



ARTS COMMISSION

Monday, September 23, 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. **Artistic Innovation Grants** – Discuss and approve a call for grant submissions. Approve the allocation of \$84,000 from savings in the Arts Commission Special Programs budget of the Laguna Beach Tourism Marketing District to augment an available budget of \$16,975 for a total available program fund of \$100,000. (Commissioner: Ballard, Staff: Poeschl)
 - B. **Artist Sunday** – Discuss and approve a request for a City of Laguna Beach proclamation acknowledging Artist Sunday on the first Sunday in December. (Commissioner: Ballard, Staff Poeschl)
- 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, Director Transit and Community Services

Post through September 24, 2024



LAGUNA BEACH ARTS COMMISSION

Regular Meeting

Monday September 9, 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 and Adam Schwerner.
ABSENT: **Commissioner:** Carl Smith and Michael Ray.
COUNCIL: Mayor Sue Kempf.
STAFF: Siân Poeschl, Cultural Arts Manager and Karen Wood, Public Art Coordinator.

- 1) Donna Ballard called the meeting to order at 5:00 p.m.
- 2) The minutes of the August 26, 2024 Regular Meeting were approved as presented. M/S. Kollenda/Schwerner. Yeas: Ballard, Barrow, Chauvel, Ervin, Kollenda, Schwerner. Noes: None.
- 3) **Chairs Announcements:** Donna Ballard invited the Commission to the annual meeting of LOCA Arts Education to be held on October 20, 2024 at the Sawdust Art Festival grounds.
- 4) **Commissioner and Staff Communications:** Michael Ervin had attended Sunset Serenades and complimented performer Alejandro Brittes for his performance. Pat Kollenda congratulated all the artists at the festivals for a successful summer season. Staff Wood noted the upcoming deadlines of the annual Palette Competition and Children’s Holiday Palette Exhibition. Staff Poeschl shared a video capturing the recent Public Art activation in collaboration with the Orange County Bird of Prey Center. Staff thanked videographer and editor Rick Graves for his participation in creating the video which will be a beneficial tool in grant applications. Staff Poeschl on behalf of Innovation Grant recipients, “The Great North Special” a framed commemorative album thanking the City and Commission for its support. Staff will bring an agenda item forward to revisit the grant. Staff Poeschl on behalf of Staff McGregor noted the first Sunset Serenade concert. On behalf of Staff McGregor, it was reported that Juried Fine Art submissions had closed, and jurying had begun. Mayor Kempf thanked the Arts Commission for all their work during the year. Mayor Kempf updated the Commission on the status of the design for the permanent Promenade on Forest that will have art as a focus and plans pertaining to parking both of which will be explored further in early 2025.
- 5) **Public Communications:** None.
- 6) **A. 2025 Performance Dates** – A motion was made to approve the 2025 live music and performance dates as presented. M/S Kollenda/Ervin. Yeas: Ballard, Barrow, Chauvel, Ervin, Kollenda, Schwerner. Noes: None.

Event	Location	Dates	Time
Sunset Serenade (May)	Heisler Park	May 9, 16, 23, and 30, 2025	6:30 p.m.
World Music Series	Heisler Park	June 6, 13, and 20, 2025	6:30 p.m.
Circus Bella	Bluebird Park	June 7, 2025	1 p.m. & 3 p.m.
Music in the Park	Bluebird Park	July 6, 13, 20, and 27 August 3, 10, and 17, 2025	5 – 7 p.m.
Sunset Serenades (Sept)	Heisler Park	September 5, 12, 19, and 26, 2025	5:30 p.m.
Pacific Symphony	Heisler Park	October 3, 2025	5:30 p.m.
Promenade on Forest	Forest Ave	Fri/Sat/Sun March – Dec 2025	5:30 – 7:30 p.m. (Fri/Sat) 5 – 7 p.m. (Sun)

B. City Hall Exhibitions – A motion was made to approve as presented the 2025 exhibition dates and collaborations with non-profit organization for exhibits at City Hall. M/S Kollenda/Ervin. Yeas: Ballard, Barrow, Chauvel, Ervin, Kollenda, Schwerner. Noes: None.

C. Key Dates List – Staff reviewed the upcoming key dates and events through 2024. No action was taken.

Adjourned: 5:23 p.m.

MEMORANDUM

DATE: September 16, 2024

TO: Arts Commission

FROM: Siân Poeschl, Arts Manager

SUBJECT: Call for Artists – Artistic Innovation Grants for Artists (Item 6A)

On February 13, 2023, the Arts Commission approved the allocation of \$40,000 to augment a fund balance of \$10,000 to the 2023/24 Arts Commission Special Programs budget of the Laguna Beach Marketing Tourism District offering a grant opportunity to individual artists. The budget was approved by the City Council in June 2023. The fund balance was from funding allocated to artists during COVID provided through the Wayne Peterson Trust of the Laguna Beach Community Foundation. Grants were provided to 28 artists during 2020. The Commission approved continuing with individual grants to artists for innovation to encourage experimentation, a goal which was identified in the Cultural Arts Plan. In 2023, the Commission allocated \$40,000 to three artists to implement their proposals.

