This meeting will be held via teleconference only in order to reduce the risk of spreading COVID19 and pursuant to the Governor’s Executive Orders N-25-20 and N-29-20 and the County of Los Angeles Public Health Officer’s Order (revised May 14, 2021). All votes taken during this teleconference meeting will be by roll call vote, and the vote will be publicly reported.

HOW TO VIEW THE MEETING: No physical location from which members of the public may observe the meeting and offer public comment will be provided. Please view the meeting, which will be live streamed at https://malibucity.org/video and https://malibucity.org/VirtualMeeting.

HOW TO PARTICIPATE BEFORE THE MEETING: Members of the public are encouraged to submit email correspondence to bsaleaumua@malibucity.org before the meeting begins.

HOW TO PARTICIPATE DURING THE MEETING: Members of the public may speak during the meeting through the Zoom application. You must first sign up to speak before the item you would like to speak on has been called by the Chair and then you must be present in the Zoom conference to be recognized.

Please visit https://malibucity.org/VirtualMeeting and follow the directions for signing up to speak and downloading the Zoom application.

Malibu Arts Commission
Regular Meeting Agenda

Tuesday, May 25, 2021

9:00 A.M.
Various Teleconference Locations

Call to Order

Roll Call

Pledge of Allegiance

Approval of Agenda

Report on Posting of Agenda – May 20, 2021

1. Ceremonial/Presentations
   A. Presentation to Outgoing Poet Laureate Dr. John Struloeff

2. Written and Oral Communications from the Public
   A. Communications from the Public concerning matters which are not on the agenda but for which the Commission has subject matter jurisdiction. The Commission may not act on these matters at this meeting.
B. Commission Ad Hoc Committee Reports

1. Arts in Education
2. Malibu Public Art Exhibitions
3. Business and Community Outreach
4. Social Media

3. Consent Calendar

A. Previously Discussed Items

None.

B. New Items

1. Approval of Minutes

   Recommended Action: Approve the minutes for the April 27, 2021 Malibu Arts Commission Regular meeting.

   Staff contact: Administrative Assistant Saleaumua, 456-2489 ext. 349

4. Old Business

A. Commission Rules of Procedure and Decorum

   Recommended Action: 1) Adopt Malibu Arts Commission Resolution No. MAC 21-01, adjusting the Rules of Procedure and Decorum to change the Commission’s name from Cultural Arts Commission to Malibu Arts Commission; and 2) Rescind Cultural Arts Resolution No. 19-01.

   Staff Contact: Community Services Director Bobbett, 456-2489 ext. 225

B. Outdoor Musical Performances at Local Businesses

   Recommended Action: At the request of the Business and Community Outreach Ad Hoc Committee, discuss the potential for outdoor musical performances at local businesses to promote awareness of the arts.

   Staff Contact: Community Services Deputy Director Riesgo, 456-2489 ext. 350

5. New Business

A. Arts Commission Social Media and Branding

   Recommended Action: Review and approve potential options for social media and branding of the Malibu Arts Commission.

   Staff Contact: Community Services Deputy Director Riesgo, 456-2489 ext. 350
B. Poet Laureate Program

Recommended Action: At the request of Chair Cherin, review and provide feedback regarding the Poet Laureate Committee program, Verse About Town.

Staff Contact: Community Services Deputy Director Riesgo, 456-2489 ext. 350

6. Staff Updates

7. Commissioner Reports, Comments and Inquiries

Future Agenda Items

Adjournment

Future Meetings

Tuesday, June 22, 2021  9:00 a.m.  Regular Meeting  Location to be determined
Tuesday, July 27, 2021  9:00 a.m.  Regular Meeting  Location to be determined
Tuesday, August 24, 2021  9:00 a.m.  Regular Meeting  Location to be determined

Guide to the City Commission Proceedings

The Oral Communication portion of the agenda is for members of the public to present items which are not listed on the agenda, but are under the subject matter jurisdiction of the Commission. Although no action may be taken, the Commission and staff will follow up, at an appropriate time, on those items needing response. Each speaker is limited to three (3) minutes. Members of the public wishing to speak during the meeting must participate through the Zoom application. You must first sign up to speak before the item you would like to speak on has been called by the Chair and then you must be present in the Zoom conference to be recognized. Please visit https://malibucity.org/VirtualMeeting and follow the directions for signing up to speak and downloading the Zoom application.

