



ARTS COMMISSION

Monday, November 25, 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 Children's Holiday Palette Competition** – Discuss, approve or reject designs submissions for the competition. (Commissioner: Kollenda, Staff: Wood.)
 - B. **Call for Artists – Glenneyre Parking Structure** – Discuss and approve call for artists. (Commissioner: Schwerner, Staff: Wood.)
 - C. **Call for Artists – Musicians Roster** – Discuss and approve call for artists. (Commissioner: Kollenda, Staff: McGregor.)
 - D. **World AIDS Day** – Discuss and approve installation of ribbons recognizing World AIDS Day. (Staff: McGregor.)
 - E. **Innovation Grant for Artists** – Discuss and review marketing outreach for the grant opportunity. (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 November 26, 2024



LAGUNA BEACH ARTS COMMISSION

Regular Meeting

Monday, October 14, 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, Pat Kollenda, Adam Schwerner (arrived 5:10 p.m.), and Carl Smith. **Absent:** Michael Ervin and Michael Ray.

STAFF: Siân Poeschl, Cultural Arts Manager, Michael McGregor, Arts Program Coordinator, Karen Wood, Public Art Coordinator

- 1) Donna Ballard called the meeting to order at 5:00 p.m.
- 2) The minutes of September 23, 2024, regular meeting were approved as presented. M/S Kollenda/Chauvel.
- 3) **Chair's Announcements:** Donna Ballard praised the dance performance activation "The Art of Play" presented at the temporary mural "Supernatural Bloom" at Alta Laguna Park.
- 4) **Commissioner and Staff Communications:** Pat Kollenda attended the Laguna Beach Arts Alliance meeting on October 11, 2024. Staff Wood and Commissioners Kollenda and Smith commended the dance performance activation. Staff McGregor noted that the 2024 Juried Fine Art Exhibition was on display at City Hall and invited Commissioners to attend the awards reception on November 7, 2024. Staff Poeschl noted that the next Arts Commission meeting would take place on November 25, 2025. Staff Poeschl noted that approval of the 2025 performance schedule and a proclamation to recognize the first Sunday following Thanksgiving as "Artists Sunday" were on the City Council agenda for November 12, 2024. Staff Poeschl noted the City Manager approved for the Cultural Arts Department to maintain independent social media accounts.
- 5) **Public Communications:** Staff Wood read a letter from Victoria Gerard, Deputy Director at the Laguna Art Museum, inviting the Arts Commission to Art + Nature events and thanking the Commission for their support in the program.
- 6) Items for Discussion and Action:
 - A) **2024 Holiday Palette Competition** – Staff Wood presented the submitted palette designs and noted the Public Art sub-committee recommendations. A motion was made to select designs by Rachid Belmourida, Emily Bertucci, Lovisa Kjerrgren, and Sofia Pfanner. Motion: Schwerner. Second: Kollenda. Yeas: Ballard, Barrow, Chauvel, Kollenda, Schwerner, Smith. Noes: None.
 - B) **2025 Cultural Arts Funding** – Staff Poeschl presented the application guidelines for Cultural Arts grants to be awarded in July 2025 and noted that applications would be made via the online web program SlideRoom. A motion was made to approve the guidelines as presented. Motion: Kollenda. Second: Barrow. Yeas: Ballard, Barrow, Chauvel, Kollenda, Schwerner, Smith. Noes: None.
 - C) **Red Telephone Booth Temporary Art Installation** – Staff Wood presented the program guidelines, entry form, and dates for the Red Phone Booth Competition. A motion was made to approve the guidelines as presented with an \$8,000 honorarium funded through the Arts Commission Special Programs budget. Motion: Smith. Second: Chauvel. Yeas: Ballard, Barrow, Chauvel, Kollenda, Schwerner, Smith. Noes: None.

Arts Commission
October 14, 2024
Page 2

D) **2025 Arts Commission Meeting Schedule**– Staff Poeschl presented the 2024 meeting dates for the Arts Commission.