The Arts Commission has carry-over funds available in its budget from savings in programming and the difference in the estimated and actual collected funds budgeted for the Laguna Beach Marketing and Tourism District. There is an available budget of \$270,000 which does not include savings dedicated to funding a larger project or capital campaign. In addition, there are available funds of \$16,975 unallocated during the granting cycle. The sub-committee consisting of Donna Ballard, Adam Schwerner and Michael Ervin are recommending a total available Program budget of \$100,000 be allocated to the Artistic Innovation Grant for Artists, \$16,975 in available funds augmented by \$84,000 in savings. The remaining \$975 would cover costs of on-line submissions and increased marketing efforts.

Staff meet with the sub-committee to review draft guidelines. The sub-committee provided the following direction:

- Identify artists tiers (Emerging \$5,000 - \$10,000, Mid-Career \$10,000- \$20,000 and Established \$20,000 to \$30,000)
- Open to artists residing, working, or exhibiting in Laguna Beach.
- Artists must premier the work/project and provide an overview of expenditures.
- Outlined selection process.
- Present a report at the Arts Commission meeting at the conclusion of the grant.

The revised Call for Artists is included as an attachment and submissions would be accepted by January 10, 2025 with distribution anticipated by early March. Artists will have 24 months to facilitate their proposal. The opportunity will be noticed via the City's digital newsletters, an advertisement in Stu News and California Arts Council website.

Recommendation: The Innovation Grant sub-committee is recommending approval of the Call for Artists – Artistic Innovation Grants for Artists as presented.

Attached: Call for Artists



CALL FOR ARTISTS DRAFT 9/17/2024
ARTISTIC INNOVATION GRANTS FOR ARTISTS
Creating, Exploring and Implementing New Ideas

The City Council and Arts Commission recognizes and supports artists who push the boundaries of creative expression, anchor our Laguna Beach community, and advance the creative field. The Artistic Innovation Grants for Artists encourages the spirit of experimentation and exploration, exclusively engaging artists in Laguna Beach.

This grant program offers grants between \$5,000 and \$20,000 to support the art-making process and premiere of these endeavors. This program has been made possible through the generous support of the lodging establishments and City of Laguna Beach.

An Artistic Innovation Grant for Artists project is one that has in-person experiences of art, art making, or artists at the heart of the initiative and introduces a new or original idea or product to the applicants audience. Engagement through feature presentation and outreach included but is not limited to performance, publication, lecture/demonstration, exhibition, masterclass and/or workshop.

Applications will be accepted January 10, 2025 for project occurring between April 1, 2025 and April 1, 2027. Awards will be reviewed by the Arts Commission on March 10, 2025 and awards announced March 17, 2025 (these dates are subject to change.) Each applicant may submit one application. At the conclusion of the program grant recipients will be required to provide an overview of expenditures and brief description of the project undertaken and present to the Arts Commission at its regularly held meetings.

These grants aim to support artists holistically to build a more equitable Laguna Beach Arts ecosystem. By pushing the boundaries of creativity and expression Artists contribute to the evolution of culture and human understanding.

DEADLINE: January 10, 2025

ELIGIBILITY: Open to Emerging, Mid-Career and Established Artist who reside, work, or exhibit in Laguna Beach. Applicants must be 18 years and older by the application due date. Proof of eligibility will be required. Demonstrate through a professional resume detail of engagement in a creative practice prior to the application due date.

Conflict of Interest: *City of Laguna Beach employees, members of City Boards or Commissions are in-eligible for this program.*

HONORARIUMS

Emerging Artists - \$5,000 - \$10,000

Emerging artists are those in the beginning stages of making their work public and engaging the larger community in their practice. Individuals in this tier may have had a few public showings of their work but have demonstrated potential and vision with a strong commitment to artistic growth.

Mid-Career Artists - \$10,000 - \$20,000

Artists in this tier regularly make their work public and engage the larger community in their practice. Artists will have had several years of experience, demonstrated public engagement and have a clear impact of the proposed project on career development.

Established Artists \$20,000 - \$30,000

Artists in this tier can identify a significant body of work, produced over a substantial period, that has engaged their communities and that has made a significant social impact. Artists must demonstrate artistic excellence, and their project make wide-reaching cultural and community impact.

- **Artists may apply in one career tier only.**
- **The judging panel may alter the applicants tier during the review process if believed based on submitted applications a reclassification is applicable.**

APPLICATION:

- Proof of eligibility and professional resume
- Grant application tier submission and request amount
- Proposal Title
- Overview of the project (300 words)
- Objectives of the project (500 words)
- Project implementation
- Timeline

SELECTION PROCESS

The Arts Commission will review the applications and make their selection based on the following:

- Proposal design, appropriate budget, clear artistic based objective, unique artistic vision and ability to implement the project as demonstrated by resume and supporting documents.
- Proposal impact and engagement with the Laguna Beach community.
- Quality and professionalism of the work that enhance the public's experience and enhance the City's cultural profile.
- Appropriateness and relevance and should not contradict the City's values of environmental sustainability, accessibility, and cultural inclusiveness.
- Adherence to submission requirements.
- Diversity of artists and artistic styles.

