

DRAFT  
CITY OF MANHATTAN BEACH

*MINUTES OF THE CULTURAL ARTS COMMISSION*

*July 12, 2005*

6:00 p.m.

CONTENTS

I. CALL TO ORDER

The Cultural Arts Commission of the City of Manhattan Beach, California met on Tuesday, July 12, 6:00 p.m.. in the City Council Chamber Conference Room.

II. ROLL CALL

Present:                      Commissioners Greco (Chair)  
   Francey Seckinger  
   Susannah Rosenthal  
   Richard Gill, Director Parks and Recreation Department  
   Juanita Purner, Cultural Arts Manager

Absent:                              Commissioners Duncan and Phillips

III. APPROVAL OF MINUTES June 14, 2005

The minutes were approved with the following corrections and clarifications.

p.p. 2 Section V – Manhattan Village’s circular area is “indoor” not “outdoor”

p.p. 5 Section G: Budget

- Sixth bullet: insert “be” (“might be too ambitious”)  
Next line: insert “both” (“...attempting to produce both a bench/alcove prototype and an artist pool.”)
- Eighth bullet: change to “clarified the document” eliminate “no”

p.p.6

Second bullet:

The commission clarified that only the best proposal selected by the CAC and PAAC was going to be presented before the Council for approval.

Minutes were approved as corrected.

IV. AUDIENCE PARTICIPATION

None

## V. GENERAL BUSINESS

### 05/0412.3 Strand Bench and Alcove Program

Review revised RFQ

The word of “RFQ” on the agenda is supposed to be “RFP.”

#### **A. INTRODUCTION**

First paragraph – no correction.

Commissioner Rosenthal questioned the treatment of alcoves given there are three previously donated benches. Commissioner Greco indicated that the artist would design the alcove around the existing benches. It was pointed out that discussion is needed regarding this new bench/alcove program in relation to three existing benches. Future discussions will be required to deal with this issue.

Commissioner Greco indicated the three existing benches did not need to be a part of the RFP, as it was not relevant information for the artists.

A discussion over the location of the prototype benches followed:

- The prototype needs to be in a prime location, such as at the pier.
- The prototype will serve as a marketing tool for the community.
- The commissioners agreed to seek an advantageous location rather than the previously discussed site at the north end of the Strand.
- The staff proposed to develop a specific timeline for the development of the prototype that would coincide with the renovation progress.

Second paragraph

For clarification, insert the following: “The cultural Arts Commission and Public Art Advisory Committee will select the (or a) finalist who will be presented to the City Council.”

#### **B. ELIGIBILITY**

The Commissioners thought that the listed types of artwork were too limiting. They preferred to describe the artwork as “three dimensional artwork” and eliminate the list of examples.

#### **C. SITE**

1<sup>st</sup> paragraph Change to “1st street parallel to”

2<sup>nd</sup> paragraph Change to “...concrete curb height, surround alcove, is 10” high with no access to water or electricity.”

It was suggested a diagram of the alcove and an elevation be included.

**D. BENCH GUIDELINES**

Regarding the description of “donor recognition will be an off-site location,” the Commission discussed possible options that could be more appealing than a master listing at a separate site.

- Include a small plaque on the bottom of the curb.(The commission will revisit this point to establish a standard for donor recognition guidelines.)
- For the RFP, it would not be necessary to include the information because it may be misleading to the artist.

**E. PROJECT GOALS**

The suggested changes were:

“...to create an artistic walk along the strand which is of high aesthetic quality...”

“...artistic walk along the Strand which contains a seating area which is appropriate to the site, which is durable, safe and environmentally sound, vandalism resistant...”

**F. BUDGET**

Regarding this section, the Commission thought more clarification was needed, because the RFP serves two purposes: 1) selection of the prototype design, and 2) development of a pre-approved pool of artists for future donor projects. Budget shelf-life, revisions due to unanticipated cost increases, and an annual review were among the issues needing clarification.

