



**ARTS COMMISSION**

Monday, August 26, 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) 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. **Cleo Street Art in Public Places** – Discuss and approve the scope of work and retaining an artist to develop a proposal for a permanent installation at the beach access at Cleo Street. Approve allocation of additional funds for the project from the Art in Lieu Fund. (Commissioner: Schwerner, Staff: Wood)
  - B. **Public Art Installation at the Glenneyre Parking Structure** - Discuss and approve proposal development for a permanent public art installation and allocating funds from the Art in Lieu Fund. (Commissioner: Schwerner, Staff: Wood)
  - C. **Promenade on Forest Temporary Installation** – Discuss and approve allocating \$5,000 for the Arts Commission selection of an additional installation on the stage from savings in the Arts Commission Special Programs budget of the Laguna Beach Tourism Marketing District. (Commissioner: Schwerner, 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](mailto:art@lagunabeachcity.net). Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to assure accessibility to the meeting.*

cc: City Manager, City Clerk, Council Liaison Mayor, Director Transit and Community Services

Post through August 27, 2024



## LAGUNA BEACH ARTS COMMISSION

Regular Meeting

Monday July 22, 2024

Council Chambers

505 Forest Avenue, Laguna Beach, CA 92651

5:00 p.m.

**PRESENT:** **Commissioners:** Donna Ballard, Austin Barrow, Suzi Chauvel, Michael Ervin, Pat Kollenda, Adam Schwerner, and Carl Smith.  
**ABSENT:** **Commissioner:** Michael Ray.  
**STAFF:** Siân Poeschl, Cultural Arts Manager, Michael McGregor, Arts Program Coordinator, Elizabeth Fraijo, Administrative Assistant  
**COUNCIL:** Mayor Sue Kempf

- 1) Donna Ballard called the meeting to order at 5:00 p.m.
- 2) The minutes of the July 8, 2024 Regular Meeting were approved as presented. M/S: Kollenda/Ervin.
- 3) **Chair’s Announcements:** Donna Ballard commented on the dedication of the “Attempted Murder” artwork.
- 4) **Commissioner and Staff Communications:** Commissioner Kollenda complimented Mayor Kempf on her interview with ABC 7 news regarding the “Attempted Murder” dedication. Staff McGregor commented on the Sunset Serenade concerts. Staff Poeschl stated the City Council will have the second reading of the amendments to the Artist Occupancy Permit at their meeting on July 23, 2024. She thanked Mayor Kempf for her interview with ABC 7 news about the “Attempted Murder” artwork and the Commissioners for attending the dedication. She invited the Commission to the art activation of the piece on Thursday, August 1, 2024 from 5 to 6:00 p.m. in cooperation with the Orange County Bird of Prey Center.
- 5) **Public Communications:** None.
- 6) Items for Discussion and Action:
  - A. **Laguna Art Museum – 2024 Art and Nature** – Commissioner Smith recused himself from this item due to a conflict of interest as he is Exhibition and Graphic Designer for the Laguna Art Museum. Julie Perlin Lee, Executive Director of the Museum, provided background information on the temporary installation of “Ocean Ions” by artist Christian Sampson. Mr. Sampson provided a slide presentation describing his artwork which consists of film and acrylic forms animated by sunlight which are proposed to be set up at five locations in the City, namely Diver’s Cove, Heisler Park (North and South lawns), North Main Beach, and Main Beach at Broadway. He commented on dancers who will perform around the artwork on November 11, 2024 at Main Beach and Heisler Parks. Questions arose about making the formations taller and how they will be protected. Director Lee stated docents will be present at every site to oversee the artwork. A Motion was made to recommend the City Council approve the proposal submitted by the Laguna Art Museum for the temporary installation of “Oceans Ions” by Christian Sampson from November 7 through

11, 2024 to include a dance performance on November 11, 2024. Motion: M/S Ervin/Kollenda. Yeas: Ballard, Barrow, Chauvel, Ervin, Kollenda, Schwerner. Noes: None.

**B. Activation of Public Art Mural “Super Natural Bloom” by Dabsmyla** – Choreographer Jodie Gates proposed an activation of the Public Art Mural “Super Natural Bloom” by Dabsmyla located in Alta Laguna Park which was installed in August 2023. Ms. Gates proposed choreographing an interpretive dance performance to be held at the site of the Mural. Discussion ensued about a possible flash mob participating in the event and how it would be arranged. A Motion was made to approve the Application as presented. M/S: Kollenda/Chauvel Yeas: Ballard, Barrow, Chauvel, Ervin, Kollenda, Schwerner, Smith. Noes: None.