Items in Consent Calendar Section A have already been considered by the Commission at a previous meeting where the public was invited to comment, after which a decision was made. These items are not subject to public discussion at this meeting because the vote taken at the previous meeting was final. Resolutions concerning decisions made at previous meetings are for the purpose of memorializing the decision to assure the accuracy of the findings, the prior vote, and any conditions imposed.

Items in Consent Calendar Section B have not been discussed previously by the Commission. If discussion is desired, an item may be removed from the Consent Calendar for individual consideration. Commissioners may indicate a negative or abstaining vote on any individual item by so declaring prior to the vote on the motion to adopt the entire Consent Calendar. Items excluded from the Consent Calendar will be taken up by the Commission following the action on the Consent Calendar. The Commission first will take up the items for which public speaker requests have been submitted. Public speakers shall follow the rules as set forth under Oral Communication.

Old Business items have appeared on previous agendas but have either been continued or tabled to this meeting with no final action having been taken. Public comment shall follow the rules as set forth under Oral Communication.
Items in New Business are items which are appearing for the first time for formal action. Public comment shall follow the rules as set forth under Oral Communication.

Copies of the staff reports or other written documentation relating to each item of business described above are on file in the office of the City Manager, and available upon request by emailing BSaleaumua@malibucity.org.

The City Hall phone number is (310) 456-2489. To contact City Hall using a telecommunication device for the deaf (TDD), please call (800) 735-2929 and a California Relay Service operator will assist you. In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact Yolanda Bundy, Environmental Sustainability Director, at (310) 456-2489, ext. 229. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28 CFR 35.102-35.104 ADD Title II].

I hereby certify under penalty of perjury, under the laws of the State of California that the foregoing agenda was posted in accordance with the applicable legal requirements. Dated this 20th day of May 2021 at 4:00 p.m.

Brittany Saleaumua, Administrative Assistant
To: Chair Cherin and Members of the Malibu Arts Commission

Prepared by: Brittany Saleaumua, Administrative Assistant

Reviewed by: Kristin Riesgo, Community Services Deputy Director

Approved by: Jesse Bobbett, Community Services Director

Date prepared: May 10, 2021  Meeting date: May 25, 2021

Subject: Approval of Minutes

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RECOMMENDED ACTION: Approve the minutes for the April 27, 2021 Malibu Arts Commission Regular meeting.

DISCUSSION: Staff has prepared draft minutes for the April 27, 2021 Malibu Arts Commission Regular meeting.

ATTACHMENTS: April 27, 2021 Malibu Arts Commission Regular meeting minutes
The following meeting was held pursuant to the Governor's Executive Orders N-25-20 and N-29-20 and fully teleconferenced from various locations during the coronavirus disease (COVID-19) pandemic.

MEETING CALL TO ORDER

Chair Cherin called the meeting to order at 9:08 a.m.

ROLL CALL

The following persons were recorded in attendance via teleconference by the Recording Secretary:

PRESENT: Chair Lotte Cherin; Vice Chair Julia Holland; Commissioners Barry Haldeman, Peter Jones, and Fireball Lawrence

ALSO PRESENT: Jesse Bobbett, Community Services Director; Kristin Riesgo, Community Services Deputy Director; and Brittany Saleaumua, Administrative Assistant

PLEDGE OF ALLEGIANCE

Vice Chair Holland led the Pledge of Allegiance.

APPROVAL OF AGENDA

MOTION   Vice Chair Holland moved, and Commissioner Jones seconded a motion to approve the agenda. The question was called, and the motion carried unanimously.

