

Newport Beach City Arts Commission Meeting Minutes
Thursday, August 13, 2020
Study Session – 4:00 PM
Regular Meeting – 5:00 PM
Newport Beach City Hall (via Zoom)
100 Civic Center Drive
Newport Beach, CA 92660

I. CALL MEETING TO ORDER – 4:00 P.M.

II. ROLL CALL

Commissioners Present: Marie Little, Chair
Arlene Greer, Vice Chair
Maureen Flanagan, Secretary
Wayan Kaufman, Commissioner
Leonard Simon, Commissioner
Ritch LeGrand, Commissioner

Commissioners Absent: Miriam Baker, Commissioner

Staff Present: Tim Hetherton, Library Services Director
Francine Jacome, Administrative Support Specialist

III. NOTICE TO THE PUBLIC

IV. STUDY SESSION BUSINESS

1. Goals and Objectives for Fiscal Year 2020-21 - Chair Little will lead a discussion concerning goals and objectives for Fiscal Year 2020-21.

a. Alignment of the City Arts Commission and Newport Beach Arts Foundation

Chair Little remarked that with the Newport Beach Arts Foundation having elected a new Board of Directors, this is a good time to work with the Arts Foundation concerning support for current and future programming and events.

b. Enhance publicity and marketing of programming and events

Chair Little announced Marketing Specialist Katherine Mielke will be retiring. The City Arts Commission needs new and creative ways to introduce and engage people in arts events and programming.

In response to Commissioner LeGrand's inquiry, Library Services Director Tim Hetherton indicated a few locations around the City are designated for banner display. Obtaining approval of new locations is not easy but worth exploring. If the City Arts Commission wishes, he can work with staff in other City departments regarding new locations. The City Arts Commission may wish to suggest new locations.

Vice Chair Greer reported the only approved banner locations are the Library, the intersection of Marguerite Avenue and Pacific Coast Highway, and the fire station at Mariners. Marina Park could be a good location for a banner.

Chair Little did not believe people would notice a banner at Marina Park. People could see a banner located close to the entry to the Peninsula as they enter and exit the Peninsula. A location in Newport Coast is needed.

Vice Chair Greer stated social media seems to be the most effective way to reach people today. Social media can be used to inform the public about programming and events and to receive the community's feedback. Commissioners should utilize their personal social media platforms to engage and invite the community to join events.

Commissioner LeGrand related that the Nextdoor app is very popular and could increase the City Arts Commission's visibility.

Commissioner Simon suggested the City Arts Commission develop a marketing program that includes banners, media outlets, Cultural Arts social media, and Commissioners' personal social media. Providing Commissioners with blurbs to use on social media would ensure consistent messaging.

Chair Little advised that Vice Chair Greer and she are working on a formal video of the Sculpture Exhibition and current artists. The video would be available to the public on the Cultural Arts webpage and NBTv.

Commissioner Simon recommended segmenting the video by sculpture so that Commissioners can use the segments or links to the segments in their social media posts.

Chair Little proposed Commissioners meet with the new Marketing Specialist to discuss ideas.

Library Services Director Hetherington indicated the job description for Marketing Specialist has been updated to include social media and modern marketing techniques.

Commissioner Kaufman mentioned that she has posted on the Nextdoor app regarding Concerts on the Green, the Sculpture Garden, and the public poll. Having materials prepared in advance is very helpful for posting to social media.

c. Develop new strategies for expanding visibility of the Sculpture Exhibition.

Chair Little noted this item was included in the previous discussion.

d. Create visual presentation of what the Arts Commission provides to our community

Chair Little requested Library Services Director Hetherington share his PowerPoint presentation at the next meeting so that Commissioners can propose modifications. Commissioners can share the presentation with clubs and organizations to increase awareness and support of arts events and programs.

In reply to a Commissioner's question, Library Services Director Hetherington indicated the presentation was created in 2014 and was last updated in 2018 or 2019.

Commissioner Simon suggested Commissioners view the presentation prior to the meeting so they can be prepared to discuss it during the meeting.

Vice Chair Greer clarified that no dialogue accompanies the video. The presentation references art and arts programming.

Chair Little believed dialogue would facilitate use of the presentation.

Chair Greer proposed the City Arts Commission build a strong relationship with Newport Beach and Company and Visit Newport Beach.

e. Encourage active involvement of Newport Beach youth with Arts Commission.

Chair Little suggested the City Arts Commission approach the Newport-Mesa Unified School District and private schools about meeting with a small group of students to learn their interests in the arts.