**C. Promenade on Forest Temporary Installation** - Commissioner Adam Schwerner recused himself from this item due to a conflict of interest having worked with one of the presenting artists. Staff McGregor commented on the temporary art proposed to be installed at the stage area around the Promenade on Forest and the fact that the first artist chosen is no longer able to participate. Artists Sara Dehghan and Amy Rose Hammond presented proposals to the Commission. Concerns were raised about the stability and construction of Ms. Dehghan’s proposal. Ms. Hammond provided samples of her proposed artwork to be installed on the fencing around the stage. It was suggested that both proposals be approved. Staff Poeschl stated it was not in the budget for both presentations to be approved. Staff will explore the possibility of approving both presentations, when they would be installed, and how they would be funded. A motion was made to accept both proposals by Sara Dehghan and Amy Rose Hammond for installation at the Promenade on Forest. M/S: Kollenda/Ervin Yeas: Ballard, Barrow, Chauvel, Ervin, Kollenda, Smith. Noes: None.

**D. 2024 Juried Fine Art Competition** - Staff McGregor provided information on the City’s Juried Fine Art Exhibition to be installed in City Hall from September 21, 2024 through November 15, 2024. He stated the following qualified individuals have expressed interest and availability to serve as juror for the exhibition: Alla Bartoshchuk, Paul Loya, and Jeffrey Rovner. Discussion ensued about the background of each possible juror and the pros and cons for each. Commissioner Smith stated he felt it would be best to have someone from a major local art institute fill the position. A Motion was made to:

- (1) Select Paul Loya to serve as juror for the exhibition. M/S: Schwerner/Smith. Yeas: Ballard, Barrow, Chauvel, Ervin, Kollenda, Schwerner, Smith. Noes: None
- (2) Approve the 2024 Juried Fine Art Guidelines as presented. M/S: Kollenda/Schwerner. Yeas: Ballard, Barrow, Chauvel, Ervin, Kollenda, Schwerner, Smith. Noes: None
- (3) Approve the guidelines through 2027. M/S: Kollenda/Ervin Yeas: Ballard, Barrow, Chauvel, Ervin, Kollenda, Smith. Noes: None.

7) Meeting adjourned at 6:01 p.m.

cc: City Manager, City Clerk, Mayor 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:** A  
**Title:** Art in Public Places, Cleo Street Beach Access Improvements Project

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**Overview**

The Public Works Department is undertaking a beach access renovation at Cleo Street and Ocean Front Drive. As part of the renovation is an opportunity for Art in Public Places, a requirement of the City’s Municipal Code Chapter 1.09. The value of the project is 1% of the construction at \$14,000.

The Arts Commission at the meeting of May 13, 2024 voted unanimously to seek a wall-mounted mural on Cleo Street facing the roadway. The concrete wall with an upper river rock edging will measure 20 feet and eight inches in length and will vary in height from 22 to 25 inches.

The Arts Commission directed the Public Art Sub-Committee to work with Staff to review the site, develop a scope of work and recommendations of artists to develop proposals. Looking for an expert artist in ceramic tiles and mosaics, the sub-committee recognized that very near the Cleo Street project is a wall-mounted ceramic tile mural on the Taco Stand that the neighborhood supported created by artist, Mike Tauber. As the Cleo Street Project Artist is being asked to bring the neighborhood together in support of this project as well, it was determined that inviting Mike Tauber to submit a proposal for the Cleo Street Beach Project would be welcomed by the neighborhood and provide imagery continuity with the mural locations in close proximity and in view of each other.



It was also agreed that the \$14,000 budget should be increased to \$25,000 with a stipend of \$1,500 to this Artist to develop a proposal. If selected, the stipend would be allocated from the overall amount. The funding would be allocated from the Art in Lieu Fund which has a fund balance of \$117,635. Per Municipal Code Section 1.090.070 (C) the cost of artwork and its installation is a permissible expenditure of the fund.

**Recommendation:**

The Public Art Sub-Committee consisting of Commissioners Adam Schwerner, Donna Ballard and Pat Kollenda are recommending that the Arts Commission invite Artist [Mike Tauber](#) to submit a proposal for the Cleo Street Beach Access Improvements Project wall mural with a stipend of \$1,500; increase the budget to \$25,000; \$14,000 from the Art in Public Places budget and \$11,000 from the Art In Lieu fund.