REPORT ON POSTING OF AGENDA

Administrative Assistant Saleaumua reported the agenda for the meeting was properly posted on April 23, 2021.

ITEM 1    CEREMONIAL/PRESENTATIONS

None.

ITEM 2.A.   PUBLIC COMMENTS

None.
ITEM 2.B.  COMMISSION AD HOC COMMITTEE REPORTS

1.  Arts in Education

Community Services Deputy Director Riesgo stated the Poet Laureate Committee had scheduled poetry workshops with Malibu Elementary School 5th grade students to create graduation poems.

Chair Cherin stated the Poet Laureate Committee expressed interest in displaying poetry on old election signs around the city and requested an item be placed on the May 25, 2021 Regular meeting agenda.

2.  Malibu Public Art Exhibitions

No updates.

3.  Business and Community Outreach

Commissioners Haldeman and Jones discussed a proposal to secure artwork from local artists that could be loaned to realtors when staging homes.

4.  Social Media

Commissioner Lawrence stated he met with Community Services Deputy Director Riesgo and they would work together to create a social media plan.

In response to Chair Cherin, Commissioner Lawrence stated the Commission's social media presence would focus on one platform before expanding to other platforms in the future.

ITEM 3   CONSENT CALENDAR

MOTION  Chair Cherin moved, and Vice Chair Holland seconded a motion to approve the Consent Calendar. The question was called, and the motion carried unanimously.

The Consent Calendar consisted of the following items:

A.  Previously Discussed Items
None.

B.  New Items
1.  Approval of Minutes
Recommended Action: Approve the minutes for the March 23, 2021 Cultural Arts Commission Regular Meeting.

ITEM 4   OLD BUSINESS
A. **Commission Assignments**

Recommended Action: 1) Review the Cultural Arts Commission assignments for Fiscal Year 2019-2020; and 2) Recommend assignments for Fiscal Year 2021-2022 for City Council consideration.

Community Services Director Bobbett presented the staff report.

Commissioner Jones suggested revising Assignment 7 to state "Coordinate meetings with Malibu business owners and artists to promote, recognize, invest, and exhibit local artists."

In response to Commissioner Jones, Commissioner Lawrence recommended adding "providing local opportunities" to Assignment 7.

In response to Chair Cherin, Community Services Director Bobbett clarified Assignment 7 would state "Coordinate meetings with Malibu business owners and artists to promote, recognize, exhibit, invest in and provide local opportunities for local artists."

**MOTION** Chair Cherin moved, and Vice Chair Holland seconded a motion to approve the recommended Arts Commission Assignments for Fiscal Year 2021-2022 as modified to include: 1) revising Assignment 7 to state "Coordinate meetings with Malibu business owners and artists to promote, recognize, exhibit, invest in, and provide local opportunities for local artists; 2) revising Assignment 13 by removing “bi-monthly” and adding “as needed”; 3) removing Assignment 2 related to artwork on the Water Treatment Facility fence located on the corner of Civic Center Way and Cross Creek Road; 4) removing Assignment 10 regarding attendance data related to cultural arts programs, events, performances, exhibitions, and workshops; 5) combining Assignments 4 and 12 related to advertising, marketing, and promotions and adding “social media”; 6) revising Assignment 1 to include “Malibu businesses”; 7) revising Assignments 4, 5, and 12 by replacing "Cultural" with "Arts"; 8) adding an assignment to "Provide feedback regarding updates for Arts events, programs, and projects"; and 9) adding an assignment to "Review and provide feedback regarding a new Commission logo and branding". The question was called, and the motion carried unanimously.

**ITEM 5 NEW BUSINESS**

A. **Commission Rules of Procedure and Decorum**

Recommended Action: 1) Review the Arts Commission Rules of Procedure and Decorum; and 2) Recommend revisions for adoption by resolution at the next Commission Regular meeting.
Community Services Director Bobbett presented the staff report.

