

**MINUTES OF THE
REDONDO BEACH PUBLIC ART COMMISSION MEETING
September 25, 2019**

CALL TO ORDER

A regular meeting of the Public Art Commission was called to order by Chair Lapin at 7:00 p.m. in the City Council Chambers, 415 Diamond Street, Redondo Beach, California.

ROLL CALL

Commissioners Present: Cagle, Klein (arrived at 7:05 p.m.), Pucci, Lapin, Milley, Sharma, Richardson

Officials Present: John LaRock, Director, Community Services
Joyce Maddox, Cultural Arts Manager
Steven Proud, Director, Waterfront Economic Development
Maria Shafer, Recording Secretary

SALUTE TO THE FLAG

Chair Lapin led the assembly in the salute to the flag.

PRESENTATIONS AND ANNOUNCEMENTS

Chair Lapin distributed invitations to the upcoming CA 101 2019 Art Exhibition noting the opening reception will be on October 4, 2019 from 5:00 p.m. to 10:00 p.m. at the former Gold's Gym space. She reported one of the five awards is the Public Art Commission Choice Award and Members of the Public Art Commission will have an opportunity to view the exhibit prior to opening night and choose the artist they feel is the best artist in the exhibit to receive the award. Members of the Commission will receive an email from the Exhibit Director to view the selection on October 13, 2019. Chair Lapin explained she will not participate in the selection as she is the administrator of the exhibit and it would not be appropriate for her to participate. Additionally, on October 10, 2019, at the CA 101 Gallery, there will be a Ted-X Salon entitled Create Change which will be a series of facilitated talks and a moderator will lead the group in a discussion. Tickets are available on Event Brite.

Commissioner Sharma announced that in her recent trip to India, her name was honored in the **World Recovery Cause (VERIFY)**.

APPROVAL OF ORDER OF AGENDA

Motion by Commissioner Pucci, seconded by Commissioner Milley, to approve the Order of Agenda. Motion carried unanimously.

CONSENT CALENDAR

Approval of affidavit of Posting for the Public Art Commission Meeting of September 25, 2019

Approval of the following minutes: July 24, 2019

Motion by Commissioner Klein, seconded by Commissioner Milley, to approve the Order of Agenda. Motion carried unanimously.

ORAL COMMUNICATIONS

None

EXCLUDED CONSENT CALENDAR

None

PUBLIC PARTICIPATION ON NON-AGENDA ITEMS

None

SUB COMMITTEE REPORTS

Commissioner Milley reported the Murals Subcommittee met several times and are making good progress.

Chair Lapin discussed the Public Art Master Plan and asked Cultural Arts Manager Maddox to send a link to all Members of the Commission. She distributed a list potential priority public art location in the City.

Motion by Commissioner Pucci, seconded by Commissioner Cagle, to receive a file the list of potential priority public art locations in the City. Motion carried unanimously.

ITEMS FOR DISCUSSION PRIOR TO ACTION

Capital Improvement Project for Pier Sails

Community Services Director John LaRock presented details of the report and displayed a PowerPoint presentation. He discussed the following:

- Considering restoration of the Pier sails or the possibility of incorporating a public art piece
- Existing conditions
- Possible concepts in the public art realm, materials, environmental light and environmental wind
- Consideration by the Public Works Commission, the Harbor Commission and Council
- Basing priorities on costs and long-term durability
- Managing a Call for Artists design competition
- Mitigation around the frames to deal with aviary intrusions

Community Services Director LaRock stated there is no intention to change the design of the sails; addressed specific areas of location and requested input from the Commission as to whether to consider public art as one site or three sites.

Commissioner Pucci stated her preference to keep the existing framing, adding colors to the sails and considering public art by one artist and as one location to carry out a theme and for consistency.

Commissioner Milley stated he would be happy to consider options for changes and noted it is an area of focus and a good location.

Commissioner Klein commented positively on the idea and the opportunity to consider a public art piece and hoped the project will move forward. She agreed it should be one artist, for consistency.

Chair Lapin agreed one artist is the way to go.

Commissioner Sharma commented positively on the project but stated she would prefer having multiple artists for increased variety.

Commissioner Klein asked about the budget and Community Services Director LaRock explained it is part of the City's Capital Improvement Projects budget. If Council provides direction to proceed with a public art project, it may be the budget in the CIP is not adequate other considerations and options may arise. Currently, there is no funding identified from the John Parson's Public Art Fund for this project and there is no timeline associated with it.

