



ARTS COMMISSION

Monday, March 11, 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) Approval of Minutes
- 3) Chair's Announcements (Ballard)
- 4) Commissioner, Council and Staff Communications
- 5) Cultural Arts Funding Presentations – Laguna Dance Festival (Joy Dittberner)
- 6) 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.*
- 7) Items for Discussion and Action:
 - A. **2024 Banner Competition** – Discuss and select up to four designs or reject all submissions. (Commissioner: Kollenda, Staff: Wood)
 - B. **Public Art Activations** - Discuss concepts for public art activations and direct staff to implement the program. (Staff: Poeschl/Wood.)
 - C. **World Arts Day** - Discuss and approve banner and ribbons to acknowledge April 15 as World Arts Day. (Staff: McGregor)
- 8) 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 March 12, 2024



LAGUNA BEACH ARTS COMMISSION

Regular Meeting

Monday, February 26, 2024

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 (arrived 5:12 p.m.), Carl Smith (arrived 5:11 p.m.), and Adam Schwerner.

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 February 12, 2024, regular meeting were approved as presented. M/S Kollenda/Schwerner.
- 3) **Chair's Announcements:** None.
- 4) **Commissioner and Staff Communications:** Staff Wood noted the temporary sculpture "Dream Big" by Elizabeth Laul Healey would be installed at City Hall on February 27, 2024, with a public dedication on March 7, 2024, at 5:00 p.m. Staff noted the deadline to apply for the Banner Competition was March 4, 2024. Staff McGregor noted weekend live music performances at the Promenade on Forest would resume on March 1, 2024. Staff noted artwork drop-off for the Art That's Small exhibition was March 9, 2024. Staff Poeschl noted the Public Art Policy would be reviewed by the City Council at its meeting on February 27, 2024.
- 5) **Public Communications:** None.
- 6) Items for Discussion and Action:
 - A) **Sunset Serenades** – A motion was made to approve the performers for the May and June concerts. Motion: Kollenda. Second: Ervin. Yeas: Ballard, Barrow, Chauvel, Ervin, Kollenda, Smith, Schwerner. Noes: None.
 - B) **Donation for Temporary Sculpture Installation** – A motion was made to recommend the City Council accept a donation by Mark Porterfield and Steve Chadima of \$24,000 to fund the temporary sculpture "Epicenter" by artist Casey Parlette. Motion: Ervin. Second: Schwerner. Yeas: Ballard, Barrow, Chauvel, Ervin, Kollenda, Smith, Schwerner. Noes: None.
 - C) **2024-2025 Arts Commission Special Programs Budget** – A motion was made to approve the 2024-2025 budget of the Arts Commission Special Programs budget as presented. Motion: Chauvel. Second: Schwerner. Yeas: Ballard, Barrow, Chauvel, Ervin, Kollenda, Smith, Schwerner. Noes: None.
- 7) Adjourned at 5:15 p.m.

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



July 1, 2023

Joy Dittberner
Laguna Dance Festival
771 Bosana Drive
Laguna Beach, CA 92651

Dear Joy:

On behalf of the City of Laguna Beach, I am pleased to present a grant of **\$30,000** to the Laguna Dance Festival to support your organization's work in 2023-2024. **This funding should be used to present its annual Laguna Beach Dance Festival providing funds for artistic fees, venue rental, production costs, 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

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

To: Arts Commission
From: Karen Wood, Public Arts Coordinator
Agenda Item: A
Title: 2024 Banner Competition
Location: City Hall, 505 Forest Avenue

Overview

The City of Laguna Beach's Outdoor Banner Competition is a project of the Arts Commission. Selected artists are provided with banner material on which to paint original artwork. The completed banners become the property of the City of Laguna Beach and will be displayed on lampposts throughout the city of Laguna Beach during June, July, and August to 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. Submissions were accepted through March 4, 2024. Completed banners will be awarded a \$4,000 honorarium. Completed banners must be returned to City Hall by May 2, 2024. The competition was open to Orange County, CA residents, 18 years of age or older.

Summary of the Matter

The Arts Commission Sub-Committee, Pat Kollenda, Carl Smith and Suzi Chauvel have reviewed the forty-one (41) submissions anonymously for creativity and visual impact. The Arts Commission has budgeted for the selection of up to four (4) designs to be made into banners.

To view the submissions, click on the links in red below:

Book 1 (entries 1-20):

<https://www.lagunabeachcity.net/home/showdocument?id=18011&t=638452335708977653>

Book 2 (entries 21-41):

<https://www.lagunabeachcity.net/home/showdocument?id=18013&t=638452335780541059>

Recommendation:

The Sub-Committee recommendation that the Arts Commission review and approve up to four (4) designs to be made into banners be given verbally at the meeting or reject all submissions.