In response to Commissioner Jones, Community Services Director Bobbett stated an adjustment to the meeting start time was included in the staff report because it was mentioned during Commissioner comments during the March 23, 2021 Regular meeting.

Commissioner Lawrence stated he could not attend an evening Commission meeting.

Chair Cherin indicated opposition to changing the meeting time.

Commissioner Jones indicated opposition to reordering the agenda format.

In response to Commissioner Haldeman, Community Services Director Bobbett discussed the process for adding an item to the agenda.

MOTION Chair Cherin moved, and Vice Chair Holland seconded a motion to approve changing all references of "Cultural Arts Commission" to "Arts Commission" in the Rules of Procedure and Decorum. The question was called, and the motion carried unanimously.

Commissioner Lawrence suggested adding an agenda item regarding the Commission’s logo to the May 25, 2021 Regular meeting.

B. Malibu Art Walk

Recommended Action: At the request of the Malibu Public Art Exhibitions Ad Hoc Committee, discuss the proposed outline for the Malibu Art Walk.

Community Services Deputy Director Riesgo presented the staff report.

Commissioner Lawrence stated the artwork would be printed on a vinyl banner, but graffiti could not be prevented. He stated the budget would include funding for the reprinting of damaged vinyl banners.

In response to Chair Cherin, Vice Chair Holland stated the Commission would select the artwork for the Exhibition.

In response to Chair Cherin, Community Services Deputy Director Riesgo stated she would work with the Planning Department and submit the Temporary Use Permit for the Exhibition.

Barbara Freund stated the Malibu Arts Association planned an Art Walk at Legacy Park in March 2020, but it was cancelled due to COVID-19. She stated the Malibu Arts Association wanted to host the Art Walk in 2021.
Community Services Deputy Director Riesgo stated Community Services Department staff would work with the Ms. Freund to confirm the City’s permitting requirements for the Art Walk.

Commissioner Lawrence left the meeting at 11:04 a.m.

C. **Outdoor Musical Performances at Local Businesses**

Recommended Action: At the request of the Business and Community Outreach Ad Hoc Committee, discuss the potential for outdoor musical performances at local businesses to promote awareness of the arts.

Community Services Deputy Director Riesgo presented the staff report.

In response to Commissioner Haldeman, Community Services Deputy Director Riesgo stated she would work with the Ad Hoc Committee and complete the City’s permitting paperwork.

In response to Chair Cherin, Community Services Deputy Director Riesgo stated a multi-day program during the summer would require Planning Commission approval.

Vice Chair Holland left the meeting at 11:09 a.m.

In response to Commissioner Haldeman, Community Services Deputy Director Riesgo suggested Commissioners Haldeman and Jones discuss the program details before the May 25, 2021 Regular meeting.

**ITEM 6  STAFF UPDATES**

Community Services Deputy Director Riesgo provided an update regarding the Poet Laureate Program and Polli-Power Program.

**ITEM 7  COMMISSIONER REPORTS, COMMENTS AND INQUIRIES**

In response to Chair Cherin, Community Services Director Bobbett stated the Rules of Procedure and Decorum indicated the Commission could not hear new items after 10:30 a.m., unless a majority of the Commission votes to suspend the rules to do so.

**FUTURE AGENDA ITEMS**

Outdoor Musical Performances at Local Businesses
Poet Laureate Poems
Commission Logo
ADJOURNMENT

MOTION At 11:28 a.m., Commissioner Jones moved, and Commissioner Haldeman seconded a motion to adjourn the meeting. The question was called, and the motion carried 3-0; Vice Chair Holland and Commissioner Lawrence absent.

Approved and adopted by the Cultural Arts Commission of the City of Malibu on May 25, 2021.