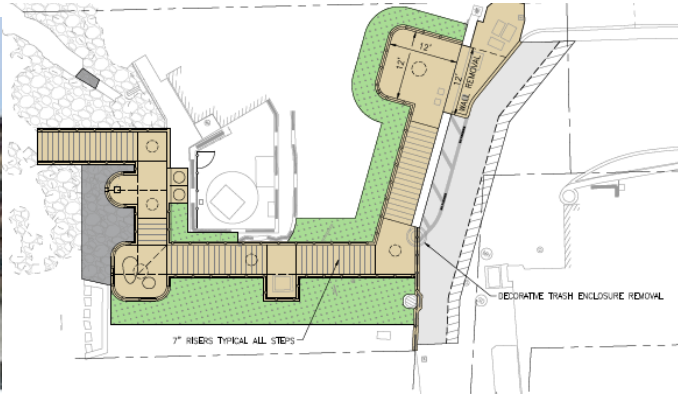
**Attachments:** Scope of Work for Artist, Mike Tauber, with images



## Cleo Street Beach Access Improvements Project Art in Public Places

### Scope of Work

August 13, 2024



### Programmatic and Project Overview

The City of Laguna Beach supports the placement of public art in the community through a variety of different programs created to contribute to a livable and visually stimulating environment. The City invites you to design a site-specific ceramic wall mounted mural as part of the renovation the Public Works Department of the City is undertaking at the beach entrance at Cleo Street and Ocean Front Drive. A public access viewing area will also be installed leaving a wall segment that is 20'8" in length and varies from 22" to 25" in height. The primary goal of the mural is to create iconic imagery, unique to the setting and scale of the location that enhances the Laguna Beach experience.

### Site Requirements

- The proposed project must be constructed of durable materials that resists erosion due to outdoor ocean proximity, will be easy to maintain, and will be securely installed;
- Artist must guarantee the construction and installation of the artwork for five years;
- Must embody high aesthetic quality, including consideration of content, uniqueness and relevance to the location and surrounding public art pieces;
- Be contemporary, innovative, and engaging;
- Work should be enjoyed by a diverse community including nearby residents and visitors to the Laguna Beach who may utilize the Cleo Street access and public viewing areas.
- Submissions of artwork that are overtly sexual, political, or religious in nature will not be considered by the Arts Commission.

## Budget

If selected, the available budget for the mural project is \$25,000. Project budget must cover all costs associated with the design, creation, and installation of the wall-mounted mural as well as artwork and all related incidental expenses. Should the proposal move successfully through the four-step selection and commission process outlined below, a payment schedule will be outlined in the contract with Artist.

## Proposal Requirements

The proposal should be submitted by Monday October 21, 2024, via email to the City Public Art Coordinator: [kwood@lagunabeachcity.net](mailto:kwood@lagunabeachcity.net) and include:

1. Your contact information and professional resume.
2. Three references-Please include the name and contact number for 3 individuals with whom you have worked or who have commissioned your work within the past 5 years.
3. Provide 5 to 10 digital images of previous related exterior work. Only include images that are relevant to this project.
4. Your proposed design and graphics.

## Selection and Commission Process

**Step One:** The Arts Commission Public Art Sub-Committee will review the proposal and may invite you to discuss, and/or the sub-committee may make recommendations for adjustments.

**Step Two:** You will meet with members of the neighborhood and preview the design for their edification, any relevant comments, and to build community. You will share the results with the Sub-Committee and make any further agreed upon adjustments.

**Step Three:** Should the Sub-Committee choose to recommend your design, they will take it to the Arts Commission for review at a meeting open to the public where you will be invited to present the proposal.

**Step Four:** If the proposal is approved by the Arts Commission, their recommendation will be presented to the City Council for final approval. Other outcomes/recommendations are possible.

## Additional information

If selected, you will be required to have a City of Laguna Beach business license and a minimum million-dollar liability insurance policy naming the City of Laguna Beach as an additional insured and workers' compensation insurance during the development and installation of the design. The staff of the Cultural Arts Department will be responsible for all correspondence and communication by and between applicants and members of the Arts Commission.

The City of Laguna Beach reserves the rights to reject any and/or all applications or proposals, to reject any Artist, to waive informalities in applications or proposals, or to terminate the selection process for any project without prior notice. The City of Laguna Beach Arts Commission reserves the rights to make selections for this project from a "Call for Artists" or to terminate the project at any time. Application to any project put forth by the City of Laguna Beach Arts Commission constitutes agreement with all applicable rules and guidelines.

