



ARTS COMMISSION

Monday, October 14, 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. **2024 Holiday Palette Competition** – Discuss, approve or reject designs submissions for the competition. (Commissioner: Kollenda, Staff: Wood.)
 - B. **2025 Cultural Arts Funding** – Discuss and approve 2025 grant application. (Commissioner: Ballard, Staff Poeschl)
 - C. **Red Telephone Booth Temporary Art Installation** – Discuss and approve call for artists. (Commissioner: Schwerner, Staff: Wood.)
 - D. **2025 Arts Commission Meeting Schedule** – Discuss and approve 2025 meeting schedule. (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.

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

Post through October 15, 2024



LAGUNA BEACH ARTS COMMISSION

Regular Meeting

Monday September 23, 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, Michael Ray, and Carl Smith.
ABSENT: **Commissioner:** Adam Schwerner.
STAFF: Siân Poeschl, Cultural Arts Manager

- 1) Donna Ballard called the meeting to order at 5:00 p.m.
- 2) The minutes of the September 9, 2024 Regular Meeting were approved as presented. M/S Kollenda/Barrow. Yeas: Ballard, Barrow, Chauvel, Ervin, Kollenda, Ray, Smith. Noes: None.
- 3) **Chairs Announcements:** None.
- 4) **Commissioner and Staff Communications:** Michael Ray attended Sunset Serenades and have received positive feedback from attendees. Staff Poeschl encouraged the Commission to view the recently installed exhibition "Juried Fine Art" at City Hall and thanked Arts Program Coordinator Mike McGregor for facilitating the program and installation. Staff provided an updated on public art programming on behalf of Public Art Coordinator Karen Wood. Staff noted two remaining Sunset Serenades concerts at Heisler Park.
- 5) **Public Communications:** None.
- 6) **A. Artist Innovation Grants** – Staff noted the establishment of grants for artist in 2021 funded through a donation by the Wayne Peterson Trust. The Commission re-established the program in 2023 and allocated \$40,000 to three artists through an open call for proposals. Staff noted that there is an available \$270,000 in savings in the Arts Commission budget and an available \$16,975 in account for the program. The sub-committee consisting of Commissioners Ballard, Schwerner and Ervin recommended \$84,000 in savings be allocated to the program, augmenting the fund balance of \$16,975 for an available program budget of \$100,000 to invest in local artists. A motion was made to approve the sub-committee recommendation. M/Kollenda/Barrow. Yeas: Ballard, Barrow, Chauvel, Ervin, Kollenda, Ray, Smith. Noes: None.

Staff reviewed the draft guidelines that included revisions to honorarium categories and reporting to the Arts Commission at its conclusion of the grant period. A motion was made to approve the guidelines as presented. M/S Chauvel/Ervin. Yeas: Ballard, Barrow, Chauvel, Ervin, Kollenda, Ray, Smith. Noes: None.

B. Artist Sunday - Staff shared the national movement dedicated to supporting local artists on Artist Sunday. Artist Sunday follows Black Friday and Small Business Saturday and prior to Cyber Monday sales. Staff recommended the Arts Commission request the City Council declare a proclamation acknowledging the day and encourage residents to support local artists and value their importance and contributions to the community. Staff noted that the Laguna Beach Chamber of Commerce, Visit Laguna Beach and Sawdust Art Festival supported the proposal and would assist with acknowledging the day. A motion was made to make a recommendation to the City Council to declare a proclamation at its meeting on November 12, 2024, acknowledging Artist Sunday and the contributions of local artists to the economy and community. M/S Kollenda/Chauvel. Yeas: Ballard, Barrow, Chauvel, Ervin, Kollenda, Ray, Smith. Noes: None.

7. Adjourned: 5:20 p.m.

c. City Manager, City Clerk, Council Liaison Mayor, Director Transit and Community Services.