Community Services Director LaRock addressed next steps noting that if Council provides direction to proceed with a public art project, the item will return to the Public Arts Commission for consideration to discuss the parameters of an RFP.

Chair Lapin noted the Pier sails are an iconic part of the City; stated she would like to see other artistic enhancements and spoke about the possibility of doing so in surrounding artwork and not necessarily on the Pier sails, themselves. This could include surrounding lighting/artwork, but Chair Lapin expressed concerns about the maintenance of any type of lighting component and possible electrical restrictions. She expressed interest in seeing the cost for renovation of the sails as a baseline, before adding another component; agreed with having one artist for consistency and a clear vision of the project, as a whole.

Chair Lapin opened public comments on this item.

Paul Moses, District 2 Resident and former Public Art Commissioner, stressed the need to get this right, especially as it relates to an iconic piece; suggested allocating more money to the project; provided a brief background and history of the piece; recommended considering a material that does not require paint and using lighting for a color effect; noted the need for involving engineers in terms of the sails catching the wind and commented on the possibility of considering shade. Additionally, he suggested asking for input from artist, Patrick Vogle.

Waterfront Economic Development Director Steve Proud thanked the Commission for its consideration of this item; agreed it is an iconic piece in the City and reported the Harbor Commission will consider the Public Arts Commission input on this matter.

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Chair Lapin closed public comments on this item.

Commissioner Richardson indicated the sails are an artwork, in themselves; agreed it should remain the same except for the use of new materials and lighting.

Community Services Director LaRock reported the original design plans are in the City Engineer's office which staff will need to research.

Motion by Commissioner Pucci, seconded by Commissioner Cagle, to receive and file the Capital Improvement Project to upgrade and beautify the iconic Pier sails at the Waterfront. Motion carried unanimously.

Review Status of Approved Utility Box Program Artwork Installation

Cultural Arts Manager Maddox presented details of the staff report.

Chair Lapin noted Dr. Chantal Toporow, the artist chosen for the District Two location, did not receive the specifications.

Cultural Arts Manager Maddox offered to resend the information to Dr. Toporow. Cultural Arts Manager Maddox noted if Dr. Toporow needs an extension, she will ensure she is given additional time to submit her information. Additionally, Cultural Arts Manager Maddox reported speaking with SPIN Imaging, and they are willing to talk those who need help through the process.

Commissioner Klein reported the image was more than four sides and in speaking with SPIN representatives, they declared the fourth side could not be wrapped as it includes an attached meter.

Chair Lapin noted there is a large box with a smaller box attached and both boxes are available to wrap except for the side on the larger box where the meter is attached. The design of the wrap would be left to Commissioner Klein's artistic interpretation.

Commissioner Klein reported she only has four approved photos and there are seven sides and asked the Commission how to proceed.

Chair Lapin expressed concerns that to get approval for any new photos would delay the project because all of the utility boxes need to be done all at once to reduce costs.

Commissioner Richardson stated there is potential for nine sides or four, with other sides painted a solid color.

Commissioner Milley suggested giving the artist liberal guidance and flexibility to use the photos to her liking.

Commissioner Pucci stated she would hate to see the project delayed and suggested finding another District One box.

Brief discussion followed regarding the tops of the boxes and the possibility of painting side without graphics, a solid color.

Commissioner Klein stated she can use her current four pictures and wrap one along two sides; that she can work with what she has, creatively.

Chair Lapin commented on the opportunity to duplicate pictures on different sides.

Commissioner Klein expressed appreciation for the clarity and stated she can make it work.

Chair Lapin discussed the possibility to reconsider some of the artwork that was previously dismissed, as it may be useful in the future. If they are reconsidered, the Commission would have more to choose from in the future.

Commissioner Pucci felt they were originally dismissed for a reason and they should be put to rest. She opined focus should be on finding on how to get more art in, rather than reconsidering what has already been dismissed.

Chair Lapin noted the artwork dismissed was previously approved by the Commission to go into the "pot".

Commissioner Cagle stated she would like to reconsider the artwork previously dismissed adding that she believed the Commission was too restrictive and not open to accepting the different pieces.

Commissioner Klein commented on the time that was taken to review the artwork and suggested sending an email to those who made previous submissions to gauge their interest in resubmitting.

Chair Lapin stated there would be no need to resubmit as the Commission could just reconsider what was originally submitted.