Vice Chair Greer recommended hiring a professional to produce a video appropriate for K-12 students about the arts. The video could be circulated among schools in an effort to engage students in the arts. Funds for programming that has been canceled could be used for the video.

Commissioner Kaufman advised that engaging youth in online arts activities had been challenging and not successful. She proposed contacting local arts organizations to learn about their ideas for bringing arts into schools.

Chair Little wanted to plan arts programming that could occur while public health orders are in place and after they are lifted.

In reply to Commissioner LeGrand's inquiry, Chair Little preferred to provide programming for all ages and focus on attracting junior high and high school students.

Commissioner Kaufman described a silent disco as a family-friendly event where participants dance to music played through headphones. A silent disco at the Civic Center could feature the Sculpture Garden. Past silent discos have drawn participants from across the county.

Commissioner Simon proposed working with schools to create an instruction module about the Sculpture Garden for junior high and high school students. Students could also visit the Sculpture Garden and learn about art in a fun way.

f. Raise the bar for Arts Commission's Annual Newport Beach Art Exhibition

Chair Little wanted to draw more widely acclaimed or well-known artists to the Newport Beach Art Exhibition.

Commissioner LeGrand proposed creating a grand prize honorarium of \$15,000 or \$20,000 to attract new artists to the Sculpture Exhibition.

In answer to Commissioner Flanagan's inquiry, Vice Chair Greer explained that local artists participate in the Newport Beach Art Exhibition, but some local artists are new to the art world and not as accomplished as others. One prize in a large amount could attract artists and increase the competition. Perhaps someone would donate the prize money and have the prize named for him.

In reply to Commissioner Simon's question, Chair Little advised there is not a category for youth art, but Vice Chair Greer and she have discussed a special category for students. Vice Chair Greer suggested a Young Masters program.

Vice Chair Greer recalled Library Services Director Hetheron's suggestion to place artwork from the Newport Beach Art Exhibition online before and after the event so that people near and far could learn about the artists and purchase artwork.

V. PUBLIC COMMENT

Michael Nicola inquired regarding ways he as an artist and filmmaker can assist the City Arts Commission.

VI. RECESS

The City Arts Commission recessed at 4:55 P.M.

VII. RECONVENE FOR REGULAR MEETING

Chair Little called the regular meeting to order at 5:05 P.M.

VIII. ROLL CALL

Commissioners Present: Marie Little, Chair
Arlene Greer, Vice Chair
Maureen Flanagan, Secretary
Wayan Kaufman, Commissioner
Leonard Simon, Commissioner
Ritch LeGrand, Commissioner

Commissioners Absent: Miriam Baker, Commissioner

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

IX. NOTICE TO THE PUBLIC

X. PUBLIC COMMENTS

None

XI. CONSENT CALENDAR

A. Approval of Minutes of the July 16, 2020, City Arts Commission Special Meeting

2. Draft of 07/16/2020 Meeting Minutes

Motion made by Commissioner Flanagan, seconded by Vice Chair Greer, and carried (5-0-1-1) to approve the July 16, 2020 meeting minutes as presented.

AYES: Little, Greer, Flanagan, Kaufman, Simon
NOES: None
ABSTENTIONS: LeGrand
ABSENT: Baker

B. Consent Calendar Items

3. Financial Report – Review of financial information

Library Services Director Hetherton advised that the report includes the year-end budget for the previous fiscal year (FY). Staff has focused FY 2020-2021 expenditures on maintenance. The *Sunset Years* bench has been refinished, and the *Marine 1/1 Memorial Monument* has been restored. A down payment on the *Metalfor* restoration has been made. Staff is satisfying the commitments for Sculpture Garden Phase V and will issue the second half of Karl Unnasch's honorarium when he de-installs *Burnt Matchstick*. Because regular programming has been halted, the budget is healthy.

4. Cultural Arts Activities – Monthly review of cultural arts activities from the Library Administrative Office for upcoming Library and City arts events and services

Library Services Director Hetherton reported *Primemover* by Grant Irish was installed on July 28, 2020 and replaces *Link of Humanity*. *Dude Ascending* will be relocated in the next few weeks due to requests from the community. The Council approved the contract with Arts Orange County (ArtsOC) for project management of Phase VI of the Sculpture Exhibition. Earlier in the day, he met with the Historical Resources Committee to discuss historical projects around the City. A community member is compiling a list of historical cottages in Corona del Mar. Sherman Gardens is creating an online display of its photographic collection, and the Library website will have a link to the collection. An oral history project for the City will be hosted on the Library website. A gentleman is attempting to obtain historic site designation for the Kerckhoff Marine Laboratory. The City of Newport Beach is developing preliminary plans for a vista point above China Cove, hopes to incorporate the historical plaza, and will replace recognition plaques for selected cottages. Council Member Brenner has asked the City Arts Commission and the Library to serve as an overarching umbrella for these projects and to publish historical content for the public.