7) Adjourned at 5:23 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: Mike McGregor, Arts Program Coordinator
Agenda Item: A
Title: 2024 Children’s Holiday Palette Exhibition
Location: City Hall, 505 Forest Avenue

Overview

The City of Laguna Beach holds an annual exhibition for Holiday Palettes designed by local children aged 5 to 17 years old. All submitted designs have been reviewed by the Banner and Palette subcommittee and are available to view online at:

<https://www.lagunabeachcity.net/home/showdocument?id=20572&t=638675376826142616>

Summary of the Matter

The Palette Subcommittee has reviewed all designs and may provide a verbal recommendation. The Commission may select up to twelve designs. The selected designs will be mounted on small wood pallets and displayed at City Hall through December. The selected artists will be recognized with a presentation of certificates at a City Council meeting on December 10, 2024.

Recommendation

It is recommended the Arts Commission approve up to twelve designs for recognition by the City Council and display them at City Hall.

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

DATE: October 29, 2024
TO: Arts Commission
FROM: Karen Wood, Public Art Coordinator
SUBJECT: **Public Art Installation at the 501 Glenneyre Parking Structure (Agenda Item 6B)**

Overview

As presented at the Arts Commission meeting of August 26, 2024, the parking structure located at 501 Glenneyre is a City owned property and will be undergoing a rehabilitation project. 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.



Following the presentation and discussion a motion was made and approved to direct the Public Art sub-Committee to: 1) determine the process of the procurement of public art, projected budget and scope of work; 2) recommend augmenting the available Art in Public Places amount for \$14,000 from the Art in Lieu Fund to be determined by the sub-committee; and 3) return to the Commission with a recommendation.

The Public Art Sub-Committee met to review the project on September 26, 2024 to determine the process, scope of work and budget as directed.

Recommendation

The Public Art Sub-Committee consisting of Commissioners Adam Schwerner, Donna Ballard and Pat Kollenda are recommending there be a Call for Artists for a single Artist with a vision for a sculptural installation that will span all six alcoves, be three dimensional and potentially kinetic. They further recommend the sculpture be a permanent installation for a duration of 20 years, which would follow the guidelines of the proposed Public Art Ordinance revisions. The recommended budget is \$14,000 from the Art in Public Places Fund plus up to \$117,635 from the Art in Lieu Fund for a maximum budget of \$131,635. Per Municipal Code Section 1.090.070 (C) the cost of artwork and its installation is a permissible expenditure of the fund.

Attachments: Call for Artists with Scope of Work



CALL FOR ARTISTS/SCOPE OF WORK
TEMPORARY OUTDOOR PUBLIC ART SCULPTURE
Public Art Installation at the Glenneyre Parking Structure
501 Glenneyre, Laguna Beach
September 25, 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 the livable and visually stimulating environment. The City Arts Commission is inviting artists to submit a design proposal for the six concrete alcoves on the outside of the Glenneyre Parking Structure at 501 Glenneyre as part of the renovation the Public Works Department of the City is undertaking. The primary goal of the art is to create iconic imagery, unique to the setting and scale of the location that enhances the Laguna Beach experience.

Project Proposals should explore artistic excellence that goes beyond technical proficiency, that involves pushing boundaries, challenging conventions and produces work that resonates with audiences on intellectual, emotional, and aesthetic levels with a strong creative vision. **A kinetic component may be included in the design.**

DEADLINE: XXX

ELIGIBILITY: Open to Artist of Artist Team with demonstrated experience in designing, creating, and installing site-responsive public art. **Conflict of Interest:** *City of Laguna Beach employees, members of City Boards or Commissions are in-eligible for this program.*

BUDGET: The selected artist or artist team will receive a maximum payment of up to \$XXXX to cover all costs associated with the design, creation, and installation of the artworks and all related incidental expenses. Should the proposal move successfully through the selection and commission process outlined below, a payment schedule will be outlined in the contract with Artist.

The Arts Commission is inviting artists to submit proposals for the Art-In-Public-Places at the Glenneyre Parking Structure. The work will be selected by the city of Laguna Beach Arts Commission. Installations must be durable and safe to the public, environment and withstand an unprotected installation on the side of the parking structure. Works must be appropriate in content for a public setting and audiences of all ages.

The selected artist or artist team will be required to enter a contract with the City of Laguna Beach, have liability insurance naming the City as additionally insured for the installation.

