Newport Beach City Arts Commission Meeting Minutes Thursday, August 12, 2021 Regular Meeting – 5:00 PM Newport Beach Public Library – Small Conference Room 1000 Avocado Avenue Newport Beach, CA 92660

I. CALL MEETING TO ORDER – 5:04 P.M.

II. ROLL CALL

Commissioners Present: Arlene Greer, Chair

Marie Little, Vice Chair

Maureen Flanagan, Secretary Wayan Kaufman, Commissioner Leonard Simon, Commissioner Barbara George, Commissioner

Vice Chair Little arrived after the vote to approve the Consent Calendar Items, which is reflected as listing Vice Chair Little as "Absent". Vice Chair Little was present to vote

on Current Business items onward.

Commissioners Absent: Meghan McNulty, Commissioner

Staff Present: Tim Hetherton, Library Services Director

Camille Escareal-Garcia, Cultural Arts Assistant

III. NOTICE TO THE PUBLIC

IV. PUBLIC COMMENT

None.

V. CONSENT CALENDAR

A. Approval of Minutes of the July 8, 2021, City Arts Commission Meeting

1. Draft of 7/8/2021 Minutes

Chair Greer called for revisions or amendments to the minutes, but there were none.

Motion made by Commissioner Simon, seconded by Secretary Flanagan, and carried (5-0-0-2) to approve the July 8, 2021, meeting minutes as presented.

AYES: Greer, Flanagan, Kaufman, Simon, George

NOES: None ABSTENTIONS: None

ABSENT: McNulty, Little

B. <u>Consent Calendar Items</u>

2. Financial Report – *Review of financial information*

Library Services Director Tim Hetherton explained that the Commission was provided two reports: one on the previous fiscal year (FY) and one on the current FY. There are still funds in the 2021 Budget to pay outstanding invoices. FY 2021-22 has paid out several expenses for the Concerts. There is approximately \$47,000 remaining in Programming, \$22,000 remaining in Professional Services, City Grants and the Sculpture Garden funds remain untouched. The FY is looking good, but he will request money be moved from programming to the Sculpture Exhibition.

Chair Greer called for additional comments and questions.

Secretary Flanagan expressed surprise that the sound and lighting charged more than the talent.

Library Services Director Hetherton stated everything had become more expensive and noted the City changed sound contractors as the old one retired. The new contractor has newer technology and has done a good job so far.

In response to Commissioner Simon's inquiry about if the City Arts Commission (CAC) was able to move funds from one category to another Library Services Director Hetherton explained that it was, except for Cultural Arts Grants as they are approved by City Council.

In response to Commissioner Simon's follow up question about if the CAC could move additional money into the Cultural Arts Grant Library Services Director Hetherton stated he was unsure, but that he would find out. It was a possibility that Council approval could happen with the project's approval.

Commissioner Kaufman asked if funds could be moved into the Cultural Arts Grant line after the grant cycle closed, assuming that there were funds left in other lines.

Library Services Director Hetherton stated that could be a possibility but stressed that the program would have to be recommended by the CAC and approved by the Council. He recalled that once before an organization returned its grant funding to the CAC and the funds had to be returned to the General Fund. City Council must approve Grant Funds.

Chair Greer stated that for sound and lighting the CAC budgeted \$3,000, but the new vendor charges \$3,400 to \$3,500.

Library Services Director Hetherton said they were contracted at \$3,405 per concert.

Chair Greer thanked Library Services Director Hetherton.

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 announced that the Student Art Exhibition pieces were on display on the 2nd floor of the Central Library. There were 42 total submissions, and the public is enthusiastic. The exhibition is very fun and inclusive. Awards will be presented at the Art Exhibition in October.

In response to Chair Greer's question about the most represented age group Cultural Arts Assistant Camille Escareal-Garcia explained that Pre-K through 3rd grade had the most submissions, followed by grades 4 through 7. There were not as many 8th through 12th grade submissions but outreach is ongoing.

Chair Greer stated that she had fliers available for any Commissioners interested in passing them around and suggested providing them to schools and teachers.

Commissioner Kaufman stated that submissions were open until August 21st and that school begins August 23rd.

