

Newport Beach City Arts Commission Regular Meeting Minutes
Thursday, June 9, 2016
Study Session – 4:00 PM / Regular Meeting – 5:00 PM
Friends Meeting Room, Central Library
1000 Avocado Ave.
Newport Beach, CA 92660

I. CALL TO ORDER – 4:10 PM

II. ROLL CALL

Commissioners Present: Arlene Greer, Chair
Lynn Selich, Vice Chair
Caroline Logan
Judy Chang
Robert Smith – Arrived at 5:00 PM

Commissioners Absent Rita Goldberg
Michael Kerr

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

III. NOTICE TO THE PUBLIC

IV. STUDY SESSION BUSINESS

1. Master Plan for Arts and Culture

The City Arts Commission will hold a public discussion in order to formulate a vision statement for the draft Master Plan for Arts and Culture.

Chair Greer presented the Vision Statement. Chair Greer reported that the ad-hoc committee met with consultant Vincent Kitch to review the Master Plan for Arts and Culture and based on ideas discussed regarding the Commission's goals and objectives, a vision statement was drafted for the Newport Beach City Arts Commission.

V. PUBLIC COMMENT

Mr. Michael Magrutsche, former Commissioner, stated that a vision statement is a short statement that is meant to convey something tangible and what was presented is not a vision statement, but rather the qualities of one.

Chair Greer replied that the rest of the vision statement defines attainable plans, such as the sculpture garden, concerts, exhibits, and many of the other arts programs that exist.

Mr. Jim Mosher stated that the process seemed to be going backwards where it seems as if the Commission is trying to define the vision prior to writing the plan. Mr. Mosher further stated that he is disappointed that Commissioner Kerr is not in attendance as it was his idea to hold the Study Session.

Library Director Hetherington commented that Mr. Kitch was contracted based on his experience of drafting up mission and vision statements for larger cities, which is why the Commission now has a vision statement and master plan for arts and culture that is similar to other city's plans. Director Hetherington continued by stating that there are some unique elements to Newport Beach in the plan, but believes that some of the items defined in the master plan can also be found in other city's master plans. Per Director Hetherington, a large element of the master plan worked on by the sub-committee was to create opportunities so that ordinary citizens would not only be exposed to cultural experiences, but could participate in them. Mr. Kitch was brought in to work on tying it all together to create a vision statement.

Mr. Mosher stated he would have liked to see a vision statement with items listed that the public would never have thought of; something unique to the City Arts Commission, something that is not currently being done or achieved by other cities. Additionally, we need to be concrete in the vision statement, not just generalities, but a vision that could be realized in 5 years, 10 years, or longer. Lastly, the vision needs to be achievable.

Chair Greer stated that the sculpture garden is significant and unique. The Civic Center and park have become part of the city's history. They will be in place for hundreds of years after everyone is gone, and define the city culturally. The City Arts Commission thought it was important at this particular point in time to have a rotating sculpture garden, and whatever is left of that may define the city now and in the future. She went on to state that it is important to have a venue for arts and culture that reflects the value of the people that live in Newport Beach. While the library's meeting room is nice, the city needs a larger space for its 87,000 residents similar to what other cities such as La Mirada and Fullerton have. A venue where arts events, exhibitions and performing arts can take place to accommodate a community that's growing, becoming more sophisticated and educated, and has a value on culture. It must also spread out to the seven districts, where the Commission can identify the importance of each particular area in the city and decide how it can be developed, and make each community happy with its neighborhood.

Vice Chair Selich commented that the drafted plan is a generalization of what is already in the Master Plan for Arts and Culture. Ms. Selich would like to see a plan that addresses the needs, wishes and the future of the arts and programming in Newport Beach; an overview of how Arts and Culture can serve each of the seven areas of the city in very specific ways, with strategic and financial alliances with local institutions. Vice Chair Selich believes that implementing a one, three, and five-year plan, with an associated budget in order to figure what the Commission can afford, is the procedure to follow.

Mr. Magrutsche further expanded on his previous comments by stating that there needs to be a singular item that depicts what the Commission is focusing on that is agreeable by everyone. There needs to be one vision in place; a commitment to something that is unique to Newport Beach.

Commissioner Logan believes that all the commissioners should be involved in this process due to its importance as opposed to only the ad-hoc sub-committee. Ms. Logan believes that another session should be held that includes the entire commission due to the fact that everyone has wonderful, unique and special things to add. She further stated that the Commission is still in the brainstorming phase and has not reached its peak of excitement and possibilities. She believes more than only one hour is needed to discuss this topic.

Chair Greer replied by stating that was the idea of today's meeting and it's unfortunate that not everyone is here to attend, but the process needs to be moved along. Ms. Greer further stated that at the last regular meeting, it was determined that this subject would be discussed at this current meeting, which is currently happening. Chair Greer stressed that continuing discussing of this topic can't no longer delay the regularly scheduled meetings and objectives as there are other priorities that need to be established in order to move forward. The whole plan needs to be moved forward so the priorities can be moved forward behind it as well.

Vice Chair Selich asked if the recommendation is for staff to bring this to Council.