Site Requirements

- The site for the art sculpture consists of six reinforced concrete arches located within a brick façade on the Glenneyre Street Parking Structure spanning approximately 120' end to end. The six concrete insets are each 18'6" wide and 4' high at center. The insets are bordered by bricks that are approximately 2.4" thick. Between each inset is a brick column approximately 2'3" in width.

Above the concrete inset, the brick façade continues approximately 21' (20'9") above to be a wall for the second floor of the parking structure. Below the concrete inset, the arches allow for planters or landscaping and views through the parking structure, with some areas including railing.

- The proposed project must be constructed of durable materials that resist erosion due to outdoor ocean proximity, will be easy to maintain, and be securely installed;
- Artist (s) must guarantee the construction and installation of the artwork for 20 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 Laguna Beach who may utilize the Glenneyre Parking Structure;
- Submission of artwork proposals that are overtly sexual, political, or religious in nature will not be considered by the Arts Commission.

Proposal Requirements

The proposal should be submitted by DATE, 2024 VIA EMAIL TO THE City Public Art Coordinator: kwood@lagunabeachcity.net and include:

1. Your contact information and professional resume.
2. Material description, detailed Installation method and materials, Renderings of the proposed artwork, placement and installation methodology
3. Artist statement
4. Three references—Please include the name and contact number for three individuals with whom you have worked or who have commissioned your work within the past five years.
5. Provide five to ten digital images of previous related exterior work. Only include images that are relevant to this project.

Selection Process

- **Qualifications:** Artist qualifications as demonstrated by past work and the appropriateness of their concepts to the project. Of highest priority are the artistic capabilities of the artist and the inherent quality of their original artwork to enhance the City's cultural profile. **As mandated by the guidelines of the City of Laguna Beach Public Art Policies, to promote the diversity of the City's collection of Public Art, artists are limited to four pieces in the City's collection at any one time.**
- **Artistic Excellence:** Artists and the proposal shall demonstrate excellence of creative and aesthetic ideas, a mastery of skills and techniques in the creation of original art works, communication of unique vision or perspective, and professional approaches to process and presentation. The Arts Commission will apply aesthetic and artistic judgements in their review.
- **Appropriateness to Site:** Artwork shall be large scale, appropriate in material, form and content for the site, **and in methodology and materials for installation.**
- **Durability:** Highly durable and safe artwork designed to withstand the natural elements of an ocean adjacent environment and public space.
- **Public Liability:** Safety conditions or factors that may bear on public liability.
- **Diversity:** Diversity of style, scale, media, and artists.
- **Content:** Appropriateness and relevance and should not contradict the City's values of environmental sustainability, accessibility, and cultural inclusiveness.

Timeframe

The public art will remain on the project site for a period of twenty years from the installation date, pending condition, with a review thereafter for potential extension of up to ten more years, again pending condition and falling within the guidelines of the City of Laguna Beach Public Art Policies.

The arts Commission may select one or multiple proposals and reserves the right to reject all proposals.

A proposal for this Art-In-Public-Places will first be reviewed by the Arts Commission's Public Art Sub-Committee. If the proposal is approved by the subcommittee the item will be placed on the agenda for the full Arts Commission. **Somewhere in the process we need to have a public works structural engineer review the design, materials and installation method for feasibility/safety of installation onto the wall.** The arts Commission meets on the second and fourth Monday of the month in the City Council Chambers located at 505 Forest Avenue, Laguna Beach.

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 for any project put forth by the City of Laguna Beach arts Commission constitutes agreement with all applicable rules and guidelines.



City of Laguna Beach – Cultural Arts Musician Roster Application

Contact Name: _____

Address: _____

Phone #: _____

Email: _____

Band/Group/Org: _____

Link to EPK or Samples: _____

Genre/Description (include # of performers):

Please select which performance(s) you would like to be considered for:

- Sunset Serenades** – (90 minutes) Outdoor performances at the Heisler Park Amphitheater. Fridays in May and September. Open to solo performers up to medium-size groups.
- Sunset Serenades World Music** – (90 minutes) Outdoor performances at the Heisler Park Amphitheater, featuring authentic cultural music from around the world. Fridays in June. Open to solo performers up to medium-size groups.
- Music in the Park** – (2 hours) Large outdoor performances at Bluebird Park. Sundays in July and August. Open to medium and large-size group performances.
- Stage on Forest** – (2 hours) Small outdoor performances at the Promenade on Forest Avenue. Fridays, Saturdays, and Sundays from March through December. Open to solo and duet performances.