MEMORANDUM

DATE: March 4, 2024

TO: Arts Commission

FROM: Siân Poeschl, Arts Manager and Karen Wood, Public Art Coordinator

SUBJECT: Public Art Activations (Item B)

The purpose of public art activations is multifaceted, and some key purposes are bringing vibrancy to a space transforming ordinary locations into engaging stimulating environments. Public art activations often include interactive elements or opportunities for community participation. These engagements can foster social connections, spark dialogue, and encourage people to explore and interact with public art in new ways.

The Cultural Arts Department is exploring the program starting with the temporary sculpture installation “Dream Big” currently on the lawn outside City Hall. Staff is recommending the following programming:

- Pop-Up Dog training “Learn to Stay” a 10-minute event on a Saturday morning culminating with a pup photo.
- Pop-Up Downward Dog Yoga is a 10-minute yoga class to learn the pose on April 24 and May 22, 2024.
- Social Media – Invite all dog lovers to share photos of their pups using the hashtag #DreamBigLaguna.
- Pop-Up Newspaper collection by Protecting Unwanted Pets (PUP) for the Laguna Beach Animal Shelter
- Collaboration with the Police Department and Animal Services for a pet adoption video.

Staff are also exploring possible activations for the mural “Superbloom” by Dabsmyla at Alta Laguna Park in addition to future temporary installations.

It is recommended by Staff that the Arts Commission approve undertaking activations for temporary public art. The Commission in its 2024-25 budget has allocated \$10,000 to the program. Staff recommends the Arts Commission approve a budget not to exceed \$2,500 for the duration of March through June 30, 2024 for activation programming from Savings in the Arts Commission Special Programs budget. Costs would include payment to instructors, advertising the events and video capture.

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

To: Arts Commission
From: Michael McGregor, Arts Program Coordinator
Agenda Item: C
Title: World Art Day
Location: Downtown Laguna Beach


Overview

World Art Day is an international celebration of the fine arts which was declared by the International Association of Art (IAA) to promote awareness of creative activity worldwide. The date was decided in honor of the birthday of Leonardo da Vinci. Da Vinci was chosen as a symbol of world peace, freedom of expression, tolerance, brotherhood, and multiculturalism as well as art's importance to other fields. In 2022, the City Council made a proclamation recognizing April 15 as World Art Day.

Recommendation:

In recognition of this day, Cultural Arts staff is recommending displaying gold ribbons with informational cards on the public art installations in the downtown area on Monday, April 15, 2024.

Informational card:



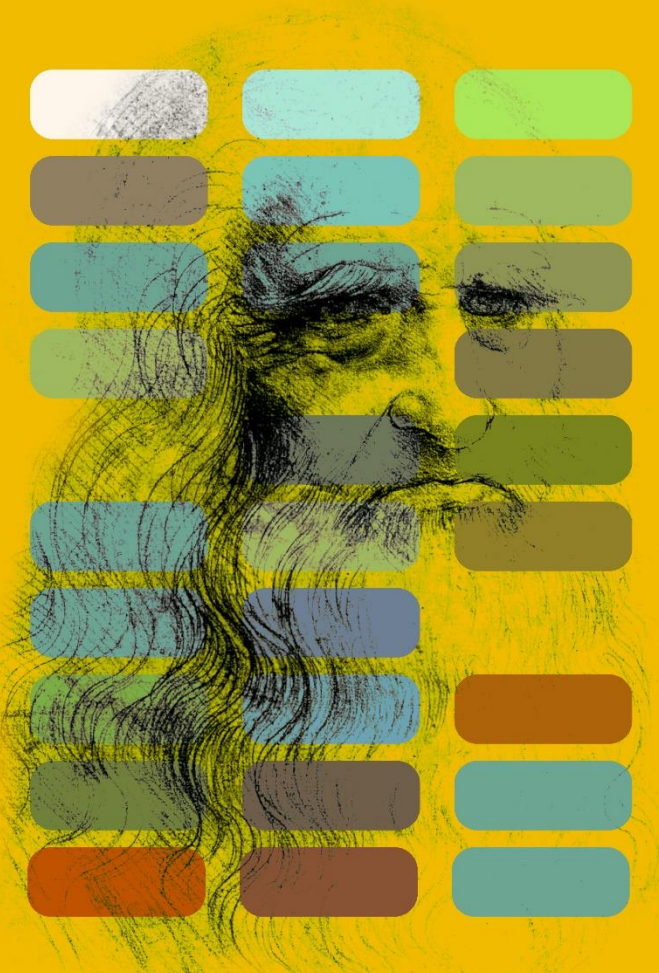
WORLD ART DAY – April 15

Each year, World Art Day celebrations help reinforce the links between artistic creations and society, encourage awareness of the diversity of artistic expressions and highlight the contribution of artists to sustainable development. The City of Laguna Beach recognizes and celebrates all who participate and support the arts in Laguna Beach.

Staff also recommends the creation of a 24" x 62" pop-up banner, at a cost not to exceed \$150 from savings in the Arts Commission Special Programs budget, to be displayed in front of City Hall.

Attached: World Arts Day – Pop-up Banner

WORLD ART DAY



April 15