Director Hetherton replied by stating that if the Commission adopted the vision and statement and is happy with what's been drafted, then it can go to Council. Director Hetherton further stated that his plan is to get the funding proposal fleshed out prior to presenting the master plan to Council. He doesn't believe it's a good idea to create a budget before the availability of the funds is determined. Vice Chair Selich replied that there's no budget or line items attached and would not send anything to council that is not very specific.

Chair Greer stated that if the Commission continues in the direction in which it's going, it will never get finalize the Master Plan for Arts and Culture. Chair Greer stated that she was under the impression all of the commissioners were coming to the session prepared with their vision, view the draft prepared by the consultant and then bring everyone's ideas together to come up with a plan. Vice Chair Selich believes that plan should include the budget. Chair Greer stated that it's never been part of the master plan, to have a budget associated with it.

Director Hetherton clarified that traditionally the Commission was given a budget by Council. In the last proposal brought to City Council it was suggested there might be other funding sources that could be used for arts. Council asked the Commission to come back with a fleshed out proposal that provides details on what they wish to accomplish. Chair Greer replied that the purpose of today's meeting was to discuss the goals and objectives and combine them into a proposal to be sent to the City Council.

Commissioner Chang commented that the Commission can only do certain steps at a time as a city. The Commission has to have an idea and have it flushed out enough so that people can get engaged with it.

Further discussed ensued regarding the development of the Master Plan for Arts and Culture and the finalization of the vision statement. A retreat will be scheduled for July for further discussion.

Study Session Business was adjourned at 5:10 PM.

VI. RECESS – 5:10

VII. RECONVENE AT 5:20 PM FOR REGULAR MEETING

Commissioner Smith arrives at 5:00 PM

VIII. ROLL CALL

Commissioners Kerr and Goldberg are absent

IX. NOTICE TO THE PUBLIC

X. PUBLIC COMMENTS

Chair Greer informed the public that Item XII.A.5 has been postponed to a future meeting.

Chair Greer opened public comments.

Mr. Fritz Smith, Balboa Island resident, stated that the residents were not consulted about the site for the installation of the *Sunset Years* sculpture and only learned of it upon it being published in the paper. Mr. Smith is concerned about the lack of privacy the residents of the area will have if the sculpture is installed at the proposed site. It will create an influx of people gathering there. Additionally they are losing parking spaces because of the placement of the sculpture. He would like Commission to consider other options for the sculpture.

Mr. Tom O'Brian, Balboa Island resident, stated that he was blindsided by the whole concept and asked if the Commission is concerned with the site or the art piece itself. Chair Greer replied by stating that normally the application comes to the City Arts Commission for consideration. Ms. Greer further explained that the process is to have a site included and that wasn't the case with this particular art. No recommendation can be made without having the site. Mr. O'Brian objects to the site, and is concerned the art piece will block the view to the bay front.

Mr. Jim Mosher, Newport Beach resident, thinks it's premature to be accepting the sculpture permanently as it is not known how it will fit with the Master Plan for Arts and Culture or whether there will be a plan approved by City Council.

Ms. Susan Cramer, Newport Beach resident, stated that she read the vision statement and likes the definition of art that was included in the statement.

Chair Greer closed public comments.

XI. CONSENT CALENDAR

Approval of Minutes of the May 12, 2016, City Arts Commission Meeting

Approval of the minutes pending review of the May 12, 2016 audio.

Chair Greer requested change to the following;

- Page 7, public comments, paragraph 3, sentence 1. This was pursuing grant funding not looking into putting a similar policy here in the city. It was ensuring the Commission is aware that there was grant funding available for these types of projects.
- Page 7, public comments, paragraph 5, sentence 1. "In response to Mrs. Cramer's comments and Chair Greer's response to ..." because I asked she be included in the discussion.

Commissioner Logan and Vice Chair Selich requested change to the following:

- Page 9, third statement from the bottom, disputing the wording of the statement made by Vice Chair Selich that reads "... document being reviewed would suffice for a detailed 3 to 5 year plan." Vice Chair Selich doesn't remember exact wording, but thinks she said it "would not suffice". Staff reviewed the May 12 City Arts Commission Meeting audio recording and transcribed Vice Chair Selich's comment verbatim: *"I think it's a fine document at this juncture. Since I've been on the Commission I've repeatedly requested that we 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 I would like to see it done, but where we're at today we do need to continue to move things forward."* The minutes of the May 12 meeting have been altered to reflect Vice Chair's Selich's statement.

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.*

Motion made by Chair Greer, seconded by Commissioner Logan, and carried (4-0-1-2) to approve the City Arts Commission Consent Calendar.

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

XII. CURRENT BUSINESS

Items for review and Possible Action

- 3. Master Plan for Arts and Culture** - *The Master Plan for Arts and Culture Ad Hoc Subcommittee requests that the City Arts Commission add a vision statement to the draft Master Plan for Arts and Culture and recommends the draft for City Council approval – Postponed until July’s meeting.*

Chair Greer asked if there’s an urgency with the Master Plan for Arts and Culture that the Commission is not aware of that requires the retreat to be scheduled before the July meeting. Mr. Hetherington responded that he always felt that funds need to be sorted out before the Master Plan. The Master Plan will not be reviewed by Council for a few meetings, so there is no urgency to have the retreat before July. It will be scheduled after the new commissioners are appointed.