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

To: Arts Commission
From: Karen Wood, Public Arts Coordinator
Agenda Item: A
Title: Holiday Palette Selection

Overview

The Holiday Palette Competition is open to artists who reside, work or exhibit in Laguna Beach and are eighteen years and older. The painted original artworks adorn lampposts throughout the City during the winter holiday season. The palettes are considered temporary art due to the nature of the materials used, displaying an average life span of seven to ten years. Typically, Public Works hangs approximately sixty palettes per holiday season.

Summary of the Matter

To improve the artist submission experience and assure timely accessibility to all Arts Commissioners for review, the Art Commission had staff upgrade to utilizing Slideroom for digital applications. Up to four palette designs can be selected by the Arts Commission and will be painted by hand by the artists. There are 38 design applications submitted and can be [VIEWED HERE](#).

Recommendation

The Public Art Sub-Committee consisting of Pat Kollenda, Suzi Chauvel and Carl Smith have reviewed the submissions, and recommend submissions # 5, 6, 21 and 33. The Arts Commission may select up to four designs. Selected artists will be notified on October 15, 2024 with completed palettes due on November 18, 2024. The artist honorarium is \$700 for a completed original palette.



Cultural Arts Funding

Supporting the Arts in Laguna Beach

Deadline: Monday, February 3, 2025.

Eligibility: Non-profit organizations with the primary purpose and experience in presenting arts programs in Laguna Beach. Collaborative programming will be accepted, with the organization whose primary focus is presenting the arts being the lead applicant.

Goal: The purpose of this funding is to create quality cultural art experiences that benefit guests that stay overnight at Laguna Beach hotels while improving the experience for residents. The funds available support art projects that promote tourism and related events.

- In 2018, the City of Laguna Beach approved a Creative Placemaking Assessment which identified cultural art activation sites. Organizations are encouraged to utilize sites within the Civic Arts District for its programming including, but not limited to: Festival of Arts and Sawdust Art Festival. Additional sites include Main Beach Cobblestones, Laguna Art Museum, Laguna Playhouse and the Promenade on Forest, creative site solutions such as nontraditional venues will be considered.
- Funds for this grant are made available through the Laguna Beach Tourism Marketing District. The funds are dedicated for grants to organizations wishing to enhance the cultural arts environment of Laguna Beach and related programming. The grants are operated and reviewed by the City of Laguna Beach Arts Commission and approved by the City Council.

The City of Laguna Beach is committed to working with cultural arts organizations to ensure the development and success of a vibrant arts community. Applicants are encouraged to provide expanded programming that deepens and expands active experiences in the arts.

In evaluating applications, consideration will be given to the following:

1. Non-profit organizations with functioning arts programs.
2. Cultural arts programs that provide the greatest benefits in meeting the needs of Laguna Beach, its residents, and visitors.
3. New/ and or expanded art services not currently being provided.

Award Notification: July 1, 2025

Application forms are available online at www.lagunabeachcity.slideroom.com

Application Checklist

Please provide the following materials. (These are submitted via Slideroom)

- Application cover sheet
- Application form
- Project Budget
- Certification Page

In addition, include:

- A list of the current Board of Trustees or Directors.
- A list and brief biography of key staff and arts professionals involved in the project.
- IRS letter stating tax-exempt 501 (c) (3) status.
- Financial statement for the most current fiscal year.

In addition, include.

- Support materials: reviews, articles, programs, brochures, letters, etc. (no more than three)
- Sample audio/visual support materials

City of Laguna Beach
Cultural Arts Funding Application
2025

Deadline: Monday, February 3, 2025

Please use font size 10 or larger.

\$ _____
Grant requested

\$ _____
Total Program Budget

Name of Organization: _____

Contact Person: _____ Title: _____

Address: _____

Phone: _____

E-Mail: _____ Website: _____

Number of Paid Staff: _____ Number of Volunteer Staff _____

Geographic Area(s) Served: _____

Date Organization was established: _____

Check which best describes your organization: Dance Literature
 Media Arts Multidisciplinary Arts Music Theatre
 Visual Arts Other _____

Provide a description of your organization in the space provided below.