Chair Greer stated that the art would also be exhibited virtually.

Library Services Director Hetherton stated that the quilts exhibition was ongoing at the Central Library Gallery until September 3, 2021. Following that will be a photography exhibition by Richard Ferncase and an acrylics exhibition by Sunny Kim. DSB, a Journey tribute band, plays the next concert on August 22nd. September 18th is the Grand Opening of the Sculpture Exhibition and the luncheon, which should be a nice event for the community, the CAC, the guest artists, and City Council. September 26th is the Santanaways concert. Check in is on Friday, October 8th at 3:00 p.m. for the jury art show and the exhibition check in is 8:30 to 10:00 a.m. on Saturday, October 9th. The exhibition reception, which is a signature event for the CAC, is 12:00 p.m. to 6:00 p.m. October 17th is the Shelly Rusk concert on Balboa Peninsula. The next firm item on the calendar is the Cultural Arts Grants Check Presentation scheduled for June 2022.

Chair Greer thanked Library Services Director Hetherton and called for Commissioner questions, but there were none. She called for a Motion on the Consent Calendar.

Motion made by Secretary Flanagan, seconded by Commissioner Simon, and carried (5-0-0-2) to approve the Consent Calendar.

AYES: Greer, Flanagan, Kaufman, Simon, George

NOES: None ABSTENTIONS: None

ABSENT: McNulty, Little

Chair Little arrived after the vote on the Consent Calendar items. Moving forward, she will be listed as in attendance of the meeting.

VI. <u>CURRENT BUSINESS</u>

A. <u>Items for Review and Possible Action</u>

4. Sculpture Exhibition in Civic Center Park, Phase VII – Staff requests that the City Arts Commission approve a proposal for the Sculpture Exhibition in Civic Center Park, Phase VII.

Library Services Director Hetherton reported the contract amount for the Sculpture Exhibition installation never really increased until this year, where it saw about a 30% increase due to increased construction and labor costs. The new vendor is better than previous vendors in engineering, speed of work, and are responsiveness to requests. The last substantial increase in cost was for Phase III in 2015. Every Phase since Phase IV has required contract amendments for cost overruns. Cost is determined largely by the pieces selected as different sculptures require different things. Budget amendments are reviewed by Finance and the City Manager's Office but are seen as a cost of doing business. Since Phase IV the CAC has moved money from programming to make up the difference in the budget. Additionally, for the past several years the CAC has filed a flat budget as requested but the cost of almost everything has increased.

Library Services Director Hetherton stated that with CAC approval he intended to move \$14,000 from the programming budget to the Sculpture line. With Chair Greer's approval he spoke to the Newport Beach Arts Foundation (NBAF) about changing the designation of their \$20,000 donation to cover honorariums. He was grateful to the NBAF for their help with the project. Since 2013 there has always been a directive from City Council to augment the cost of the contract with private funds. With the NBAF donation two fifths of the honorariums will be paid with private funds which should please City Council. When Phase VI went to Council in 2020 there was concern about an insufficient amount of public engagement, particularly because the popular vote in the survey did not always correspond to the CAC's final recommendation. Often the CAC made recommendations based on safety, durability, and other factors not always considered by the public. Going forward the CAC will review all submissions at a public meeting for the four criteria: artistic merit, durability, practicality, and site appropriateness. Following that meeting the public would be able to vote in a survey. The City Manager's Office agrees that this is a workable process for selection. He stated he was available to answer questions.

Chair Greer thanked Library Services Director Hetherton for the proposal and noted that it was like past proposals. The first three phases were completed with little public engagement, so she was pleased about the new process. Unexpected costs sometimes prevent the placement of a sculpture or necessitate a higher honorarium. She mentioned a yellow acrylic sculpture from Italy that was twice submitted, but ultimately withdrawn due to feasibility.

Chair Greer stated that the CAC received submissions for foreign sculptures because they were in prior phases for consideration.

Library Services Director Hetherton stated that up until Phase VI submissions were accepted from anywhere, but Phase VI was limited to the United States.

Vice Chair Little felt it was costly to transport a sculpture overseas and if it was not feasible it should not be included in the discussion as it misrepresents the program. It wastes the artist's time and raises their expectations.