________________________
LOTTE CHERIN, Chair

ATTEST:

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BRITTANY SALEAUMUA, Administrative Assistant
To: Chair Cherin and Members of the Malibu Arts Commission

Prepared by: Kristin Riesgo, Community Services Deputy Director

Approved by: Jesse Bobbett, Community Services Director

Date prepared: May 18, 2021  
Meeting date: May 25, 2021

Subject: Commission Rules of Procedure and Decorum

RECOMMENDED ACTION: 1) Adopt Malibu Arts Commission Resolution No. MAC 21-01, adjusting the Rules of Procedure and Decorum to change the Commission’s name from Cultural Arts Commission to Malibu Arts Commission; and 2) Rescind Cultural Arts Resolution No. 19-01.

DISCUSSION: On April 27, 2021, the Commission reviewed and discussed Resolution No. CAC 19-01 Rules of Procedure and Decorum (Bylaws) for the Conduct of Malibu Arts Commission meetings.

By Consensus, the Commission approved staff’s recommendation to revise the Bylaws to reflect the Commission’s recent name change from “Cultural Arts Commission” to “Arts Commission”. The change was approved by the City Council at the April 19, 2021 Regular meeting.

The Commission is asked to adopt Resolution No. MAC 21-01 to update the Bylaws as noted above. Additionally, the Commission is asked to rescind Resolution No. CAC 19-01, making the previous version of the Bylaws inactive.

ATTACHMENTS: Resolution No. MAC 21-01
RESOLUTION NO. MAC 21-01

A RESOLUTION OF THE MALIBU ARTS COMMISSION OF THE CITY OF MALIBU ADOPTING RULES OF PROCEDURE AND DECORUM FOR THE CONDUCT OF MALIBU ARTS COMMISSION MEETINGS

The Malibu Arts Commission of the City of Malibu does hereby find, order, and resolve as follows:

SECTION 1. The Malibu Arts Commission does hereby adopt the following Rules of Procedure and Decorum for the Conduct of Malibu Arts Commission Meetings:

1. RULES FOR COMMISSIONERS

A. Decorum
Members of the Malibu Arts Commission (hereinafter referred to as "Commission") shall conduct themselves in an orderly and businesslike manner to ensure that the business of the Commission shall be attended to efficiently and thoroughly and to ensure that the integrity of the deliberative process of the Commission is maintained at all times. Members of the Commission shall maintain a polite, respectful, and courteous manner when addressing one another, the City staff, and members of the public during Commission meetings.

B. Election of Officers
The Commission shall hold an election at its regular meeting in June of each year to select a Chair and Vice Chair from its membership. If the full Commission is not in attendance, the election shall be continued to the next Commission meeting at which all Commissioners are present.

The Chair and Vice Chair shall remain in office until replaced by newly elected officers.

C. Role of the Presiding Officer
The presiding officer of the Commission, who shall be the Chair or, in the Chair's absence, the Vice Chair, shall be responsible for maintaining the order and decorum of meetings. It shall be the duty of the presiding officer to ensure that the Commission's adopted Rules of Procedure and Decorum are followed at all times. The presiding officer shall maintain control of communication between Commissioners and between the Commission and the public and shall chair each meeting in a fair and impartial manner. It shall be the duty of each Commissioner to support the presiding officer in maintaining the order and decorum of Commission meetings.

D. Communication between Commissioners
Commissioners should request the floor of the presiding officer before speaking. Commissioners shall speak in turn, and no Commissioner shall speak again until all Commissioners shall have had the opportunity to speak. Commissioners shall remember that the purpose of the Commission meeting is to conduct the business of the Commission. Commissioners shall avoid
repetition and shall endeavor to limit their comments to the subject matter at hand. Commissioners should endeavor to express their views without engaging in lengthy debates. When one Commissioner is speaking, other Commissioners shall not interrupt or disturb the speaker. During questions and deliberations, the presiding officer shall vary the speaking sequence of Commissioners from item to item.