**City of Laguna Beach
Cultural Arts Funding Application
2025**

Name of Organization: _____

1. **Describe the project for which you are seeking a grant in the space provided below.** Discuss its goals, your plan for carrying out the project, including a timeline, proposed venue, and projected audience. Please indicate how the money will be used by your organization to achieve the goals of the Laguna Beach Tourist Promotion District. (as indicated on page 2)

**City of Laguna Beach
Cultural Arts Funding Application
2025**

Name of Organization: _____

Project Budget

Project Income:

Contributed Income
Individual Contributions _____
Business/Corporate Contributions _____
City of Laguna Beach Request _____
Other Government Grants _____
Foundation Grants _____
Other: _____

Total of Contributed Income _____

Earned Income
Admission/Ticket Sales _____
Tuition _____
Contracted Services _____
Other: _____

Total Project Income _____

Project Expenses:

Administrative Staff _____
Artistic Staff _____
Program/Production/Exhibition Cost _____
Facility Rental _____
Artist Fees _____
Fees for Services _____
Promotion/Marketing Costs _____
Office Supplies and Materials _____
Other: _____

Total Project Expenses _____

**City of Laguna Beach
Cultural Arts Funding Application
2025**

Name of Organization: _____

Certification Page

Is your organization incorporated in California as a non-profit organization?

If "YES":

Date of incorporation as non-profit: _____ Federal Tax ID # _____

If "NO"

Name of sponsoring organization: _____

Its Federal Tax ID # _____

We certify that the information contained in this application, and its attachments, is true and correct to the best of our knowledge. We also hereby certify that our organization is in compliance with all State, Federal and Local Laws regarding licensing and employment practices.

Signature and title of the individual preparing the application form.

AND _____
Signature and title of president or authorized officer

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

To: Arts Commission
From: Karen Wood, Public Art Coordinator
Agenda Item: C
Title: Red Telephone Booth Temporary Art Installation
Location: Forest Avenue, Downtown

Overview

The City of Laguna Beach Red Telephone Booth is a project of the Arts Commission. The K-6 telephone booth is located on Forest Avenue in downtown Laguna Beach. The public telephone has been removed and the booth now serves as a location for temporary art installations selected via a call for artists and a design selected by the Arts Commission. The purpose of the biennial competition is to add to the City's public art collection with high quality temporary artwork.

Summary of the Matter

The current installation "We Need to Talk" by artists Candice Brokenshire and Julie Setterholm was installed in May 2023 with a designated display period of 24 months, The competition guidelines have been updated and reflect the scheduled dates for the upcoming competition. The honorarium for the temporary exhibition is \$8,000 and allocated in the current year Arts Commission Special Programs budget of the Laguna Beach Tourism Marketing District.

Recommendation:

It is recommended that the Arts Commission approve the call for artists guidelines as presented.

Attached: 2023 Red Telephone Booth Competition Guidelines



City of Laguna Beach
**Red Telephone Booth
Temporary Art
Installation**
Forest Avenue, Laguna Beach



Request for Proposals

Deadline: Monday, January 10, 2025

Eligibility

Open to artists who are residents of Imperial, Los Angeles, Orange, Riverside, San Bernardino, Santa Barbara, San Diego and Ventura counties. Employees, Council members, Board members and Commissioners of the City of Laguna Beach are not eligible to apply.

Honorarium

\$8,000

Location Description

The K-6 telephone booth is located on Forest Avenue near various commercial and retail spaces in downtown Laguna Beach. In 1935, architect Sir Giles Gilbert Scott created the telephone box which is an iconic image throughout the United Kingdom. Called K-6, the design was commissioned by the Post Office to commemorate the silver jubilee of King George V. Royal though its patronage may be, the telephone kiosk made technology available to everyone. Although once used as a telephone kiosk, the public telephone has been removed and the box is now serves as an installation site for temporary public art.