Chair Greer stated that *Talking Heads* was from the United States, however, the honorarium in prior phases when the artist submitted was too high for the Arts Commission to honor. Eventually, when artist Oleg Lobykin applied during Phase VI, he dropped the honorarium price, and the Arts Commission was able to include his artwork in consideration for the Phase VI installation.

Chair Little thought that a foreign artist might not be able to do that.

Chair Greer explained that they could potentially offer their work without honorarium. She asked about the agreement on *Pinnacle*.

Library Services Director Hetherton thought there were some foreign pieces acquired with the artist's agreement to use the honorarium to transport the sculpture. However, many times artists want upwards of \$20,000 as honorariums in order to ship and transport overseas. Often artists want to be present for installation and there are also customs considerations which drive up the cost. Pieces from Canada and Mexico might be more feasible than those from overseas countries. In Phase IV part of a sculpture was scheduled to come from Ukraine, but that did not work out.

Commissioner Kaufman suggested that a disclosure be made on the application.

Library Services Director Hetherton thought that was a good idea. Additionally, as suggested by Vice Chair Little, the CAC needs to include a clause that allows the use of images.

Vice Chair Little stated that the images could be used for t-shirts and notecards.

Library Services Director Hetherton said that would be helpful for promotional purposes.

Vice Chair Little suggested that the NBAF could include a store on its website to sell the items.

Chair Greer stated that the City Arts Commission (CAC) can raise funds because City Council Policy A-05 (Prohibition on Tax Measure Advocacy) had been waived by the City Council; however, the CAC typically does not do so.

Vice Chair Little stated the merchandise could be sold at events as well.

Chair Greer advised the Commissioners to speak to Library Services Director Hetherton if they were interested in working on the matter. The CAC relies on the NBAF and therefore funds need to be raised to replace the funds they are receiving this year. The NBAF is paying for the luncheon, providing \$20,000 for the honorariums, and the photographer. The CAC needs to anticipate and plan for increased expenses in the coming years of about 5% per year.

In response to Commissioner Flanagan's question about the cost of the luncheon Chair Greer stated that in the past it had not exceeded \$6,500. There are only two or three caterers that are approved and past quotes from those vendors were expensive.

Vice Chair Little stated that they need more choices and vendors whose prices are in alignment with what the CAC could afford.

Chair Greer confirmed that Parks & Recreation made the decisions regarding vendors. She suggested that Library Services Director Hetherton make their needs known to Parks & Recreation.

Library Services Director Hetherton said there used to be a bid for restaurants.

Vice Chair Little wondered if vendors knew that they could bid to be included by the City.

Library Services Director Hetherton stated that bidding was open annually. He explained the City's Request for Proposal (RFP) process. He agreed that the City should try to outreach to caterers and advised Commissioners to let him know about any caterers they would like him to reach out to.

Chair Greer suggested The Bungalow because their food is of quality at City events and is family affordable.

Library Services Director Hetherton stated that the Bungalow would have needed to apply to be included by the City as an accepted vendor for the Community Room.

Chair Greer said that the Bungalow was able to serve as a caterer for the Newport Beach Art Exhibition in previous years. She has asked for specific caterers in the past and sometimes the Parks and Recreation Department acquiesce. It is a closed process, but she formally requests that The Bungalow be considered. The Bungalow has worked on the Green before, are reasonable, and provide the public with reasonable and healthy lunches.

Vice Chair Little also liked The Bungalow but noted that it appeared they did not submit a bid.

Commissioner George inquired about the process.

Chair Greer named several caterers that are included but noted that within the budget there were very few options.

Vice Chair Little did not believe it was appropriate that Parks & Recreation controlled the vendor list because most of their events were for youth, not adults. She suggested that the process be opened to include other Commissions or Departments.

Library Services Director Hetherton stated that Parks & Recreation is in charge because they manage the facilities. The preferred caterers are used for wedding receptions and private affairs as well. Further, this discussion was not agendized so it could not be discussed.

Chair Greer agreed that the discussion could not go further.