Commissioner Richardson noted there were a couple of pieces he would like to revisit and suggested adding an artist statement to any artwork that is submitted to the Commission.

Chair Lapin noted artists have an opportunity to submit a statement on their submission application.

Commissioner Sharma reported new artists that have submitted artwork have included an artist's statement.

Chair Lapin added all of that information is available on a Google document and asked Cultural Arts Manager Maddox to send a link to the document to all Members of the Commission. She suggested tabling the discussion until all Members have had an opportunity to review it.

Cultural Arts Manager Maddox announced the City is still taking submissions and asked whether the Commission would like them forwarded as they are received or in a bundle.

Chair Lapin suggested including the information in the Commission's agenda packets.

Commissioner Klein asked whether there have been ads or submissions since the Commission's last meeting and Cultural Arts Manager Maddox responded there have not.

Brief discussion followed regarding expanding the ads in different publications, digital/social media marketing, the possibility of allocating funding for paid advertising using digital marketing and transferring money from print media to social media.

Commissioner Klein noted social media is much more powerful than print advertising.

Cultural Arts Manager Maddox suggested submitting a marketing proposal and commented on the possibility of individual Commission Members posting ads on their social media pages, using the City's standards.

Discussion followed regarding forming a subcommittee to work on a marketing proposal and adding the item to a future agenda.

Commissioners Klein and Pucci offered to be on the subcommittee. It was noted the marketing plan would include the target audience, costs and visuals.

Commissioner Richardson stated he would like the submissions forward to the Commission as they are received.

Commissioner Sharma commented on a previous request to send calls for artists to local high school, colleges and design schools.

Cultural Arts Manager Maddox reported they have not been sent to any school.

Chair Lapin suggested accepting five student submissions for utility box art and issue a call for art to students from each District.

Commissioner Milley commented on the review and dismissal of artwork and stated he would like to reconsider artwork that was previously submitted but dismissed. Additionally, he discussed the possibility of developing a process for reviewing and considering art.

Chair Lapin opined all of the Commissioners should be included in decision-making.

Commissioner Klein and Chair Lapin discussed advertising in schools, challenges with staff time and possible ways to take the burden off of staff.

Cultural Arts Manager Maddox reported a marketing plan will list specific issues the Commission would like addressed and in terms of the City's website and social media, she will need to research the matter and determine if there are other entities in the City that can help. She added it would be a similar process as in processing a work order. Brief discussion followed regarding monies allocated in the budget for marketing. It was noted the Commission may consider requesting an RFP for marketing services depending on the funds available.

Chair Lapin suggested making a referral to staff to ask how the Commission may proceed with soliciting a firm to market the call for artists for the utility box program. The Commission

could they decide, as a body, how much to spend on a marketing plan. She called for a motion to ask staff to determine if the Commission is allowed to use an outside marketing firm to send out a targeted RFP for the utility box program.

Motion by Commissioner Klein, seconded by Commissioner Sharma, to ask staff to determine if the Commission is allowed to use an outside marketing firm to send out a targeted RFP for the utility box program. Motion carried unanimously.

Commissioner Pucci asked about whether Commissioners are allowed to contact educators for a call for student artists. Cultural Arts Manager Maddox indicated she would need to review whether that is appropriate or not.

Chair Lapin discussed the need to work with students, separately, or in combination with adult submissions.

Commissioner Klein opined if the Commission has permission to solicit students in conjunction with adults.

Commissioner Pucci believed there is no need to separate the two groups.

Commissioner Milley stated the importance of marketing when considering not only the utility box program, but all of the art the Commission will be considering in the future.

Motion by Commissioner Pucci, seconded by Commissioner Klein, to ask staff to confirm whether or not the Commission may solicit the public and any entity for a call for artists for the utility box program. Motion carried unanimously.

Discussion followed regarding forming a subcommittee comprised of Commissioners Klein, Pucci and Sharma to develop a plan of what a marketing plan would be. The budget would need to be determined by the Commission.

Commissioner Klein expressed concern regarding the duplicating the efforts of the subcommittee and a marketing firm. Chair Lapin stated the subcommittee is not being asked for a full marketing plan, but rather one that would be targeted to social media and the estimated costs. City staff will need input from the subcommittee as to what is needed in the marketing plan.

Commissioner Milley indicated even though the Commission decides not to issue an RFP, the subcommittee could decide the parameters, with options including use of a third party.

