

**Newport Beach City Arts Commission Regular Meeting Minutes**  
**Thursday, May 12, 2016**  
**Regular Meeting – 5:00 PM**  
**Friends Meeting Room, Central Library**  
**1000 Avocado Ave.**  
**Newport Beach, CA 92660**

**I. CALL TO ORDER – 5:03 PM**

**II. ROLL CALL**

Commissioners Present:           Arlene Greer, Chair  
  Lynn Selich, Vice Chair  
  Caroline Logan  
  Judy Chang  
  Rita Goldberg  
  Michael Kerr  
  Robert Smith

Staff Present:                       Tim Hetheron, Library Services Director  
  Francine Jacome, Administrative Support Technician

**III. NOTICE TO THE PUBLIC**

**IV. PUBLIC COMMENTS**

Richard Stein, of Arts OC, reminded the committee that the first round of sculptures is being de-installed in August and plans are underway to ensure that the operation progress smoothly.

Mr. Magrutsche requested clarification as to when public comments are held.

Chair Greer confirmed that public comments are held after each item and also after each report.

**V. CONSENT CALENDAR**

**Motion** made by Secretary Logan, seconded by Commissioner Smith, and carried (7-0-0-0) to approve the City Arts Commission Consent Calendar.

AYES:                               Goldberg, Kerr, Chang, Logan, Smith, Selich, Greer  
NOES:                               None  
ABSTENTIONS:               None  
ABSENT:                           None

**Motion** made by Commissioner Smith, seconded by Secretary Logan, and carried (7-0-0-0) to approve the April 14, 2016 City Arts Commission Meeting minutes, as amended.

AYES: Goldberg, Kerr, Chang, Logan, Smith, Selich, Greer  
NOES: None  
ABSTENTIONS: None  
ABSENT: None

Consent Calendar Items

1. **Financial Report** - *Review of financial information*
2. **Cultural Arts Activities** - *Monthly review of cultural arts activities from the Library Administrative Office for upcoming Library and City arts events and services.*

**PUBLIC COMMENTS: None**

## VI. CURRENT BUSINESS

Items for review and Possible Action

3. **Proposal for Newport Beach Chalk Art Fest** - *Staff recommends that the City Arts Commission approve a list of funding opportunities for submission to the Newport Beach Arts Foundation.*

Tim Hetherton, Library Services Director, reported that staff received a proposal from a group of businesses and residents of the Balboa Village to partner with City Arts Commission for the Newport Beach Chalk Art Fest to occur the weekend of October 15 and 16, 2016. The event would include food and music, as well as children's activities. The event set up would be on Saturday and the actual event activities, on Sunday. The group is proposing for City of Newport Beach Arts Commission to fund \$25,000 towards the event, which is to be expensed from the Balboa Performing Arts Theater fund. Although the event is held the same weekend as the Newport Beach Arts Foundation's Art in the Park, staff believes the two events will complement each other, creating an arts weekend. Those involved with organizing the festival are experienced with this event. It also shows support of the artists as they would be paid an honorarium. It also satisfies a goal of the Master Plan for Arts and Culture, in that it is enlivening a neighborhood and could become a signature event on the Peninsula. Staff is recommending for the City Arts Commission to approve the request and seek City Council's approval to enter into agreement with the Balboa Village group.

### **COMMISSION AND STAFF COMMENTS:**

Discussion ensued regarding the funding the request, the lack of information provided in the proposal in order for the Commission to adequately approach City Council for approval to commence with the project and the promoting efforts that are in place to communicate to the public regarding the event.

In response to Commissioner's comment regarding how the event will be marketed and whether portions of the \$25,000 being requested will be geared towards marketing efforts, Library Director Hetherington replied by stating that a detailed list of how funds are going to be distributed will be forwarded to City Council and the City Arts Commission. Staff also stated that banners will be placed throughout the city as well as advertisements in the Library email newsletter, the Library website, and a press release promoting the event.