Commissioner Kaufman confirmed that when the call for entries goes out the artists see the criteria and expectations and that ArtsOC could not make subjective calls, so the selection goes to the CAC. If the goal is to pass as many entries to the public as possible then the CAC would not be scoring the entries, only giving them a "pass/fail" grade. Then the public would vote, and the CAC would recommend the public's selection to Council.

Chair Greer stated that each Commissioner on the CAC had a vote, the two private consultants have votes, and the public weighs in as a single vote.

Library Services Director Hetherton concurred with Chair Greer.

Commissioner Kaufman asked if was necessary for the CAC to vote if the public is only voting on approved works.

Library Services Director Hetherton stated that the CAC confirms or denies the public vote.

Vice Chair Little stated that the CAC wants to engage the public and consider its choices, but Commissioners evaluate things differently than most of the public.

Commissioner Kaufman thought that was contrary to Council's request.

Chair Greer said that the public had a chance to weigh in and all the CAC meetings are open to the public and public comment. The CAC hears all public comments prior to making decisions and the public comment on the past three phases has been extensive. She suggested outreach earlier in the year, possibly in committee.

Library Services Director Hetherton stated people have access to the slideshow. The main issue in the four criteria that the CAC considers is artistic merit. The CAC stating that a piece meets the criteria is a big statement. He provided an example of the popsicles as something the CAC would not have selected.

Vice Chair Little stated that was the people's choice.

Library Services Director Hetherton thought by the CAC looking at the pieces first and applying the four criteria the City is assured of a good exhibition. The public could vote on the CAC selections.

Chair Greer said she was excited to involve all the Commissioners in the process as opposed to just the three members on the subcommittee. This process allows each Commissioner to weigh in without conferring with each other, which is a good thing.

Library Services Director Hetherton explained that there would be discussions on the pieces in a transparent public setting.

Chair Greer thought the CAC should devise ways to engage the public further.

Commissioner Kaufman said that if they held a more robust discussion before the survey went to the public then the public coming in was not as important due to their vote. If the public's top 10 meets the CAC's expectation, then what gets sent to Council would be

more in line with the public's vote. She thought that the objective was to have the public survey more in line with the approved pieces.

Chair Greer stated that the next meeting included the retreat and goals and objectives for the next year. She suggested Commissioners think about the process and be prepared to share their thoughts. The Sculpture Exhibition is the CAC's signature program, and they want to be sympatico with the public.

Commissioner Simon asked if the CAC should give extra weight to Orange County artists, then to Southern California, then all of California, then the rest of the country. He noted that several people had asked him if the sculpture garden featured local artists. Many people might be interested in more local sculpture. He suggested stating in the call for artists that weight would be given to Orange County artists or whatever the CAC determines is appropriate. That could be an incentive for artists to contribute.

Chair Greer stated that local artists are aware of the Sculpture Exhibit.

Vice Chair Little agreed that they were aware and stated that many artists are not interested.

Chair Greer said that having been a part of Phases III though VII she noticed that the number of local artists included has risen with each phase. She thought that trend would continue as publicity for the Sculpture Garden grew.

Vice Chair Little thought that the more popular the Sculpture Garden becomes the more artists will want to participate. With the Newport Beach Art Exhibition many seasoned local artists were not interested in participating because they had other events prioritized. However, as the event has grown, they have changed their minds. Based on this, she expected the Sculpture Exhibition to attract more local artists in the next several phases.

Chair Greer suggested Commissioners work with staff on a thumb drive presentation for local organizations about the Sculpture Exhibition. That could be provided to organizations outside of Newport Beach as well. There are artist opportunities in the Newport Beach Art Exhibition, the Sculpture Garden Exhibition, and to exhibit in the lobby gallery. They will attract more artists and greater artists when funds are available for honorariums. The CAC must incentivize fundraising to include more money for honorariums. The honorariums have not increased since Phase I and that should be considered in the coming year.

Commissioner Simon noted that the CAC cannot raise money.

Chair Greer said that they could and confirmed with Library Services Director Hetherton that it was under Council Policy A5. The CAC cannot request money when they are at events but can work with Library Services Director Hetherton to direct potential donors to the NBAF.

Library Services Director Hetherton said that the CAC could make friends and try to channel funds to the arts foundations.

Commissioner Simon confirmed they could try to identify "underwriters" and get them to provide money to the NBAF.