**G. SELECTION CRITERIA**

No change

**H. PROPOSAL REQUIREMENT**

Change the opening sentence: “Submit the following by October 1, 2005”

“...rendering of your design to “the design”

**I. TIMELINE**

Revised as follows:

October 15 – Proposal deadline

Early November – presentation before CAC and PAAC

Late November – presentation and approval by City Council

Further discussion items were:

- Insure that the City Council packet for this project includes

images for all finalist proposals.

- Council directed the CAC to present only one finalist, but keep them informed of the top three.
- Mr. Gill emphasized the need for a bench/alcove donor guide.

Mr. Gill also commented artists generally want their name on the piece so this will be an issue. The Keller bench project was also discussed indicating the Keller family worked from the Tree/Bench donor program but opted to use their own artist and present their bench design for approval by the CAC and City Council. This exception was based on several factors; the Kellers' decision not be included in the 9/11 Memorial project, their son, Chad, was on one of the planes destroyed on 9/11, and he was awarded the Medal of Freedom posthumously by the Department of Defense.

Commissioner Rosenthal played devils advocate and asked what happens when the donors, after reviewing the pre-approved designs, do not find a design that is appropriate for them. The third donor option is the answer with donors submitting their preferred design for the approval process.

Mr. Gill returned to the Timeline section of the RFP and made a change: "with approval of City Council." He also suggested inserting a specific time that the artist is required to install the artwork such as 120 days.

Commissioner Seckinger asked how long it took before the time capsule or the wave were installed? This item needed additional research.

Commissioner Seckinger pointed out the responsibilities of any commission was to be the eyes and ears for Council. She reemphasized the need to present complete information to Council via their packets. Commissioner Seckinger questioned whether the artists receive notification for City Council presentations. Ms. Purner assured her they do.

The Commission agreed to convene for a special meeting to review the RFP. Ms. Purner will contact them with possible dates.

The Commission reviewed the Donor guidelines outline. Commissioner Seckinger suggested a map of the Strand and bench/alcove renderings be included. Also remove the City prototype as a donor option. Also include bench guidelines and criteria.

Donor recognition is an important item and the following points were discussed.

- Engraving in the alcove concrete curb is one option. It becomes part of the bench/alcove area.
- Commissioner Seckinger speculated that prominent Manhattan Beach business names could opt for a bench on the Strand—Sketchers, AVP, Shorewood.
- Mr. Gill raised the issue of religious symbols and whether a guideline was needed to speak to the possibility. The Commissioners felt it was not necessary.

### **BLU MOON ADHOC COMMITTEE NOMINATION**

The Ad Hoc committee is comprised of two Council members, Nick Tell and Jim Aldinger plus two commissioners. The Parks and Recreation Commission representative is Portia Cohen. Ms. Purner suggested the representative from the CAC might be based on seniority. Commissioner Rosenthal made a motion that Commissioner Greco be selected for this subcommittee.

Commissioner Seckinger stated she had a great deal of marketing experience and a lot of work specifically in branding. If Commissioner Greco needed help she'd be available and Seckinger did second the motion.

All were in favor.

### **VII REPORTS AND OTHER BUSINESS**

#### **PUBLIC ART MASTER PLAN**

Commissioner Greco urged the new Commissioners to review this document as it is a major resource for the work done by the Commission. Mr. Gill agreed the document is very thorough and a great deal of thought went into its creation. Commissioner Greco suggested reviewing the 1% Ordinance at the back of the document. A trust fund is set up for programs or art display programs designated by the CAC and approved by City Council. Ms. Purner let the Commission know the report for the trust is issued quarterly. Commissioner Greco informed everyone the current balance is \$286,000.

Wayne Powell was not present to receive his revised commendation plaque.

### **VIII. ADJOURNMENT**

Commissioner Greco adjourned the meeting at 8:12 p.m.