Email completed application form to mmcgregor@lagunabeachcity.net for consideration.

Concerts are funded by the lodging establishments and City of Laguna Beach. The Cultural Arts Department accepts applications from Southern California-based musicians who wish to be on the musician roster. All applications are subject to review by the City of Laguna Beach Cultural Arts Manager, Arts Commission, and/or a panel of experience music professionals. Selection criteria is based on artistic excellence, cultural diversity and the ability to work well and cooperatively with City and concert staff. Submission of an application does not guarantee performance booking. If there is an interest in booking your group, you will be contacted by a member of the City's Cultural Arts team.

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

To: Arts Commission
From: Michael McGregor, Arts Program Coordinator
Agenda Item: **6D**
Title: World AIDS Day
Location: Downtown Laguna Beach

Overview

World AIDS Day takes place on December 1, each year to show support for people living with HIV, and to commemorate those who have died from an AIDS-related illness. In recognition of this day, the Cultural Arts team and Arts Commission also show support by displaying black and red ribbons on sculptures in the downtown area. In addition, information cards are placed with the ribbons to identify the significance of World AIDS day and the displayed ribbons.

Recommendation:

It is recommended that the Arts Commission approve the wording for the information cards and placement of ribbons on the following sculptures:

The People’s Council, North and South Wave, The Shopper, The Discussion, Red Telephone Booth, Laguna Blossoms

Info card:



December 1, 2024 - World AIDS Day is an international day dedicated to raising awareness of HIV/AIDS. The black and red ribbons signify mourning for those who have died of the disease and support for people living with HIV.

MEMORANDUM

DATE: November 19, 2024
TO: Arts Commission
FROM: Siân Poeschl, Arts Manager
SUBJECT: Innovation Grant for Artists (Item 6E)

The Arts Commission is currently accepting grant applications from artists residing, working or exhibiting in Laguna Beach. Grants are identified in three tiers (Emerging \$5,000 - \$10,000, Mid-Career \$10,000- \$20,000 and Established \$20,000 to \$30,000) with an overall budget allocation of \$100,000. The deadline for submissions is January 10, 2024.

Marketing efforts have included the following.



1. Personal video message from Arts Commissioner Austin Barrow. Staff thank and appreciate the work Commissioner Barrow took in facilitating this video.
2. Social Media

October 22, 2024	November 18, 2024
Facebook <ul style="list-style-type: none">• Views: 604• Reach: 634• Impressions: 639• Interactions: 4	Facebook <ul style="list-style-type: none">• Views: 170• Reach: 183• Impressions: 184• Interactions: 2
Instagram <ul style="list-style-type: none">• Views: 3,713• Reach: 2,347• Impressions: 2,745• Interactions: 120	Instagram <ul style="list-style-type: none">• Views: 1,782• Reach: 1,253• Impressions: 1,338• Interactions: 62
X (Twitter) <ul style="list-style-type: none">• Impressions: 492• Engagement: 11	X (Twitter) <ul style="list-style-type: none">• Impressions: 213• Engagement: 3

3. Advertising in Stu News Laguna

INNOVATION GRANTS FOR ARTISTS

APPLY ONLINE

This program encourages the spirit of experimentation and exploration with grant awards between **\$5,000 and \$30,000**

Deadline: January 10, 2025

Open to artists who reside, work, or exhibit in Laguna Beach. Applicants must be 18 years and older by the application due date.

Funded by the lodging establishments and City of Laguna Beach

4. Information has been distributed to artists through the Festival of Arts and Sawdust Arts Festival newsletters.

5. Listed as an artist opportunity on the California Arts Council and Arts Orange County website.

In addition, staff will be sending a flyer to galleries, arts organizations and community groups to market the opportunity.