## Anticipated Timeline

October 21, 2024: Proposal due date

October 22—November 11, 2024: Sub-Committee reviews proposal and confers with you for clarifications and requested adjustments, which are finalized by you.

November 25, 2024: If Sub-Committee recommends the proposal, it will go before the Arts Commission for review. You will be invited to submit the proposal in person.

December 2024, as can be scheduled: Presentation to the City Council for approval.

Early 2025: Construction starts on the Cleo Street Access Improvement Project by the Public Works Department of the City. Anticipated completion is Memorial Day 2025. The Cultural Arts Department will consult with the Public Works Department and you to schedule the installation timeline during this time.



## MEMORANDUM

**DATE:** August 20, 2024

**TO:** Arts Commission

**FROM:** Siân Poeschl, Cultural Arts Manager

**SUBJECT:** Public Art Installation at the Glenneyre Parking Structure (B)

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The parking structure located at 501 Glenneyre is a City owned property and is a two-level facility with 208 regular parking spaces and 7 handicap spaces. The structure will be undergoing a rehabilitation project which includes waterproofing of the planters on the top floor, structural strengthening of beams and stairwells and brick repairs. The architecture of brick and concrete has a facade with seven arches. The arch above the vehicle entry is required to have the address prominently displayed for Public Safety services.



The Commission discussed public art opportunities in the six existing archways in 2019, per a suggestion by artist Jorg Dubin. At the time, the Commission had been informed by the landscape architect for the original construction that vines were to cover the building. Public Works have confirmed there is no intention for replanting of vines on the building and therefore the concrete archways could be used for public art.

Staff is proposing the Arts Commission direct the public art sub-committee to determine the process for the procurement of public art, projected budget and scope of work, and return to the Commission with a recommendation. In addition, Staff is recommending the Art in Public Places of \$14,000 for project be augmented with funds from the Art in Lieu fund and be a permanent installation for a duration of 20 years which would follow the guidelines of the proposed Public Art Ordinance revisions. The available fund balance in the Art in Lieu Fund is \$117,635. Per Municipal Code Section 1.090.070 (C) the cost of artwork and its installation is a permissible expenditure of the fund.

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

**To:** Arts Commission  
**Meeting Date:** August 12, 2024  
**Agenda Item:** C  
**Title:** Promenade of Forest Temporary Installation  
**Location:** 295 Forest Avenue, Laguna Beach

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**Overview**

The Stage on Forest is located at the corner of Forest Avenue and Glenneyre Street, a retail area with numerous restaurants and boutique businesses located near Main Beach. The stage is utilized for live music performances on Friday, Saturday, and Sunday evenings, from March through November. The City issued a call for artists to design a temporary art installation or mural with the theme of “Marine Sanctuary” to occupy the Stage on Forest for up to three months or based on condition, with an honorarium of \$5,000.

**Summary of the Matter**

Finalists were invited to present revised concepts to the Arts Commission on July 22, 2024. The Commission approved selecting two designs for installation by artists Sara Dehghan and Amy Rose Hammond. The Commission directed Cultural Arts staff to coordinate an installation schedule and return with a source of funding for an additional \$5,000 honorarium to award the second installation.

Staff contacted each artist for availability. To maximize public interaction with the installations and avoid potential damage to materials by seasonal weather, staff is proposing the following exhibition schedule:

<b>Artwork</b>	<b>Install date</b>	<b>Removal date</b>
“Protect Don’t Pollute” by Amy Rose Hammond	Monday, September 2, 2024	Monday, December 2, 2024
“Marine Harmony” by Sara Dehghan	Monday, March 3, 2025	Monday, June 2, 2025

Staff is also recommending the additional \$5,000 honorarium be funded through savings in the Arts Commission Special Programs Budget of the Laguna Beach Tourism and Marketing District.

**Recommendation**

It is recommended the Arts Commission approve the following actions: 1) Allocate \$5,000 from the Arts Commission Special Programs Budget to fund temporary art installations on Forest Avenue; 2) Approve the installation of “Protect Don’t Pollute” by Amy Rose Hammond from September 2, 2024 to December 2, 2024, at a cost of \$5,000; 3) Approve the installation of “Marine Harmony” by Sara Dehghan from March 3, 2025 to June 2, 2025, at a cost of \$5,000.