



**ARTS COMMISSION**

Monday, June 25, 2018

Council Chambers

505 Forest Avenue, Laguna Beach, CA 92651

5:30 PM

**- A G E N D A -**

- 1) Call to Order
- 2) Approval of Minutes
- 3) Chair's Announcements (Ervin)
- 4) Commissioner and Staff Communications
- 5) Public Communications - *In order to assist the Arts Commission in the timely completion of its business, speakers are asked to limit any one of their presentations to three minutes or less. The Chairperson of the Arts Commission may extend this time for good cause. Names and, if given, addresses of speakers will be part of the official records and meeting minutes are placed on the City's web-site.*
- 6) Items for Discussion and Action:
  - A. Jurors for the Community Art Project Exhibition** – Discuss and approve Arts Commissioners to serve on a jury on July 3, 2018. (Staff)
  - B. Juried Fine Art Exhibition** – Discuss and approve competition guidelines. (Staff)
  - C. Jurors for the Art Inspired writing Challenge**– Discuss and approve Arts Commissioners to serve on a jury. (Staff)
  - D. Creative Placemaking Assessment** – Discuss and approve the final draft assessment prepared by AEA Consulting. (Chauvel)
- 7) Adjournment

*Pursuant to the Americans with Disabilities Act, persons with a disability who require a disability-related modification or accommodation in order 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 fax 949-497-0771. 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  
Councilmember Boyd, Council Liaison  
Assistant City Manager

Post through June 26, 2018



## LAGUNA BEACH ARTS COMMISSION

Regular Meeting  
Monday, June 11, 2018  
Conference Room A  
5:00 p.m.

### Recap of Minutes

**PRESENT:** Commissioners: Suzi Chauvel (5:15 p.m.), Michael Ervin, Pat Kollenda, Adam Schwerner (5:25 p.m.), Mike Stice and Karen Wood. **ABSENT:** Donna Ballard and Suzanne Mellor. **STAFF:** Siân Poeschl

- 1) Michael Ervin called the meeting to order at 5:00 p.m.
- 2) Minutes of May 14, 2018, meeting were approved as presented.
- 3) **Chair's Announcements:** None.
- 4) **Commissioner and Staff Communications:** Staff noted the temporary Installation "Word on the Street" would be reviewed by the Planning Commission, to obtain a Temporary Use Permit, on June 20, 2018. Staff noted that on July 9, 2018, the Commission would be hearing the artist presentations for all the public art projects and anticipated it be the only item on the agenda. Commissioners complimented the performer selection for the concert series Sunset Serenades.
- 5) **Public Communications:** None.
- 6) Items for Discussion and Action:
  - A) **Literary Laureate** – Suzanne Redfearn presented her proposed programming for her first year as Literary Laureate that included the creation of the web-site LITLaguna; Literary Workshop Series, RockonLB, Open Mic Night, Little Free Library Map, Literary Love from Laguna at the Sawdust Art Festival and an Art-Inspired Writing Challenge. The Challenge would involve a photograph at City Hall with a winning honorarium of \$250. Ms. Redfearn requested two honorariums for a total of \$500. A motion was made to approve honorariums of up to \$500 from savings in the Arts Commission Special programs budget of the Business Improvement District. M/S Wood/Kollenda. Yeas: Chauvel, Ervin, Kollenda, Schwerner, Stice and Wood. Noes: None.
  - B) **Music in the Park** – Staff gave an overview of the performers and arrangements being made for the series.
- 7) Adjourned at 6:10 p.m.

cc: City Manager  
City Clerk  
Council Member Boyd  
Assistant City Manager

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

**To:** Arts Commission  
**Meeting Date:** June 25, 2017  
**Agenda Item:** A  
**Title:** Community Art Project Exhibition Award  
**Location:** City Hall, 505 Forest Avenue

---

**Overview**

Community Art Project “CAP” will be hosting an art exhibition in the first floor gallery of City Hall from July 2 to August 8, 2018. The organization will also be hosting an exhibition reception and awards presentation on July 5, 2018. The CAP Board of Directors has requested the Arts Commission select a piece of artwork from the exhibition to receive an “Arts Commission Choice Award” and \$100 cash prize.

**Summary of the Matter**

Artwork from the Community Art Project exhibition will need to be reviewed on July 3 between 7:30 a.m. and 5:30 p.m.

**Recommendation:**

It is recommended that the Arts Commission Exhibitions sub-committee review the artwork on July 3 and select a work to receive the Arts Commission Choice Award.

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

**To:** Arts Commission  
**Meeting Date:** June 25, 2017  
**Agenda Item:** B  
**Title:** 2018 Juried Fine Art  
**Location:** City Hall, 505 Forest Avenue

---

**Overview**

The City of Laguna Beach Juried Fine Art Exhibition is currently in its 12<sup>th</sup> year. It will be installed at City Hall on October 8, 2017 and show through November 29, 2017.

**Summary of the Matter**

The competition guidelines reflect the scheduled dates for the 2018 deadline, exhibition and reception.

**Recommendation:**

It is recommended that the Arts Commission approve the guidelines as presented and direct the sub-committee to recommend potential jurors for the exhibition.

Attached: 2018 Juried Fine Art Exhibition Guidelines



City of Laguna Beach  
*2018 Juried Fine Art Exhibition*

*City Hall, 505 Forest Avenue, Laguna Beach*

**Honorarium:**

1<sup>st</sup> Place \$1,000; 2<sup>nd</sup> Place \$500; and 3<sup>rd</sup> Place \$250

**Eligibility:**

Open to all Orange County artists 18 years of age or older. Work must be original and executed within the past two years. Work must not have been previously exhibited at City Hall. Entry in this exhibit establishes an agreement on the part of the artist to all conditions listed in the prospectus.

**Media:** Two dimensional art works measuring no more than 36" x 36" framed.

**Entry Fee:** A non-refundable entry fee of \$25 for up to three entries.

**Calendar:**

September 8, 2018 Deadline to submit images to <https://lagunabeachcity.slideroom.com>

September 24, 2018 Notification e-mailed to all entrants.

October 8, 2018 Deliver selected artwork to City Hall between **9:00 and 10:30 a.m.**

October 8 – November 29, 2018: Exhibition Dates

Monday – Thursday 7:30 a.m. – 5:30 p.m.

Alternative Friday's 7:30 a.m. to 4:30 p.m.

November 1, 2018 Reception and announcements of awards at 5:30 p.m.

November 30, 2018 Collection artwork from City Hall between **9 a.m. and 10:30 a.m.**

**Juror:**

TBA

**Entry Procedures:** Submit up to three (3) pieces by registering and uploading images at <https://lagunabeachcity.slideroom.com> Payment is made on the secure server with any major credit card.

**Condition of Entries:** All work must be completely dry, framed, wired and ready for hanging, or otherwise suitably prepared for exhibition. No sawtooth hangers will be accepted.

**Contact:**

Michael McGregor, Arts Program Coordinator, (949) 497-0722 x5 or [mmcgregor@lagunabeachcity.net](mailto:mmcgregor@lagunabeachcity.net).

*This program has been funded by the lodging establishments and City of Laguna Beach.*

## MEMORANDUM

**DATE:** June 18, 2018  
**TO:** Arts Commission  
**FROM:** Siân Poeschl, Cultural Arts Manger  
**SUBJECT:** **Creative Placemaking Assessment (Item D)**

---

On July 25, 2017, the City Council approved retaining the services of AEA Consulting (AEA) to undertake a Creative Placemaking Assessment. Over a course of eight months, Principal Libby Ellis and her team at AEA have met with community members, artists, arts organizations and businesses to develop their recommendation.

On June 7, 2018, AEA submitted their final report. Some of the key finds of the report are:

- A new mixed-use facility would cost approximately \$20 million to build and \$2.6 million to operate and likely operate at a deficit of \$1.5 million annually.
- AEA Consulting are recommending alternative creative placemaking strategies:
  - o Expanding the Civic Arts District and strengthen walkable cultural precincts that link key sites
  - o Designate sites at the Main Beach Cobblestones and Village Entrance for cultural programming
  - o Enhance to the public art program
  - o Initiate an Artist in Residence program
  - o Streamline regulations and approval processes for cultural activities.

The Arts Commission will review and discuss the draft report at its meeting. A link to the report is [HERE](#).