Library Services Director Hetherton said that was correct, the Commissioners could work in conjunction with the NBAF. The CAC is the only City board or commission that had that ability.

Chair Greer said that Commissioner Kaufman saw to a donation of \$10,000 from the Sam Wyly Foundation. Another former Commissioner, Jennifer from City National Bank, provided \$10,000 for the Symphony Concert on the Green. She called for further questions on the proposal. She read the request made by Staff and called for a Motion.

Motion made by Commissioner Simon, seconded by Vice Chair Little, and carried (6-0-0-1) to approve the proposal for the Sculpture Exhibition in Civic Center Park, Phase VII.

AYES: Greer, Little, Flanagan, Kaufman, Simon, George

NOES: None ABSTENTIONS: None ABSENT: McNulty

Library Services Director Hetherton stated that the item would go before City Council on September 28, 2022.

In response to Chair Greer's question about CAC members attending Council, Library Services Director Hetherton said that was appropriate and encouraged by staff.

Chair Greer advised that the Council agenda was posted online.

Library Services Director Hetherton explained the item would be on Council's Consent Calendar.

5. Utility Box Art Program Proposal - Staff presents a discussion on implementing a pilot utility box art program in Newport Beach.

Library Services Director Hetherton reported that he did not have a proposal but an update as there is currently no funding source. Public Works advised that the boxes would have to be wrapped because of maintenance issues and ventilation concerns. Wraps represent another cost increase. He suggested the CAC investigate a sponsorship program for the boxes. Costa Mesa has a successful sponsorship program in place and more detail on that will be provided in September. Cultural Arts Assistant Escareal-Garcia is currently busy and will not have time to work on the project until after the Art Exhibition.

In response to Chair Greer's question about involving the NBAF Library Services Director Hetherton stated that sponsors could not only pay for the wraps but provide additional funding to the NBAF.

Commissioner Simon thought the sponsorship amount should be a set amount.

Library Services Director Hetherton explained the cost of the wraps would be between \$2,400 and \$3,000.

Commissioner Simon suggested a \$5,000 price point for sponsorship.

Library Services Director Hetherton agreed and noted that the boxes would be visible to many people. Every year the CAC will need more funds than the previous year. Council would look favorably upon a program that generated funds. It shows that the CAC is working on finding additional funding sources.

Chair Greer suggested that the program might be attractive to the Chamber of Commerce. Corona del Mar also has a Chamber of Commerce.

Library Services Director Hetherton mentioned Newport/Mesa Pro Literacy, The Library Foundation, and the lifeguard building as potential sponsors.

Chair Greer stated the design was beautiful and thanked Library Services Director Hetherton for presenting it.

Commissioner Simon said making presentations at a Chamber of Commerce event was a good idea and a way to reach potential sponsors.

Chair Greer announced the item would be tabled until a later date.

B. <u>Monthly Reports</u>

6. Newport Beach Art Exhibition Ad Hoc Subcommittee - Commissioners
Arlene Greer, Marie Little, Maureen Flanagan

Chair Greer reported the Ad Hoc Subcommittee would meet shortly to determine caterers. The event is very fun and is an opportunity for the community to enjoy the day and meet the artists. The Sculpture Garden will be open as will the Library Lobby Gallery. There is also music planned. She looked forward to Commissioner participation at the event to assist checking in artists. Library Services Director Hetherton has provided a calendar for the CAC on Page 22. She requested confirmation from Commissioners that they will attend and encouraged them to also invite members of their families and friends to volunteer. The National Charity League is volunteering as well.

In response to Chair Greer's question about rack cards Cultural Arts Assistant Escareal-Garcia said they are a work in progress.

Chair Greer advised that upon completion the CAC should be notified as they would like to hand out the cards to friends and family. She asked the CAC if anyone had viewed the concert banner on the Balboa Island Bridge. As no one responded she requested that someone go by the bridge and check. The banner for the Sculpture Garden Exhibition is up at the Library.

In response to Chair Greer's question about entries, Cultural Arts Assistant Escareal-Garcia stated that there are currently 78 approved entries. The CAC will receive another six entries on August 13th.

