

CITY OF MANHATTAN BEACH
MINUTES OF THE CULTURAL ARTS COMMISSION

August 15, 2022

Meeting by teleconference (Zoom) – in accordance with procedures on agenda
1400 Highland Avenue
Manhattan Beach, CA 90266

A. CALL TO ORDER

Chair Rubino called the meeting to order at 6:05 p.m.

B. ROLL CALL

Present: Karger, Marcy, Tokashiki, Vice Chair Spackman, Chair Rubino

Absent: Attam

Staff present: Eilen Stewart, Cultural Arts Manager, Rosemary Lackow, Recording Secretary

C. APPROVAL OF MINUTES – July 18, 2022

It was moved and seconded (Karger/Tokashiki) to approve as submitted.

ROLL CALL

AYES: Marcy, Karger, Tokashiki, Vice Chair Spackman, Chair Rubino,

NOES: None

ABSENT: Attam

ABSTAIN: None

The motion passed 4-0-1-0

D. CEREMONIAL - None

E. AUDIENCE PARTICIPATION (3-Minute Limit) – None

F. GENERAL BUSINESS

1. Work Plan item updates

a. MBAC Revamp Project.

Wayfinding sign committee (Karger/Spackman): Commissioner Karger reported the committee visited the MBAC site and noted locations for the directional signs. The next step will be to coordinate a meeting with Public Works to confirm the signs and proceed with how to proceed with installation.

Front free-standing sign committee: (Tokashiki, Marcy, Rubino) Commissioner Tokashiki reported that the committee met, reviewed work that the prior committee had done and created a list of sign theme “desires” for the main sign. The “desires” are that the sign shall: 1. clearly be an art piece; 2. blend/coordinate with the existing Van Hamersveld frieze design; 3. blend with a future sculpture garden; 4. be prominent, clearly identifying the art center; 5. be easy to maintain; 6. be easily seen from the street (staff to check on any applicable size or height restrictions); 7. be illuminated to be visible at night; 8. have stationary and changeable digital messaging; 9. not be flashing or moving in a way that obstructs or distracts traffic; 10. uses or incorporates the City logo consistent with other city signs; 11. have a welcoming design.

Regarding work done by the prior committee, Chair Rubio shared a slide of a conceptual sign design that had been submitted a year or so ago by Platon Digital Graphics. The design was overall positively received with some critique; the estimated cost at the time was \$36,000. The designer is no longer with this company however and it was suggested that this concept may be useful as a model going forward. Chair Rubino offered to contact former Commissioner Manna to see if he had the designer's phone contact.

Commissioner Marcy inquired as to whether this is an opportune time to consider renaming the MBAC in a way to capture more inclusivity, diversity and equity (e.g., "Manhattan Beach Multicultural Center") as a part of the center's brand. CAM Stewart advised that the Commission can consider this but the City Council would need to provide an opinion before the Committee were to proceed down that path. She also believes that the process of renaming would be time consuming and in the past the Council has not been warm to changing names (e.g., a prior proposal to change the name of the Sculpture Garden program).

In discussing the Commission agreed that perhaps as an alternative to a name change, the idea of inclusivity can be incorporated into the cultural arts mission statement and used to market the MBAC programs. CAM Stewart will find the current mission statement and share with the Commission.

CAM Stewart advised that the next step for the front sign committee is to gather up information that would be needed to be included in an RFP as the specs for the front sign (e.g. height, copy area, 2-sided, digital screen aspects, art element specifics, budget). As to budget, she emphasized that the committee needs to show the Council a range of cost that supports an allocation amount. Two ways to go would be to go to a manufacturer with the preliminary sign design or the committee can research other RFPs that have been used by public agencies for similar projects. Another consideration is whether the sign will be visible from nearby residences. CAM Stewart will contact the Community Development Department to learn what parameters if any, should guide the placement, height and size of the sign. She will help the committee with working the specs into a legal RFP document.

The overall poor condition of the MBAC site (landscaping, building exterior, hanging wires, etc.) was raised. CAM Stewart will pass on a request for some routine grounds maintenance to the Public Works Department. Another option discussed was to encourage a volunteer group (e.g. boy scouts) to help with clean up.

b. Other work plan items. CAM Stewart clarified that two other plan projects (Art Grants for murals and utility infrastructure beautification) are the closest to being able to be completed, however the commission is committed to focusing now only on the MBAC project. Chair Rubino inquired as to the status of the performing arts projects. CAM Stewart commented that the general template for grants had been reviewed by the Commission but much more work is needed on the specific performing arts item which has been put on hold until other items are completed.

The rainbow crosswalk/gazebo project at Polliwog Park is going forward, but has been delayed; the goal is to get installed in time for recognition during October, which is LGBT history month.

G. STAFF ITEMS

Cultural Arts Manager Stewart reported:

- Cultural Arts Division updates: summer events including Concerts in the Park, the Community Art Exhibition, Shakespeare by the Sea and ceramics studio have been very successful. Projects that are in the works and progressing include the historical art assessment project with the Historical Society, Bo Bridges mural on City Hall, and working with the North End Business Improvement District regarding a possible sculpture. She anticipates the convening of the APPC (Arts in Public Places

Committee) to start to work on the Bruce's Beach art piece. As to staffing, it is hoped that a full-time Ceramics Coordinator position will be opened which will be a great help.

- PATF update: no significant change from last month, at which time the fund had just over \$2.3 million; over \$1 million allocated; just under \$1.2 million in unallocated funds. Funds that will expire include \$300k in December, 2023 and then another \$500k in 2024.
- Council update - no items.

H. COMMISSION ITEMS

Chair Rubino reported that the Community art show was very enjoyable and well received.

CAM Stewart reported: 1) the digital art display at City Hall is in the hands of Public Works and 2) the cultural arts staff works out a schedule for art exhibits about two years in advance – she can provide Commissioner Marcy with that schedule as pertaining to the Joslyn Center to assist in programming Hometown Fair events.

I. ADJOURNMENT

At 7:06 p.m. with no objection, Chair Rubino adjourned the meeting to September 19, 2022 at 6:00 p.m., via a hybrid format (Zoom and in person).