Brief discussion followed regarding Commissioner Sharma's marketing experience and Commissioner Klein indicated she would like someone else on the subcommittee with marketing experience. Commissioner Milley stated he has marketing experience and Commissioner Sharma agreed to have Commissioner Milley be in the subcommittee instead of her.

Motion by Commissioner Milley, seconded by Commissioner Pucci, form a subcommittee comprised of Commissioners Klein, Milley and Pucci put together the bullet points of items to be included in a marketing plan to include in an RFP for marketing services for the utility box

program. Motion carried unanimously.

Chair Lapin polled the Commission to determine if it wants to move forward with revisiting previously-dismissed artwork submitted for the utility box program.

Commissioner Richardson indicated he would like time to review the previously-dismissed artwork.

Commissioners Richardson, Sharma, Milley and Cagle and Chair Lapin responded they would like the opportunity to review the previously-dismissed artwork. Commissioners Pucci and Klein responded they would not.

Chair Lapin declared the Commission will move forward to revisit previously-dismissed artwork from 2019. She offered to forward a copy of meeting minutes that specified the artwork to Members of the Commission.

Commissioner Klein suggested having an expedited way to review the artwork.

Chair Lapin explained that at the next meeting, the Commission will have the artwork projected on a screen and she will poll each Commissioner as to their preference.

Commissioner Richardson felt Commissioners should be allowed to comment on their preferences instead of just approving or disapproving.

Commissioner Pucci opined if Commission Members review the artwork, prior to the next meeting, they will be able to comment at the meeting and state reasons for accepting/declining the artwork.

Commissioner Klein suggested taking a poll and subsequently allowing comments from the Commission justifying their choice.

Chair Lapin suggested moving forward and seeing how the process goes.

Discussion followed regarding the number of submissions that were rejected in the beginning of 2019. They had already been approved to go into the pool of artists/artworks.

Chair Lapin stated the Commission has approved to revisit previously-dismissed artworks in 2019 and place the item on the next agenda. She reported there are fifteen additional utility boxes to consider and asked Cultural Arts Manager Maddox to provide pictures and specifications of the remaining fifteen utility boxes.

Review Status of the John Parsons Public Art Fund

Cultural Arts Manager Maddox presented the report on the status of the John Parsons Public Art Fund.

Motion by Commissioner Milley, seconded by Commissioner Klein, to receive and file the report on the status of the John Parsons Public Art Fund. Motion carried unanimously.

COMMISSIONER REFERRALS TO STAFF

Commissioner Cagle asked about the status of the public art, Sails in Motion, at the Redondo Beach Marina which was previously approved including lights and misting.

Chair Lapin reported there is a problem with the electrical and water features.

Commissioner Pucci suggested the Commission consider an additional project on the Artesia corridor involving the installation of banners, distributed a flier with an example and asked that the item be placed on the next Commission agenda. She suggested putting out a call for artists for the design of the banners/lampposts.

Chair Lapin noted the banners would change, based on events in the City.

Discussion followed regarding whether the program meets the definition of a permanent art installation and whether it falls under the Public Art Commission purview.

Cultural Arts Manager Maddox reported signs are under the purview of the Public Works Department, but artistic banners may be under the Public Art Commission's purview and she would like to research the item.

Motion by Commissioner Klein, seconded by Commissioner Milley, to receive and file Artesia Corridor Banner Beautification Project flier, submitted by Commissioner Pucci, add the item on the next Commission agenda and research an appropriate timeline. Motion carried unanimously.

Commissioner Sharma asked about the status of the blank wall at the Redondo Beach Water Plant and asked about ownership of the wall.

Cultural Arts Manager Maddox suggested Members of the Commission take photos of areas the Commission is interested in considering/addressing for public art and email it to her.

Chair Lapin reported the mosaic artist for the Police Station wall sent her pictures of their progress and asked that it be added to the Commission's next agenda for discussion and consideration.

ADJOURNMENT

Chair Lapin reported the next meeting of the Public Art Commission is scheduled for the day before Thanksgiving and suggested considering rescheduling it. Cultural Arts Manager Maddox will send potential dates and times to the Commission to determine what date works best.

Chair Lapin announced that the next regular meeting of the Public Art Commission will be at 7:00 p.m. on Wednesday, November 27, 2019.

Motion by Commissioner Milley, seconded by Commissioner Cagle, to adjourn the meeting at 8:45 p.m. Motion carried unanimously.

Chair Lapin adjourned the meeting at 8:45 p.m.

Respectfully submitted,

John LaRock, Director
Community Services