Library Services Director Hetherton noted that more entries come in closer to the deadline.

Chair Greer explained that she has heard questions from artists about if the Art Exhibition would happen this year and she has advised that it will happen. The event is planned, funds are spent, so it is important to receive entries. She suggested Commissioners help by calling artists on the artist's list at their leisure.

Chair Greer suggested splitting up the list and assigning everyone artists to call.

Chair Greer instructed Cultural Arts Assistant Escareal-Garcia split up the list and provide it to Commissioners.

Commissioner Simon suggested publicizing the Art Exhibition at the three remaining concerts of the season by showing the information via slideshow onstage.

In response to Commissioner Simon's question about the logistics Library Services Director Hetherton explained that they are taking a low-tech approach so the Arts Foundation plans to walk through the crowd and engage attendees with rack cards.

In response to Commissioner Simon's question about if the City or Library had digital projectors Library Services Director Hetherton stated that there was one wired into the Friends Room.

In response to Chair Greer's question about partnering with Parks and Recreation Library Services Director Hetherton stated that they show movies in the park but was unsure if they owned or rented the equipment. With the CAC's blessing he indicated he would investigate the matter.

Chair Greer mentioned New York's Hudson Yards where they utilize a large screen to show information and programming all day long. While she was there, they were showing the Olympics. It would be nice for Newport Beach to enliven the Green with something similar.

Commissioner Simon stated the concerts have a large captive audience.

Vice Chair Little noted that she had discussed advertising on a screen in the past with Chair Greer. They could let people know about the NBAF and more about the CAC and what it does. Many people do not know about either the NBAF or CAC.

Commissioner Simon suggested that Library Services Director Hetherton speak with Parks and Recreation first.

Library Services Director Hetherton stated that NBTV is doing the video at the concert. The City has a contract with NBTV.

Commissioner Simon suggested NBTV could show the presentation as well, since preparing the slides would be an easy thing.

Library Services Director Hetherton agreed, stating that they would just adapt the information from the rack cards or other ads.

Chair Greer thanked staff for their work. She noted that last month Commissioners requested the ability to approve publicity before it went out, but that is not feasible. Staff must be allowed to proceed in the interest of time. She does see the publicity at the weekly meetings and advised Commissioners to contact Library Services Director Hetherton with suggestions related to advertising.

7. Performing Arts for Concerts on the Green Ad Hoc Subcommittee – Commissioners Arlene Greer, Marie Little, Leonard Simon

Chair Greer reported that the concerts were all set, and they were looking forward to the Journey show. She thanked Cultural Arts Assistant Escareal-Garcia for her work on the last concert.

Cultural Arts Assistant Escareal-Garcia stated that the bands were promoted on social media accounts. They have photos to publicize for the upcoming show.

Chair Greer instructed Commissioners to hand out concert cards.

8. Newport Beach Student Art Exhibition Ad Hoc Subcommittee – Commissioners Arlene Greer, Marie Little, Wayan Kaufman

Cultural Arts Assistant Escareal-Garcia reported that there have been 42 entries received. She indicated that she would be displaying more pieces on August 13, 2021. Most of the entries have been local, which was a goal of the program.

Chair Greer instructed the CAC to use the Library promotional material for cultural arts. If Commissioners need anything else, they should contact Library Services Director Hetherton.

9. Newport Beach Arts Foundation Liaison Ad Hoc Subcommittee – Commissioner Maureen Flanagan

Chair Greer reported the NBAF was currently on hiatus.

Commissioner Flanagan announced that on September 25, 2021, from 2:30 to 4:30 there will be a private art showing at Bistango Art Gallery for \$100 a person. She encouraged Commissioners to attend.

Chair Greer said this was a great event that she had attended in the past.

Library Services Director Hetherton stated he would send out an email with the details.

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

- Future Agenda: Retreat with the NBAF and the 2021-22 Goals and Objectives. Future Concert Ad Hoc Subcommittee assignments for Commissioners.
- Library Services Director Hetherton will provide a report on the process surrounding preferred caterers.

VIII. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

ADJOURNMENT – 6:29 P.M.

Chair Greer adjourned the meeting at 6:29 P.M.

Approved by: <u>Arlene Green</u>