Applications first reviewed by the Arts Commissions Sub-Committee. If the proposal is approved by the subcommittee the item will be placed on the agenda for the full Arts Commission. The Arts Commission will meet on March 10, 2025 to review the recommendations at 5 p.m. in the City Council Chamber, 505 Forest Avenue, Laguna Beach.

The City of Laguna Beach does not provide any additional resources to the grant honorarium, and does not provide marketing, publicity, venue rental or reservation. The selected recipient will enter a contract with the City of Laguna Beach to undertake the project. Artists must keep the Cultural Arts Department updated on progress and identify the funding as the *"Innovation Grants for Artists funded by the lodging establishments and City of Laguna Beach"*. At the conclusion of the granted program a presentation will be made to the Arts Commission at its regularly scheduled meeting.

Applications can be submitted via **lagunabeachcity.slideroom.com**. Online technical assistance is available through SlideRoom.

For questions or inquires please contact Siân Poeschl, Cultural Arts Manager at sposeschl@lagunabeachcity.net.

EXAMPLE OF OVERVIEW OF PROJECT IN 300 WORDS

[Artist's Name] seeks funding to support the creation of a new art project titled "[Project Title]", an immersive and thought-provoking installation that explores themes of identity, memory, and the human experience. This project will be a large-scale mixed-media work, blending sculpture, painting, and digital elements to create a multi-sensory environment that invites viewers to engage deeply with the work. By combining traditional and contemporary techniques, the installation aims to challenge conventional perceptions of art and offer an innovative perspective on personal and collective histories.

The concept for [Project Title] is rooted in [Artist's Name]'s ongoing exploration of [specific theme or idea], which has been a central focus in their body of work. Inspired by [cultural, environmental, or social influences], this project will feature a series of abstract forms and visual motifs that symbolize the fragmented nature of memory and identity. The artist will utilize [specific materials, techniques], allowing for a tactile and immersive experience.

Grant funding will be critical to support the creation of the installation, covering material costs, studio space, and the development of a digital component that will enhance the viewer's experience. The grant will also enable the artist to engage with the community through workshops and artist talks, providing insight into their creative process and fostering dialogue around the themes explored in the work.

The completed installation will be exhibited at [location or venue], providing a platform for [Artist's Name] to reach a broader audience and contribute to the contemporary art discourse. This project will not only elevate the artist's practice but also inspire reflection and conversation among viewers, reinforcing the power of art as a vehicle for personal and social exploration.

MEMORANDUM

DATE: September 16, 2024
TO: Arts Commission
FROM: Siân Poeschl, Arts Manager
SUBJECT: Proclamation Request – Artist Sunday (Item 6B)

Artists Sunday is a national movement dedicated to supporting artists and recognizing the impact they have in enriching our lives, community and the economy. Artist Sunday is a day to come together as a community and support our local artists. Artist Sunday follows Black Friday and Small Business Saturday, and prior to Cyber Monday.

A goal identified in the adopted Cultural Arts Plan is to recognize and promote the role and value of Laguna Beach's working artists. By making supporting Artist Sunday would acknowledge the importance of the contributions of Laguna Beach's artists and their value in the community

It is recommended that the Arts Commission request the City Council declare a proclamation recognizing Artist Sunday and encourage residents to support local artists on this day and throughout the year. By issuing the attached draft proclamation, will raise awareness of the importance of the Arts in our community and show support for local artists.

Attached: Proclamation

Proclamation Recognizing **DRAFT 9/17/24**

Artist Sunday after Thanksgiving

Whereas, the City of Laguna Beach celebrates our local artists and the contributions they make to our local economy and community; and

Whereas, the arts enrich our lives and enhance the cultural fabric of our community, and

Whereas, Artists Sunday is a national event that celebrates and supports artists of all kinds and encourages the purchase of original artwork from artists, and

Whereas, our community recognizes the important contributions of artists to our economy, our education system, and our quality of life, and

Whereas, our city is home to many talented artists whose work deserves recognition and support,

Now, therefore, I, Sue Kempf, Mayor of the City of Laguna Beach, do hereby proudly proclaim the Sunday following Thanksgiving as Artist Sunday and I urge all residents to celebrate this day by exploring the works of local artists and considering the purchase of original artwork. Supporting our artists not only benefits them but also contributes to the growth and vitality of our community.

Let us come together to celebrate the creativity and diversity of our local artists and to show our appreciation for their valuable contributions to our city.

Date: November 12, 2024

Sue Kempf, Mayor