E. Communication with the Public Addressing the Commission
On specific agenda items, Commissioners may question any person addressing the Commission at the conclusion of all public testimony on that agenda item before the Commission. Commissioners shall not engage any member of the public in a dialogue with themselves, other Commissioners, City staff, or other members of the public. All requests to speak shall be made to the presiding officer. If a member of the public addresses the Commission on a matter not on the meeting's agenda, Commissioners shall refrain from a discussion of the matter. Public comments requesting specific Commission discussion and/or action shall be summarized by the presiding officer following all public comments. Such matters may, at the direction of the majority of the City Council or the City Manager, be placed on a future agenda for discussion and/or action.

2. RULES FOR CITY STAFF

A. Decorum
City staff shall not engage in dialogue with members of the public during Commission meetings. When addressed by a Commissioner, staff shall respond in a polite, respectful and courteous manner. All requests to speak shall be made to the presiding officer.

B. Role of the City Manager
The City Manager's duties during Commission meetings are advisory in nature.

3. RULES FOR THE PUBLIC

A. Members of the Audience
Members of the audience shall not engage in disorderly or boisterous conduct, including clapping, whistling, stamping of feet or other acts which disturb, disrupt, impede or otherwise disturb the orderly conduct of the Commission meeting.

B. Persons Addressing the Commission
Any person wishing to address the Commission on an item before the Commission should fill out a speaker slip, which shall include the meeting
date, name of the speaker, and issue being addressed. The speaker shall submit the speaker slip to the Recording Secretary prior to that agenda item being announced by the presiding officer. No person shall address the Commission without first being recognized by the presiding officer. Members of the public addressing the Commission shall have three minutes to speak. The Commission may, by majority vote, alter this time limit. Additional speakers (who must be present at the time) may surrender their opportunity to speak and instead defer one minute to another speaker on the same item for up to a total of five additional minutes. Speakers wishing to defer their time must submit a speaker slip indicating their intent to defer their time and to whom that time shall be awarded.

Persons addressing the Commission on a specific agenda item shall confine their remarks to that agenda item. Any public requests for staff comment shall be made to the presiding officer who may then direct such inquiries to staff as appropriate. Persons addressing the Commission shall not engage in disorderly conduct which disrupts or otherwise impedes the orderly conduct or Commission meetings. Any person who so disrupts a Commission meeting may, at the discretion of the presiding officer or a majority of the Commission, be subject to ejection from that meeting.

C. Enforcement

Upon violation of these Rules, the presiding officer shall request that the person violating the rules cease such conduct. If, after a warning from the presiding officer, the person persists in disrupting the meeting, the presiding officer shall order the person to leave the Commission meeting. If the person does not leave the meeting, the presiding officer may order any law enforcement officer on duty to act as sergeant-at-arms and remove the person from the room in which the Commission meeting is being held. Any person who resists removal by the sergeant-at-arms may be charged with a violation of these rules, as well as any other applicable ordinance or law. If the presiding officer of the Commission fails to enforce these rules, a majority vote of the Commission may designate another Commissioner to act as presiding officer and enforce these rules. If a meeting of the Commission is disturbed in such a manner as to make infeasible the restoration of order, the presiding officer or a majority of the Commission may exercise the authority granted by California Government Code Section 54957.9 by ordering the meeting room cleared and continuing in such a manner as authorized by Section 54957.9.

4. MEETINGS

A. Commission Agendas
1. Format
The format of the Commission agendas shall be as follows unless otherwise re-ordered by the Commission at a specific meeting:

- Call to Order
- Roll Call
- Approval of Agenda
- Report on Posting of the Agenda
- Ceremonial/Presentations
- Written and Oral Communications from the Public
- Consent Calendar
- Old Business (continued, postponed, or leftover items from prior meetings)
- New Business
- Staff Updates
- Commissioner Reports, Comments, and Inquiries
- Future Agenda Items
- Adjournment

2. Placement of Items on a Commission Meeting Agenda
All agenda items must originate from the Malibu Arts Commission or the Community Services Director in order to be placed on a Commission meeting agenda. Requests for items to be placed on the agenda must contain a brief report explaining the item, the reason for the request, and any supporting materials available. The Community Services Director, in consultation with the Chair, shall be responsible for scheduling all agenda items submitted by the City Council, City staff, or by the Commission on its own motion, provided the matter is consistent with the duties of the Commission as set forth in Section 2.40.080 of the Malibu Municipal Code.