Further discussions ensued regarding the date of the festival, which coincides with the Art in the Park event that is occurring the same weekend. Commissioners also discussed the funding of the project. In response to numerous comments regarding the timeframe and the overall expenses associated with the event, staff explained that the festival will be held on Sunday, October 16, while the Art in the Park event is being held on Saturday, October 15, 2016. Staff also explained that the overall expense of the project is \$36,750 to which the group is requesting for the City to fund \$25,000 out of the total expense, with the rest of the money to be raised via donations received from individuals and businesses.

In conclusion, members of the Commission are concerned that without a full budget pertaining to the program expenses, and the donors who will contribute financially to the event, City Council will not approve this project. Members of the Commission proposed that staff table further discussion on this event until the next City Arts Commission meeting in order to cast a vote.

#### **PUBLIC COMMENTS:**

Chair Greer opened public comments.

Former City Arts Commissioner Michael Magrutsche questioned if the organizer is the same that was involved with last year's painting in the street event, to which it was confirmed that the people involved with this year's Chalk Art Fest are the same people that were involved and conducted last year's La Strada dell'Arte event.

Newport Beach resident Jim Mosher stated that he believes the commissioners are raising some valid concerns. Mr. Mosher also stated that it seemed that Balboa Village is becoming increasingly dependent on tax payer's funds in everything that they do and advised the commission to look into whether any of the merchants in Balboa Village are helping fund their events.

Mr. Stein stated that government agencies carry a 50/50 match requirements for grant funding, which do not have to be in the form of cash, but has to be a dollar for dollar match, and advised the commission look into putting together a similar policy.

Newport Beach resident Susan Kramer suggested the children's event be held at the Catholic Church down the street as it will keep them away from the flow of traffic. Mrs. Kramer also stated that drawing on the sidewalks with chalk is against the law and asked who will be providing the chinks and materials for the children's area.

In response to Mrs. Kramer's comments and Chair Greer's prompts to Janis Dinwiddie, event organizer, Ms. Dinwiddie stated there will be an area designated for the children. The

children will be provided with the chalk, which the children will be able to keep afterwards, and there will be a \$5.00 fee for the square. Ms. Dinwiddie also pointed out that there are other chalk art festivals being conducted throughout the region at the same time this event is being held and any delay in announcing this event can create a conflict in terms of artist's attendance.

In response to commissioner's question regarding whether or not the event will proceed if it rains, Ms. Dinwiddie responded by stating that the event is a rain or shine event and canopies will be installed in the event it rains. Ms. Dinwiddie stated that the issue will be with ground water as far as the art work is concerned, but will be looking into evaluating what could be done to cover any art work. Commissioner requested to have the rain issued addressed as part of the planning process.

In response to commissioner's concerns regarding the effect delaying the approval process will have on the chalk artists being reserved for the event, Ms. Dinwiddie stated that the hope is to have the event be announced at the end of the month in order to start reserving chalk artists for the event. Ms. Dinwiddie concluded by stating that until a commitment is made with the artists, there is nothing holding them from committing to something else.

Chair Greer closed public comments.

Discussion ensued as how to best modify the proposal to satisfy the time requirements of the Chalk event organizers.

Commissioner Kerr suggested approving the proposal with the understanding that 30% of the funding for the event come from private sources, suggesting that the \$25,000 that is being requested from the Balboa Performing Arts Theater Foundation funds represents 70% of the total event budget of \$36,750.

**Motion** made by Commissioner Kerr, seconded by Commissioner Goldberg and carried (5-2-0-0) to advise City Council to approve \$25,000 allocation for the Chalk Art Fest from the Balboa Performing Arts Theatre fund with the with the understanding the event will become more self-funding before they request support in the future.

AYES:	Goldberg, Chang, Kerr, Logan, Greer
NOES:	Selich, Smith
ABSTENTIONS:	None
ABSENT:	None

**4. Master Plan for Arts and Culture** - *Staff recommends that the City Arts Commission submit the draft Master Plan for Arts and Culture for City Council approval.*

Chair Greer read the background of the plan to the commission as well as distributed the document to both the public and commission for discussion. Chair Greer requested for the commission to adopt the document being presented, in order to submit the drafted to the City Council for approval.

Commissioner Chang departs at 6:17 PM

**PUBLIC COMMENTS:**

Chair Greer opened public comments.

Mr. Magrutsche requested further clarification regarding the contents of the document. Chair Greer explained that the document contained the goals and objectives drafted by City Council sent to the commission for feedback and directions.

