cultural Arts Manager

SUBJECT: **City Council and Arts Commission Joint Meeting** (Item 7B)

The City Council and Arts Commission Joint meeting is scheduled for Tuesday, February 27, 2024 at 4 p.m. in the City Council Chambers. The last joint meeting was held on April 10, 2018 and included the following agenda items.

- Overview of accomplishments of the last year
- Update on implementation of the Cultural Arts Plan

The Arts Commission should discuss and approved agenda items for the meeting and Staff is recommending including, but not limited to the following:

1. Overview of accomplishments of the last year. [LINK TO REPORT](#)
2. Village Entrance Art in Public Places

The City Council will receive a presentation by the Cultural Planning Group regarding the Arts Commission recommended Public Art Ordinance and Policy on the Regular Agenda to be held on February 27, 2024 at 5 p.m. Council Members may also add items for discussion.

It is recommended that the Arts Commission discuss agenda items and presentations for the Joint meeting.