B. Robert's Rules of Order
In all matters and things not otherwise provided for herein, the proceedings of the Commission shall be governed by "Robert's Rules of Order, New Revised," as amended by State law. Commissioners should familiarize themselves with rules concerning making main motions, making motions to amend, postpone (continue to date certain or indefinitely), table or refer to staff, subcommittee or another body, calling the previous question (to close debate) or recess (break), rising to points or order (procedure), personal privilege (too noisy, personal insult) or information and motions to reconsider a matter already decided by the Commission, divide motion(s), ask for a roll call vote, suspend the rules, overrule the Chair, move the agenda and adjourn. However, no action of the Commission shall be invalidated or the legality thereof affected by the failure or omission to observe or follow Robert's Rules
of Order.

At any time, a Commissioner may interject a Personal Point of Order to state a potential deviation from the rules, which the Commission will then hear.

C. Regular Meeting Schedule
The Commission shall hold their regular meetings on the fourth Tuesday of every month, starting promptly at 9:00 a.m. The Commission shall not hear any new items of business after 10:30 a.m. unless a majority of Commission votes to suspend the rules to do so.

5. SUSPENSION OF THE RULES
Any provision of these Rules not already governed by City ordinance or State law may be suspended by a majority vote of the Commission.

PASSED, APPROVED, and ADOPTED this 25th day of May, 2021.

LOTTE CHERIN, Chair

ATTEST:

BRITTANY SALEAUMUA, Recording Secretary

I CERTIFY THAT THE FOREGOING RESOLUTION NO. CAC 19-01 was passed and adopted by the Malibu Art Commission of the City of Malibu at the regular meeting thereof held on the 25th day of May, 2021.

AYES: 0 Commissioners:
NOES: 0 Commissioners:
ABSTAIN: 0 Commissioners:
ABSENT: 0 Commissioners:

BRITTANY SALEAUMUA, Recording Secretary
RECOMMENDED ACTION: At the request of the Business and Community Outreach Ad Hoc Committee, discuss the potential for outdoor musical performances at local businesses to promote awareness of the arts.

DISCUSSION: At the April 27, 2021 Regular meeting, the Commission reviewed options for coordinating an outdoor live music event at various shopping centers throughout Malibu. The Business and Community Ad Hoc Committee (Ad Hoc Committee) consisting of Commissioners Haldeman and Jones planned to review the options and provide the Commission with an update.

Due to the application deadline and permitting requirements for summer events, hosting a multi-day performance in Summer 2021 is not an option. A one-day, one-location summer event in August could be coordinated and would require a Temporary Use Permit (TUP) submitted a minimum of 40 days before the event. A TUP would require approximately 10 hours of staff time to complete, including approvals from City and County agencies such as the Los Angeles County Fire Department, Los Angeles County Department of Public Health, Los Angeles County Sheriff's Department, and various City Departments.

The Commission may also consider a single or multi-day fall event, which would be based on the number of property owners agreeing to host the program. A fall event could take place after September 6, 2021 (Labor Day), with the same requirements noted above for a one-day summer event. A TUP would be required for each location, and an additional TUP would be needed for a multi-day event lasting longer than 14 calendar days.
Due to the amount of time required to contact artists and property owners, prepare agreements and permit documents, and coordinate with the Planning Department, staff recommends a one-day or multi-day event in Fall 2021. A fall event would achieve one of the Commission’s primary goals of promoting awareness of the arts in Malibu while most effectively utilizing staff’s time.

Staff anticipates funding for the performances will be available in the Adopted Budget for Fiscal Year 2021-2022, following approval by the Council in June 2021. The Ad Hoc Committee will continue to provide updates to the Commission monthly.