Project Description

The proposed proposal and design should be imaginative, whimsical and colorful. Artist may incorporate a design or installation on the interior or exterior of the box. The box measures 3' x 3' x 8'4" and is permanently affixed to the sidewalk. The proposed artwork will be owned by the artist and, if designed for that purpose, returned to the artist at the conclusion of the exhibition period. Please note, there is no electricity available, so any lighting proposed must be solar. Artist must provide liability insurance naming the City of Laguna Beach as additionally insured.

Materials

Materials should be durable, safe and appropriate to a public setting. The installation will be for a period of 24 months.

Laguna Beach Public Art Program

The City of Laguna Beach Red Telephone Booth is a project of the Arts Commission. The purpose of the biennial competition is to add to the City's public art collection with high quality artwork. It is the primary responsibility of the City of Laguna Beach Arts Commission to preserve and protect the collections under its management for the people of the City of Laguna Beach. Deaccessioning is the process by which the Arts Commission recommends to the City Council that an object be removed from the City's collection. The City shall deaccess works of art in its collection only in the public interest and as a means of improving the quality of its collections. The selected design will be subject to City Council approval.

Selection Process

The seven members of the City of Laguna Beach Arts Commission will judge the entries. Judging of the winning design will be based on creativity and appropriateness for the location.

The City of Laguna Beach Arts Commission reserves the right, as its interest may appear, to reject any and/or all applications or proposals, to reject any finalist, to waive informalities in applications or proposals, or to terminate the selection process for any project without prior notice. The Arts Commission reserves the right to make selections for this project from the Arts Directory if insufficient applications are received, or to terminate the project at any time. Application to any project advertised by the City of Laguna Beach Arts Commission constitutes agreement with all applicable rules and guidelines.

Timeline

Monday, January 10, 2025	Deadline for receipt of design proposals.
Monday, January 27, 2025	Arts Commission review and select designs and/or finalists.
Monday, February, 10, 2025	Selected finalist presentations to the Arts Commission
TBD	City Council approval.
Friday, June 13, 2025	Proposed completed installation date.

Application Delivery

Prospective design proposals and application materials must be submitted via <https://lagunabeachcity.slideroom.com/> by 12:00 p.m. on **Friday, January 10, 2025**.

Application Presentation and Content

We encourage applicants to prepare materials before entering Slideroom to ensure ease of completion of all required documentation.

- Professional resume (maximum 2 pages)
- Proof of CA residency
- Color rendering at 1/10 scale (14.4" wide x 10" high). Artists may submit 1 (one) design.
- Artwork title and artist statement describing intent of design and/or theme
- 3 images of previous related artwork
- Completed application form must be mounted to the back of the design.

Information

Karen Wood, Public Art Coordinator | (949) 464-6681 | kwood@lagunabeachcity.net



City of Laguna Beach

Red Telephone Booth Temporary Art Installation

Forest Avenue, Laguna Beach

APPLICATION FORM

NAME: _____

ADDRESS: _____

TELEPHONE: _____

EMAIL: _____

DESIGN TITLE:

IDENTIFY PAINTS AND MATERIALS:

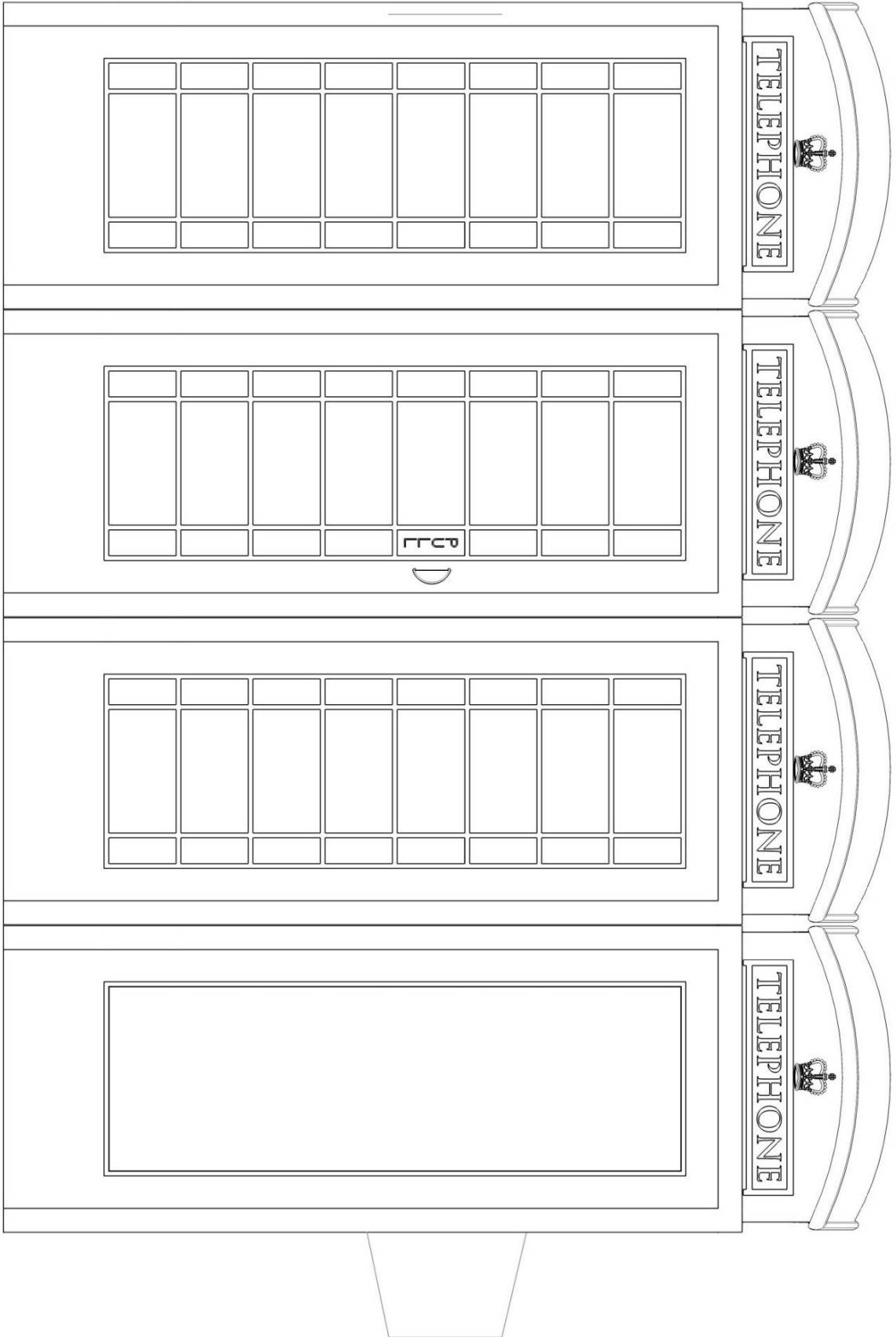
BRIEFLY DESCRIBE THE DESIGN/THEME AND ITS INTENT:

I, the undersigned, agree to all conditions and eligibility requirements of the Red Telephone Booth Art Installation. Permission is granted to the City of Laguna Beach to use images of my artwork for publicity purposes.

Signed: _____

Artist

Date: _____



Arts Commission 2025 Meeting Schedule

January 13 and 27

February 10 and 24

March 10 and 24

April 14 and 28

May 12 (May 26 Memorial Day)

June 9 and 23

July 14 and 28

August 11 and 25

September 8 and 22

October 13 and 27

October 28 **Joint Meeting City Council and Arts Commission

November 10 and 24

December 8