Mr. Mosher stated that he is unsure as to what is being discussed tonight as the report states that the discussion is supposed to be a study session and no action is needed for study sessions. Mr. Mosher further stated that there is a master plan in place that was never approved and doesn't see any documents being presented at tonight's meeting that can be reviewed, adopted and approved. Mr. Mosher concluded by stating that the commission is asking for a seal of approval on something that is vague.

Chair Greer responded to Mr. Mosher's comments by stating that the commission is following the direction of City Council, which is to consider the drafted plan and identify the goals and objectives for arts and cultural recommendations as well as develop a Vision and Mission plan previously discussed at ad-hoc committee and now presently being discussed.

Chair Greer closed public comments.

**COMMISSION AND STAFF COMMENTS:**

Discussion ensued regarding the request being asked by the commission from City Council. Members of the commission are reluctant to provide directions to City Council without having adequate time to review the document and conduct a study session as to what the city's mission and vision should be.

Commissioner Smith stated that the plan is a robust plan, but is unsure how the plan should be implemented.

Commissioner Goldberg stated that the document is a great start for the vision Newport Beach needs to have. Ms. Goldberg also stated that art and culture in any city redefines the city; and by putting on paper a commitment to art that the City Council will sign off on is a long time in coming.

Vice Chair Selich stated that she feels it's a fine document at this juncture. Since she has been on the Commission, Vice Chair Selich has repeatedly requested that the Commission come up with a 1-3-5 year plan that is a lot more detailed. For whatever reason, that hasn't happened. That would be the way she would like to see it done, but where the Commission is at today, they do need to continue to move things forward.

Chair Greer stated that the commission is doing what has been asked by City Council, which is to identify goals and objectives on the Master Plan for Arts and Culture recommendations and develop a longer term vision for the city.

Further discussion ensued as to how to proceed with the City Council's requests. Chair Greer and commission members agreed to conduct an "idea" session that would include the community and city council members.

Library Director Hetherington to follow up with date and time of the session. Discussion is tabled until further notice.

Commissioner Kerr departs at 6:44 pm.

#### Monthly Reports

#### **5. Fine Arts Ad Hoc Subcommittee** - *Chair Arlene Greer (Chair), Secretary Caroline Logan, Commissioner Judy Chang*

Chair Greer reported that reception provided for Eva Malhotra was very successful. Chair Greer also reported that the Newport Beach Art Exhibition is scheduled for Saturday, June 18, with UCI Professor Joe Lewis to serve as juror. Chair Greer stated that the goal is to have 150 artists in attendance, but currently have 70 artists confirmed. Ms. Greer concluded that the event is an opportunity for everyone to enjoy the exhibition and meet local artists. The exhibition is scheduled for Saturday afternoon from 1:00 – 6:00 pm. Chair Greer concluded by stating that every commissioner, and foundation members too, should be engaged that day and volunteers are needed for the event. It is expected to have a turnout of approximately 2000 people as had last year.

#### **PUBLIC COMMENTS:**

Chair opened public comments.

Mr. Magrutsche stated that his artist friends cannot afford the \$40 application fee and requested that moving forward, the price to be lowered to \$20 per artist. Chair Greer responded by stating that the goal is to increase the funding of the Newport Beach Art Exhibition so that there won't be a fee for future events. However, at present time, a fee is necessary to defray event costs.

Chair closed public comments.

#### **6. Newport Beach Sculpture Garden Ad Hoc Subcommittee** - *Chair Arlene Greer (Chair), Commissioner Robert Smith (co-Chair), Vice Chair Lynn Selich.*

Chair Greer reported that the Patricia Vader *Sunflower* repair is in process and the sculpture is on hold until funding is determined.

#### **PUBLIC COMMENTS: None**

#### **7. Arts Master Plan Steering Committee** - *Chair Arlene Greer (Chair), Secretary Caroline Logan, Commissioner Goldberg.*

Chair Greer reported that meeting will be held to discuss the city's vision and return to discuss goals and objectives to bring back to City Council for approval.