ATTACHMENTS: None.
To: Chair Cherin and Members of the Malibu Arts Commission

Prepared by: Kristin Riesgo, Community Services Deputy Director

Approved by: Jesse Bobbett, Community Services Director

Date prepared: May 17, 2021  Meeting date: May 25, 2021

Subject: Arts Commission Social Media and Branding

RECOMMENDED ACTION: Review and approve potential options for social media and branding of the Malibu Arts Commission.

DISCUSSION: Since being established in 2012, the Commission has implemented various types of social media and branding to connect with the community. The Commission has used logos, the Malibu Arts and Culture website, and a variety of social media accounts to expand programs and increase awareness of the arts.

On April 26, 2021, the Council approved Ordinance No. 482, approving the Commission’s name change from “Cultural Arts Commission” to “Malibu Arts Commission”. Since adopting the new name, the Commission has discussed options for revitalizing its branding, including changing the website address, social media accounts, and the logo.

The Malibu Arts and Culture website (MalibuArtsandCulture.org) was created in 2014 through a website development company, CivicPlus, to provide information regarding arts-related programs and events. Staff regularly updates content on the website for these programs and events, which include Pepperdine University theater programs and art exhibitions, Malibu High School productions, Arts Angels programming, Malibu Arts Foundation events, and other various art-related events.

Staff worked with CivicPlus to research a variety of website addresses. The following addresses are currently available:

- MalibuArtsComm.org
- ArtsinMalibu.org
- MalibuArtCommission.org
- ArtsCommissionMalibu.org
- MalibuCityArts.org
- ArtsMalibu.org

Staff discussed the potential website addresses and social media account names with Commissioner Lawrence, who is on the Social Media Ad Hoc Committee. Commissioner Lawrence recommended changing the website address to MalibuArtsComm.org due to its similarity to the Commission name and its simplicity, which would make it easy for visitors to remember.

Additionally, Commission Lawrence provided samples for a new Commission logo (Attachment). The logo is currently used for Commission social media accounts, the website, business cards, and marketing materials. The Commission is asked to review the logo samples and recommended website addresses, and approve the changes. The Commission may also recommend different website addresses or logos, if desired.

**ATTACHMENTS:** Malibu Arts Commission Logo Samples
Malibu Arts Commission
May 25, 2021 Regular Meeting
Item No. 5.A.
Draft Commission Logos

Option 1

Option 2
Option 3

Option 4
To: Chair Cherin and Members of the Malibu Arts Commission

Prepared by: Kristin Riesgo, Community Services Deputy Director

Approved by: Jesse Bobbett, Community Services Director

Date prepared: May 17, 2021  Meeting date: May 25, 2021

Subject: Poet Laureate Program

RECOMMENDED ACTION: At the request of Chair Cherin, review and provide feedback regarding the Poet Laureate Committee program, Verse About Town.

DISCUSSION: At the April 27, 2021 Regular meeting, Chair Cherin provided the Commission with an update on the Poet Laureate program and requested an item regarding the Poet Laureate Committee’s Verse About Town Program be placed on the May 25, 2021 Regular meeting agenda.

Verse About Town is an awareness and promotional poetry program that will recognize both local and international poets. Poetry will be printed on temporary signs and posters monthly and displayed at various locations in the community.

By Consensus, the Poet Laureate Committee determined the program will begin at local parks and feature poets who contributed to the community anthology coordinated by Malibu Poet Laureate Dr. John Struloeff. Student poets from Malibu Elementary School will also be included, and all poets will be required to sign an agreement with the City to participate in the program.

The Poet Laureate Committee plans to approach local shopping centers to discuss the potential for either a permanent or temporary kiosk or sign that could display Verse About Town poetry. Additionally, if the Commission determines it wants to pursue outdoor music performances at local businesses, featured poets’ work could be displayed during performances.

ATTACHMENTS: None.