In response to Vice Chair Greer's query, Library Services Director Hetherton agreed to ensure the City Arts Commission's role is identified in the historic material. The list of historic sites in the City will be updated as part of the General Plan Update. In the

meantime, he would determine whether the list of historic sites could link to information about Blue Sky studio on the Library website.

Motion made by Vice Chair Greer, seconded by Commissioner LeGrand, and carried (6-0-0-1) to approve the Consent Calendar.

AYES: Little, Greer, Flanagan, Kaufman, LeGrand, Simon
NOES: None
ABSTENTIONS: None
ABSENT: Baker

XII. CURRENT BUSINESS

A. Items for Review and Possible Action

5. Sculpture Exhibition Phase VI Report - *Richard Stein of Arts Orange County will report on the recent completion of Phase V and the upcoming Phase VI of the Sculpture Exhibition in Civic Center Park.*

Richard Stein, ArtsOC, reported ArtsOC is planning to de-install Phase IV sculptures in June 2021 and recently completed installation of Phase V sculptures. Grant Irish's piece *Decline* was purchased by a client who saw it in the Sculpture Garden. The contract with the City of Newport Beach for Phase VI has been executed. The Phase VI call for artists is scheduled to open on September 8, 2020, and close on December 8, 2020. The public will be able to review and vote on Phase VI sculptures from December 10, 2020, to January 10, 2021. The City Arts Commission's selection of sculptures is tentatively scheduled for January 14, 2021 with Council approval planned for February 9, 2021. De-installation of Phase IV and installation of Phase VI sculptures will begin the week of June 1, 2021. He thanked Library Services Director Hetherington and Marketing Specialist Mielke for their assistance and especially recognized Administrative Support Specialist Francine Jacome for her constant and timely support.

In response to Vice Chair Greer's question, Mr. Stein indicated the online platform SlideRoom will be utilized again this year for artist applications.

In reply to Commissioner LeGrand's inquiry, Library Services Director Hetherington explained that approximately 50 neighbors sent an email indicating they preferred *Dude Ascending* not peer over the vegetation at them. He visited the neighbors' homes, found *Dude Ascending* was visible, and arranged to have the sculpture relocated.

Vice Chair Greer thanked Council Member Jeff Herdman for his assistance with the State grant for the Sculpture Exhibition.

Chair Little commended Vice Chair Greer for her time and efforts on the Sculpture Exhibition and collaborating with Council Member Herdman.

In reply to Jim Mosher's question, Library Services Director Hetherington advised that concrete pads for sculpture are reused when possible. At some point, additional pads will not be needed, unless a specific piece of art calls for it. At the current time, no concrete pads have been removed from the Sculpture Exhibition.

6. Ad Hoc Subcommittee Appointments - Chair Little will appoint Ad Hoc Subcommittees

Chair Little appointed Commissioners to ad hoc subcommittees as follows:

Art in Public Spaces: Chair Little, Vice Chair Greer, Commissioner Baker

Cultural Arts Grants: Commissioner Kaufman, Commissioner Simon

Newport Beach Art Exhibition: Chair Little, Vice Chair Greer, Commissioner Flanagan

Newport Beach Arts Foundation Liaison: Commissioner Simon

Performing Arts on Balboa Peninsula: Chair Little, Vice Chair Greer, Commissioner LeGrand

Publicity Liaison: Chair Little, Vice Chair Greer

Historical Resources: Chair Little, Vice Chair Greer, Commissioner Flanagan

[The City Arts Commission proceeded to Agenda Item XII.A.7 at this point.]

Jim Mosher raised concerns about some ad hoc subcommittees violating the Brown Act as they are currently defined. An ad hoc subcommittee has a clear and specific purpose and reports to the City Arts Commission when its purpose is complete.

Library Services Director Hetherton concurred with Mr. Mosher's assessment and indicated an ad hoc subcommittee as defined by the Brown Act is temporary and has a defined goal. Commissioners should be appointed to the Art in Public Spaces Ad Hoc Subcommittee when *Metalfor* has been restored and is ready to return to the City.