Mr. Mosher stated that he is still unclear as to what the goals and objectives are. It may help with the retreat if people understand what the plan is for the goals and objectives and how they will be integrated. He stated that it would be helpful if it is made clear in the vision statement whether the goal for the future is to increase the centralization of the art or decentralize it. Chair Greer responded by saying that the intent of the ad-hoc is to not have art centralized but to have art extended throughout the city.

Mr. Magrutsche advised that the essence of the retreat should be where the Commission is going instead of what the Commission is going to do. When we talk about vision always list where we’re going to go and how it is connected to Newport Beach in the future.

- 4. Acceptance of Sculpture *Sunset Years* into the City Art Inventory** - *The Fine Arts Ad Hoc Subcommittee requests that the City Arts Commission recommend *Sunset Years* by sculptors Miriam Baker and Rhonda Jones to City Council for acceptance into the City Art inventory.- Tabled until the after the retreat.*

PUBLIC COMMENTS - None

COMMISSION AND STAFF COMMENTS - None

Monthly Reports

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

Chair Greer reported that the 52nd annual Newport Beach Art Exhibition is scheduled for Saturday, June 18th from 1 pm until 6 pm. The exhibition is to be held at the Civic Center Community Room. There are approximately 157 artists and 280 art works to be displayed. Chair Greer stated that the Commission is looking for additional volunteers to help with the acceptance of the art and the exhibition itself. Anyone willing to volunteer should contact library administration for further details. For those interested in touring the sculpture garden, they can do so using an app on their mobile device. Physical tours of the sculpture garden may be available. There will be a special ceremony held at 4:30 PM to present the first, second and third prize awards to the artists.

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 *Cub Triptych* has been repaired. Patricia Vader's *Sunflower* due to be de-installed in August.

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

Item tabled until the committee is able to meet.

8. Cultural Art Grants Ad Hoc Subcommittee - *Secretary Caroline Logan (Chair), Commissioner Rita Goldberg.*

Committee will not be reconvening until August or September.

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

Nothing to report.

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

Commissioner Logan reported that this item will go into full swing as soon as it's combined with the Fine Arts Ad Hoc Subcommittee. The Fine Arts Committee receives all exhibition applications. By combining both committees, it will be considered as one and it will have access to all the applications. Also, Director Hetherington has created a form that's specific to the exhibits in the Civic Center, which has a slightly different understanding as the ones in the library.

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

Commissioner Smith reported that the Art in the Park event, held annually, is scheduled for October 15th, 2016. So far, 67 artists have been accepted into the show and fees have been paid. Mr. Smith reported that he has been visiting other art fairs to see how they operate and recruited some artists in the process. Supporters are needed for the Newport Beach Arts Foundation, and to date, have received commitment from a few businesses. Mr. Smith report that the committee is thinking of offering field trips for the sculptures and so far, two trips were held, 25 students from each group. Lastly, the Newport Beach Arts Foundation will help out with the art exhibition. Next meeting for the Newport Beach Arts Foundation is scheduled for June 21, 2016 in the Board room.

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

Chair Greer stated that rack card for the Concerts on the Green are available at the library. She listed the concerts and the dates they have been scheduled. Vice Chair Selich also reported that they are still awaiting a response from council regarding the Pacific Symphony Orchestra proposal. Chair Greer reported that in addition to the performing arts agenda, and Concerts on the Green, TK Burgers food truck will be on site as well as Chunk and Chip Ice Cream truck.

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

Not discussed

Vice Chair Selich reported that pending City Council approval of the Pacific Symphony budget item, they are reaching out to get community underwriting for funding as was requested by Council. They have tentative commitments. More information regarding funding endeavors will be reported at next meeting.

PUBLIC COMMENTS: None

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

Add the retreat for the master plan. A tentative report pending council approval of the budget for the Pacific Symphony concert. The question was asked as to whether the Pacific Symphony is willing to still work with the city due to the fact that the approval process is taking longer than expected and the date of the concert is nearing. Director Hetherington said he believes that they are and that the concert can still take place provided funds are allocated for it. Vice Chair Selich stated a press release will be sent out to advertise the event and stressed that the Committee will have to move quickly to publicize it. Ms. Selich requested the Commission to think of ways to hold private functions in order to help meet City Council's demand in terms of engaging the public.

XIV. PUBLIC COMMENTS ON NON-AGENDA ITEMS - None

XV. ADJOURNMENT – 6:02 PM

Prior to adjourning, Chair Greer thanked Commissioner Smith and Commissioner Goldberg for their years of service on the committee and presented them with a gift of appreciation. Vice Chair Selich thanked both for their service to the city.

The public was advised that whether the Master Plan for Arts and Culture is approved or not, the arts continue to go on in the city. The events that are scheduled to happen such as the summer concerts, art exhibitions will continue.

Approved by: *Lynn Selich*