**8. Communications/Publicity/Marketing Ad Hoc Subcommittee** - *Commissioner Rita Goldberg (Chair), Vice Chair Lynn Selich, Commissioner Judy Chang.*

Nothing to report

**9. Civic Center Art Placement Ad Hoc Subcommittee** - *Secretary Caroline Logan (Chair), Commissioner Rita Goldberg.*

Nothing to report.

**10. Newport Beach Arts Foundation Liaison Ad Hoc Subcommittee-** *Chair Arlene Greer (Chair), Vice Chair Lynn Selich, Commissioner Robert Smith.*

Commissioner Smith reported that there was a meeting scheduled to discuss the next phase for *Sphere 112*, however the meeting was cancelled and no re-schedule date has been confirmed. Library Director Hetherton stated that the next meeting date is scheduled for the first Monday in June.

Mr. Smith reported that Newport Beach Arts Foundation President Carmen Smith conducted a tour of the Sculpture Garden to 12 newcomers to Newport Beach. Mr. Smith stated that the tour was very pleasant and a lot of good questions were asked regarding the pieces.

Additionally, Mr. Smith reported that at the moment, only two high schools from the Newport Beach school district have scheduled to tour the garden in June.

Mr. Smith reported that there will be a lecture conducted by Dr. Lila Crispin, member of the foundation and a very knowledgeable arts educator, on May 19, at the Newport Beach Public Library, in the Friends Meeting Room, at 7:00 PM. Mr. Smith encourages the commission to attend.

Lastly, Mr. Smith reported that there are 43 artists signed up for the Art in the Park event and reminders are being sent to artists that have participated in prior art exhibition events to attend.

**PUBLIC COMMENTS:**

Chair Greer opened public comments.

Mr. Mosher requested clarification as to whether or not anything is being done to repair the first round of sculptures that are deteriorated. In response to Mr. Mosher's question, Library Director Hetherton stated that conversation was held with artist Gerardo Hacer to repair the *Cub Triptych* sculpture. Library Director Hetherton also stated that a conversation was held with Patricia Vader regarding the repair of the *Sunflower* sculpture and was told that the fee to repair the statue is approximately \$3300. It was agreed that the best avenue to take would be to de-install the piece in August.

Chair Greer closed public comments.

**11. Performing Arts Ad Hoc Subcommittee - Chair Arlene Greer (co-Chair),  
Commissioner Rita Goldberg (co-Chair), Vice Chair Lynn Selich.**

Chair Greer reported that the Archie's Ice-Cream food truck and TK Burgers have agreed to provide food truck services during the summer Concerts on the Green series.

**12. Cultural Arts Collaborations Ad Hoc Subcommittee - Vice Chair Lynn Selich (Chair),  
Commissioner Judy Chang, Commissioner Michael Kerr.**

Nothing to report.

**PUBLIC COMMENTS:**

Chair Greer opened public comments.

Mr. Mosher reminded the commission that there will be two new commissioners that should be involved in the special meeting regarding the arts master plan. Mr. Mosher suggested for the commission to find out how the City budget works in order to be aware of what is involved when the budget is being implemented.

Mr. Stein reminded the commission that they are the consultants for the sculpture exhibitions and is very disappointed that no one approached him regarding problems with the sculptures, including the problems with the Patricia Vader sculpture. Mr. Stein stated that his team is very invested in the success of the sculptures and follow-up advice to be done regarding the existing exhibitions would be done at no cost to the city. Chair Greer responded by saying that the commission was under the impression that there would be cost involved for any consultation. Mr. Stein concluded by saying that any problems or questions the commission has, they shouldn't hesitate to contact him.

Chair Greer closed public comments.

**VII. CITY ARTS COMMISSION ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEM)**

Chair Greer suggested adding chalk art, Pacific Symphony, and the arts master plan to the agenda, and reducing the number of the Ad Hoc sub committees. Library Director Hetheron suggested adding the proposed the City Arts Commission review the installation of the Miriam Baker sculpture on the end of Marine Avenue on Balboa Island. It was suggested by Library Director Hetheron to wait until next month's meeting before making any changes to the sub-committees.

**VIII. PUBLIC COMMENTS ON NON-AGENDA ITEMS - None**

**IX. ADJOURNMENT – 7:15 PM**

Approved by:

