

Newport Beach City Arts Commission Meeting Minutes
Thursday, November 12, 2020
Regular Meeting – 5:00 PM
Newport Beach City Hall (via Zoom)
100 Civic Center Drive
Newport Beach, CA 92660

I. CALL MEETING TO ORDER – 5:00 P.M.

II. ROLL CALL

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

Commissioners Absent: Miriam Baker, Commissioner

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

III. NOTICE TO THE PUBLIC

IV. PUBLIC COMMENTS

None.

V. CONSENT CALENDAR

A. Approval of Minutes of the October 8, 2020, City Arts Commission Meeting

1. Draft of 10/08/2020 Meeting Minutes

Chair Little reported she and Vice Chair Greer will review the October 8, 2020 meeting audio due to possible errors in the draft minutes. The minutes will be presented for approval with suggested changes at the December City Arts Commission meeting.

B. Consent Calendar Items

2. Financial Report – Review of financial information

Library Services Director Tim Hetheron reported on recent expenditures. They had been on maintenance and the purchase of gift cards for participation in the Community Arts Survey. A check for Karl Unnasch will be issued at the de-installation of *Burnt Matchstick* in December.

3. 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 indicated the Community Arts Survey was concluded on Monday, November 9, 2020, with 619 responses. In comparison to surveys conducted in the past, the Community Arts Survey saw a very positive response rate. The data will be presented to the City Arts Commission at the December 2020 meeting. "Youth Ocean Art" is the latest exhibition displayed at the Central Library. It is presented by Bow Seat Art and is focused on bringing awareness to the ecology of the ocean and pollution. Photographic Exhibit "Aging is Art" presented by the Council of Aging is on display on the Second Floor at the Central Library.

Chair Little shared that she and Vice Chair Greer were extremely impressed with the "Youth Ocean Art" exhibit. She encouraged others to visit the exhibit.

In reply to Commissioner LeGrand's inquiry, Library Services Director Hetherton shared that the Central Library is the only facility currently open to the public. The hours are 9:00 a.m. to 6:00 p.m. Monday through Saturday.

In answer to Secretary Flanagan's question, Library Services Director Hetherton indicated the back door leading to the parking lot at the Central Library will remain closed to help maintain the limited capacity of 100 patrons allowed at the Central Library. A capacity count is done at the front entrance to comply with state and county guidelines.

In response to Commissioner Kaufman's inquiry, Library Services Director Hetherton shared that capacity levels have not been a problem. The highest attendance at one time had been in the sixties. Before the pandemic, the Library would average approximately 15,000 patrons per week. Currently, that has decreased to about 229 per day. Virtual programming and curbside pick up are still available.

In reply to Commissioner Simon's inquiry, Library Services Director Hetherton shared there have not been many submissions for the Sculpture Garden Photography Contest.

Administrative Support Specialist Francine Jacome indicated there are 35 individual images submitted for the Sculpture Garden Photography Contest.

Library Services Director Hetherton shared that the photo contest can be promoted more effectively now that the Community Arts Survey is over. Ads will be placed in StuNews and the Newport Beach Independent, along with announcements in the Library e-blasts.

Chair Little shared that rack cards are available to Commissioners to pass out to help promote the Sculpture Garden Photo Contest.

Chair Little asked Administrative Support Specialist Jacome to resend the Sculpture Garden Photo link to all Commissioners so they can share it via social media and email if they wish to do so.

Motion made by Vice Chair Greer, seconded by Secretary Flanagan, and carried (6-0-0-1) to approve the Commission Consent Calendar with a postponement of the October 13, 2020 meeting minutes to December 2020 meeting.

AYES: Little, Greer, Flanagan, Kaufman, LeGrand, Simon
NOES: None

ABSTENTIONS: None
ABSENT: Baker

VI. CURRENT BUSINESS

A. Items for Review and Possible Action

4. **Recommendation for Acceptance of Donated Sculpture** - *The Art in Public Spaces Ad Hoc subcommittee recommends that the Commission accept donated Phase IV sculpture, Chairman of the Board by Steve Rieman, into the City's art inventory.*

Chair Little indicated the recommendation of the donated sculpture needs to be revisited by the subcommittee before discussing the item with the Commission.

5. **Fiscal Year 2020-2021 Cultural Arts Grants** - *Staff recommends that the City Arts Commission approve a proposal allowing 2020-2021 grantees to present virtual programs, with a completion report deadline of January 14, 2022.*

Library Services Director Hetherton encouraged the City Arts Commission to allow Cultural Arts grantees the opportunity to provide virtual programming. In doing so, the grantees will be able to adhere to deadlines within the specified timeframes and provide content for the cultural arts website and Library website despite the current COVID-19 restrictions. Lifts on public gathering restrictions are unknown at this time and allowing for virtual programming could be a way to keep cultural arts moving forward until in-person cultural arts events are allowed again.

In response to Vice Chair Greer's question, Chair Little indicated she liked the idea of having arts groups offer virtual programming content and hosting them on City webpages such as the Cultural Arts website.

Library Services Director Hetherton believed the arts groups would appreciate the exposure. Since the City is funding the programming, it should not be an issue to have the content displayed on City websites.

Commissioner Simon shared the idea of indicating to cultural grants applicants, in advance, that the City does have the option to utilize virtual programming submissions on their websites. It could encourage applicants to come up with new and creative ideas.

In reply to Commissioner LeGrand's question, Library Services Director Hetherton indicated original submissions that were sent in did not include virtual programming.

In answer to Commissioner LeGrand's inquiry, Vice Chair Greer indicated offering no options in return for the grant monies received was unpopular with the arts group. Also, this would not be favorable for those who have applied for grants. Virtual programming is being offered as an opportunity for grantees in place of what they had originally applied for.

Commissioner LeGrand shared the need to think differently given the current environment of the pandemic. Allowing grantees the opportunity to resubmit content that would include virtual programming could lead to positive results. Virtual programming could become part of the new normal going forward. He envisioned many arts groups developing successful virtual programming and wanting to continue with that even after the pandemic.

Commissioner Simon concurred with Commissioner LeGrand's idea. Any outstanding submissions would be allowed to revise their programming plans since they may not be able to accomplish it as originally submitted.

In reply to Vice Chair Greer's question, Library Services Director Hetherington indicated any funds returned from grantees, that were unable to meet the expectations in their contract, would go into the general fund. The City Arts Commission approved and recommended specific content from arts organizations. If the arts organizations kept the same programming and does not deviate too far from what was originally intended it should be acceptable as virtual programming.

Chair Little concurred with the idea and believed it expanded options available to grantees.

Vice Chair Greer stated the only arts group who has completed the program requirements was Laguna Playhouse with *I Never Saw Another Butterfly*. The program was very moving and beautiful. Having any part of that program virtually displayed on the Cultural Arts website would be a wonderful experience for anyone who viewed it. Boraque Music Festival may have filmed parts of their annual programming that could be displayed virtually as well.

In response to Commissioner Kaufman's question, Library Services Director Hetherington indicated the Library is providing a link to an archived video for the public to view virtually. Live streaming of a program could be possible if it were available.

Commissioner Kaufman shared that live streams may encounter issues. Specific organizations may want to drive viewers to their online platforms for viewing instead of City webpages.

Library Services Director Hetherington indicated that art organizations could live stream as well as share an archived recording with the City for online hosting. Converting to online programming could be accommodated very easily for grantees.

In answer to Commissioner Simon's inquiry, Library Services Director Hetherington indicated staff will contact the grantees and advise them of the new virtual programming options available to them once the City Arts Commission has approved it.

Motion made by Vice Chair Greer, seconded by Commissioner Simon, and carried (6-0-0-1) to approve the proposal allowing 2020-2021 grantees to present virtual programming with a completion report deadline of January 14, 2022.

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

In reply to Vice Chair Greer's question, Library Services Director Hetherton indicated that staff can offer grantees the option to provide a link for virtual hosting of programming on City websites.

Motion made by Commissioner Simon, seconded by Vice Chair Greer, and carried (6-0-0-1) to approve allowing 2019-2020 grantees the option to present virtual programming to fulfill contract obligations.

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

6. Sculpture Exhibition in Civic Center Park Phase VI Update – *Staff will update the Arts Commission on the Phase VI call for entry.*

Library Services Director Hetherton shared that he spoke with Project Manager Rick Stein of Arts Orange County (ArtsOC) and he reported there are nine completed submissions for Phase VI of the Sculpture Exhibition with 18 other applications in progress. He is not concerned with the low number of submissions due to the increase in the length of the submission period. Many artists tend to submit applications in the last few weeks of the application period. Higher impact promotions have recently begun. Library Services Director Hetherton shared he would follow up with Mr. Stein to check on the submissions.

In response to Vice Chair Greer's question, Library Services Director Hetherton agreed to have staff reach out to Artist Victor Benjamin with information regarding Phase VI of the Sculpture Exhibition and encourage him to apply once again.

In reply to Chair Little's inquiry, Library Services Director Hetherton shared that Phase VI is not extended to foreign submissions and all applications received have been local artists. Library Services Director Hetherton indicated Rick Stein mentioned two applicants had previously applied but was unsure of their names.

B. Monthly Reports

7. Art in Public Spaces Library Gallery Ad Hoc Subcommittee - *Commissioner Miriam Baker, Arleen Greer, Marie Little*

Chair Little advised the acceptance of *Grandma's Spirit* has been postponed. The subcommittee expects to visit the prospective donor's home within the next couple of weeks to discuss the piece, with the possibility of having a recommendation as early as the December 2020 City Arts Commission meeting.

Vice Chair Greer stated a member of the City Council asked her to contact Architect Don Krotee of Corona Del Mar. He applied and his application is still being reviewed by the City. He has a lovely art collection that would be a nice addition to the lobby gallery in the future.

**9. Newport Beach Arts Foundation Liaison Ad Hoc Subcommittee -
*Commissioner Leonard Simon***

Commissioner Simon shared that the Newport Beach Arts Foundation meeting was held on October 20, 2020, with Regional Chief Philanthropy Officer Kenya Beckmann of Providence St. Joseph Health. The meeting consisted of a presentation that brought awareness to the Newport Beach Arts Foundation. It included direction for building a roadmap for donor-centered fundraising and member engagement.

In reply to Secretary Flanagan's inquiry, Commissioner Simon could not recall any action items that were stated at the last meeting regarding next steps of the fundraising.

In response to Commissioner LeGrand's question, Commissioner Simon indicated the presentation was given by a seasoned development individual. It was structured to create internal self-questioning on who the Newport Beach Arts Foundation are and their plan for fund raising. There were no action items and next steps are unclear.

In reply to Commissioner LeGrand's inquiry, Chair Little shared that the presentation was more of a one-on-one class for teaching people how to raise funds.

Vice Chair Greer indicated raising funds for the Arts Commission is very different than raising funds for a hospital institution. That was the biggest takeaway from the presentation. She hopes the Newport Beach Arts Foundation will use the context to help fundraising for the arts.

Chair Little shared she was involved with St. Joseph's Hospital many years ago and stated it is much easier to fundraise for a hospital than it is for the arts.

Commissioner Simon explained that the Newport Beach Arts Foundation does not have an executive director or a development director. Until some type of professional organization is incorporated into the Newport Beach Arts Foundation there will be no advancement.

Chair Little concurred with Commissioner Simon's comments on the Newport Beach Arts Foundation.

Vice Chair Greer shared that she was very interested in improvements to branding. There is much confusion between the City Arts Commission and the Cultural Arts when becoming involved in programming or donating. The City Arts Commission is under the umbrella of the Cultural Arts and branding needs to be enhanced.

Chair Little agreed with Vice Chair Greer that Kenya Beckmann was confused about the branding and had even asked what the City Arts Commission does.

Chair Little advised that she is working with Library Services Director Hetherington on new branding ideas to share with the Commissioners.

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

Vice Chair Greer indicated she will report on the Historical Resources Committee at the December 2020 meeting.

Chair Little requested Arts in Public Spaces recommendations be added as an agenda item at the December 2020 meeting.

In reply to Chair Little's question, Vice Chair Greer and Commissioner Simon agreed that the results of the Arts Survey would be available to discuss at the December 2020 meeting.

In response to Chair Little's inquiry, Library Services Director Hetherington stated he is in favor of extending the Photo Contest deadline.

Chair Little stated she is inclined to extend it until January to allow for more submissions.

Vice Chair Greer suggested announcing the call for artists for the Newport Beach Art Exhibition January 2021. It would need to be on the agenda one month ahead of time to prepare for publicity and art submission conditions.

Library Services Director Hetherington advised that it is typically sent to the City Arts Commission in January, along with a general plan, and a call for artists in February.

Administrative Support Specialist Jacome indicated the call for artists has typically opened at the beginning of February or March.

Vice Chair Greer clarified her reason for suggesting the announcement at the end of January. The installation of the Sculpture Garden, the Sculpture event, and the Newport Beach Arts Exhibition will all fall around the same time. Also not having the help of the Newport Beach Arts Foundation this year will result in the need for more volunteers.

Administrative Support Specialist Jacome shared there will be approximately two weeks added to the closing period, with an end date of June 4, 2021.

Vice Chair Greer advised that Westways Magazine requires six months advance notice for publications regarding the Newport Beach Arts Exhibition.

In reply to Chair Little's question, Library Services Director Hetherington indicated he did not have an exact date of when the new marketing specialist would start but approximated November 30, 2020.

Chair Little suggested that she along with Vice Chair Greer meet with the new marketing specialist upon start up to discuss the advertising and marketing.

IX. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Jim Mosher reminded the City Arts Commission that the City of Newport Beach is moving forward with plans to build a 270-seat lecture hall adjacent to the Central Library. The plans for the interior of that seem to be coming along well and are nearly final. It will be a public facility with direction toward library book lectures. If the Commission viewed it as a possible venue for other activities it would be a good idea to get an update on the design so that the Commission could provide input to the committee ensuring it would be suitable for any activity the City Arts Commission thinks may occur.

X. ADJOURNMENT – 6:00 P.M.

Chair Little adjourned the meeting at 6:00 p.m.

Approved by: *Marie Little*