Chair Little advised that the Art in Public Spaces Ad Hoc Subcommittee is primarily tasked with selecting artists for exhibition in the Library gallery. The ad hoc subcommittee could be dissolved once it has selected artists, but it would be needed to select artists again at a later date.

Library Services Director Hetherton explained that staff would notify the City Arts Commission when sufficient applications have been submitted for review, and the Chair can appoint the ad hoc subcommittee at that time. An ad hoc subcommittee is appointed for a specific task and makes a recommendation to the City Arts Commission regarding that task. Some of the ad hoc subcommittees are standing committees. Any tasks that are ongoing should be handled by the City Arts Commission as a whole. The City Arts Commission may have an Art in Public Spaces Ad Hoc Subcommittee, but Commissioners should not be appointed to it until it has a task to complete.

In response to Chair Little's comments, Library Services Director Hetherton indicated the Cultural Arts Grants Ad Hoc Subcommittee should be appointed in January 2021 so that it can review the application form prior to its release, review submitted applications, and make a recommendation to the City Arts Commission.

Vice Chair Greer related additional responsibilities of the Art in Public Spaces Ad Hoc Subcommittee, such as overseeing the *Metalfor* re-siting, monitoring the art inventory, evaluating the condition of current public art, and selecting artists for the Library gallery. Appointing an ad hoc subcommittee when a task is identified would create delays.

Library Services Director Hetherton clarified that many tasks are not perpetual, and ad hoc subcommittees can be appointed to handle those tasks.

Chair Little remarked that many issues are ongoing, and constantly appointing ad hoc subcommittees is not efficient.

Library Services Director Hetherton clarified that many of the ad hoc subcommittees are in effect standing committees, which the Brown Act prohibits.

In response to Chair Little's questions, Library Services Director Hetherton recommended Chair Little appoint ad hoc subcommittees as needed. Alternatively, the ad hoc subcommittees with recurring tasks could be designated "as needed."

In reply to Vice Chair Greer's inquiry, Library Services Director Hetherton would need to review the Bylaws to determine the reason for the appointment of ad hoc subcommittees being shown as an agenda item in July.

Vice Chair Greer remarked regarding Commissioners' need to plan and integrate their subcommittee work with their lives and regarding the need to provide timely responses to artists. Perhaps ad hoc subcommittees could meet once, determine if they have immediate work, and either begin work or sunset until they have immediate work.

In answer to Chair Little's query, Library Services Director Hetherton reported Chair Little and he will be meeting weekly, at which time they can decide whether an ad hoc subcommittee is needed to address new business.

Vice Chair Greer noted ad hoc subcommittee appointments have always occurred after the election of officers. If policies are changing, Commissioners need to be aware of the changes.

In reply to Commissioner Simon's inquiries, Library Services Director Hetherton indicated the Newport Beach Arts Foundation Liaison attends Newport Beach Arts Foundation meetings and reports activities of the meetings to the City Arts Commission. An ad hoc subcommittee appointed to work on marketing with the Marketing Specialist would be a standing committee.

Chair Little believed this change would result in many special meetings of the City Arts Commission. Further discussion is needed to clarify a way for the City Arts Commission to move forward efficiently.

Library Services Director Hetherton disagreed with the need for special meetings and reiterated the role of an ad hoc subcommittee.

7. Sculpture Exhibition Phase V Artist Luncheon - Chair Little reports on the luncheon for Phase V artists

Chair Little reported the Sculpture Exhibition Phase V luncheon has been canceled. Phase V and Phase VI artist luncheons may be combined and held at a later date.

8. Public Art Survey - Staff will present a proposal for a public art survey

Chair Little continued the item because Commissioner Simon was unable to attend the ad hoc subcommittee meeting.

[The City Arts Commission returned to Agenda Item XII.A.6.]

9. Local History Update - Vice Chair Greer reports on ongoing plans for Local History

Vice Chair Greer reported plans are moving forward with the Kerckhoff Marine Laboratory project. The group continues to define its role and tasks for promoting historical resources. As the overarching body, the City Arts Commission should maintain communications with the Balboa Island Museum, the Historical Society, and the Corona del Mar Residents Association.

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

Chair Little requested an agenda item for the Public Arts Survey.

Vice Chair Greer requested Commissioners think of ways the City Arts Commission can offer virtual programming, such as an interview of the artist currently on display in the Library gallery

XIV. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None

XV. ADJOURNMENT – 6:18 P.M.

Chair Little adjourned the meeting at 6:18 P.M.

Approved by: Marie Little