

**This meeting will be held via teleconference only in order to reduce the risk of spreading COVID19 and pursuant to the Governor’s Executive Order N-08-21 and the County of Los Angeles Public Health Officer’s Order (revised June 15, 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](mailto: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, June 22, 2021**

**9:00 A.M.**

**Various Teleconference Locations**

Call to Order

Roll Call

Pledge of Allegiance

Approval of Agenda

Report on Posting of Agenda – June 18, 2021

**1. Ceremonial/Presentations**

None.

**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 May 25, 2021 Malibu Arts Commission Regular meeting.

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

4. Old Business

A. 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. Art and Business Program

Recommended Action: At the request of the Business and Community Outreach Ad Hoc Committee, review and provide feedback on the Art and Business proposal.

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, 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
Tuesday, September 28, 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](mailto: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 18<sup>th</sup> day of June 2021 at 12:00 p.m.*

*Brittany Saleaumua*  
*Brittany Saleaumua, Administrative Assistant*



# Malibu Arts Commission Agenda Report

Malibu Arts  
Commission Meeting  
06-22-21

**Item  
3.B.1.**

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: June 3, 2021 Meeting date: June 22, 2021

Subject: Approval of Minutes

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**RECOMMENDED ACTION:** Approve the minutes for the May 25, 2021 Malibu Arts Commission Regular meeting.

**DISCUSSION:** Staff has prepared draft minutes for the May 25, 2021 Malibu Arts Commission Regular meeting.

**ATTACHMENTS:** May 25, 2021 Malibu Arts Commission Regular meeting minutes

MINUTES  
ARTS COMMISSION  
REGULAR MEETING  
MAY 25, 2021  
TELECONFERENCED – VARIOUS LOCATIONS  
9:00 A.M.

**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 9:05 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**

Commissioner Jones led the Pledge of Allegiance.

**APPROVAL OF AGENDA**

MOTION      Commissioner Jones moved, and Chair Cherin 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 May 20, 2021.

**ITEM 1      CEREMONIAL/PRESENTATIONS**

A.      Presentation to Outgoing Poet Laureate Dr. John Struloeff

Chair Cherin presented an award to outgoing Poet Laureate Dr. John Struloeff.

Dr. Struloeff thanked the Commission for their support and stated he has enjoyed serving as the Malibu Poet Laureate.

**ITEM 2.A. PUBLIC COMMENTS**

None.

**ITEM 2.B. COMMISSION AD HOC COMMITTEE REPORTS**

1. Arts in Education

Community Services Deputy Director Riesgo stated former Malibu Poet Laureate Ricardo Means Ybarra and Jolynn Regan conducted poetry workshops at Malibu Elementary School and the poems would be included in the 2021 Student Anthology.

Commissioner Jones suggested adding a photo of the poet next to their literary work for the next Poetry Anthology.

2. Malibu Public Art Exhibitions

In response to Commissioner Haldeman, Commissioner Lawrence stated live music should correlate with the theme of the Art Walk.

3. Business and Community Outreach

Commissioners Haldeman and Jones discussed a proposal to secure local artwork to loan to realtors when staging homes and display within businesses.

Commissioner Lawrence suggested working with businesses to increase artists's exposure. He stated businesses or restaurants would have more foot traffic compared to a staged home.

4. Social Media

No updates. Item discussed under Agenda Item No. 5.A.

**ITEM 3 CONSENT CALENDAR**

**MOTION** Chair Cherin moved, and Commissioner Haldeman 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 April 27, 2021 Cultural Arts Commission Regular Meeting.

#### **ITEM 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.

Community Services Director Bobbett presented the staff report.

In response to Commissioner Haldeman, Community Services Director Bobbett stated Commissioners should refrain from engaging in dialogue with public speakers during meetings but Commissioners could ask for clarification from public speakers.

Commissioner Haldeman stated Malibu Arts Commission Resolution No. MAC 21-01 Section 4.A.2 referenced Malibu Municipal Code (MMC) Section 2.40.080, which regulated the Public Safety Commission. He requested this reference be corrected.

**MOTION** Vice Chair Holland moved, and Chair Cherin seconded a motion to adopt the 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 rescinding Cultural Arts Resolution No. 19-01.

#### **FRIENDLY AMENDMENT**

Commissioner Haldeman amended the motion to correct the typographical error in Commission Resolution No. MAC 21-01 Section 4.A.2 to reference MMC Section 2.26.080 Vice Chair Holland and Chair Cherin accepted the amendment.

The question was called, and the motion carried unanimously.

- 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.

Commissioner Haldeman explained the Temporary Use Permit process for outdoor



musical performances at local businesses and shopping centers.

Commissioner Jones stated the proposed Art Walk at Legacy Park in October 2021 could be the first outdoor musical performance event.

Vice Chair Holland stated the Art Walk was scheduled in October 2021 due to the Temporary Use Permit requirements.

Commissioner Lawrence suggested partnering with local businesses that would like the Commission's assistance with coordinating live music. He stated the business owner would be responsible for securing the Temporary Use Permit.

Commissioner Haldeman stated he would work with Commissioner Jones on a proposal for music at businesses for review at the June 22, 2021 Regular meeting.

CONSENSUS By Consensus, the Commission continued Item 4.B. to the June 22, 2021 Regular meeting.

## **ITEM 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.

Community Services Deputy Director Riesgo presented the staff report.

Chair Cherin stated she would verify her ownership of the MalibuArtsCommission.org domain name. She stated if she owned the domain name, she would transfer it to the City.

Commissioner Lawrence presented options for the new Malibu Arts Commission logo for review and approval.

Vice Chair Holland suggested adding the website address to the logo rather than the Commission's date of establishment.

CONSENSUS By Consensus, the Commission approved the Malibu Arts Commission logo with the purple border and the addition of the website address.

- 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.

CONSENSUS By Consensus, the Commission agreed to hear Item 5.B.

Chair Cherin stated the poetry program, Verse About Town, would include poems displayed at businesses, parks, and neighborhoods.

Commissioner Jones stated it would be difficult for people to read a poem at the intersection of Pacific Coast Highway and Webb Way.

Commissioner Haldeman suggested coordinating a Poetry Walk, similar to the Art Walk.

Commissioner Lawrence suggested placing poems at various Malibu locations and creating a searchable poetry program or scavenger hunt.

Chair Cherin thanked the Commission for their ideas. She stated she would discuss the ideas with the Poet Laureate Committee.

**ITEM 6 STAFF UPDATES**

Community Services Deputy Director Riesgo provided an update regarding the Poet Laureate Program.

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

In response to Commissioner Haldeman, Community Services Director Bobbett stated the City Council approved the Fiscal Year 2021-2022 Commission assignments at the May 24, 2021 City Council Regular meeting.

Commissioner Lawrence left the meeting at 11:09 a.m.

**FUTURE AGENDA ITEMS**

Outdoor Musical Performances at Local Businesses

**ADJOURNMENT**

**MOTION** At 11:10 a.m., Commissioner Haldeman moved, and Chair Cherin seconded a motion to adjourn the meeting. The question was called, and the motion carried 4-0, Commissioner Lawrence absent.

Approved and adopted by the Cultural Arts Commission of the City of Malibu on June 22, 2021.

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LOTTE CHERIN, Chair

ATTEST:

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BRITTANY SALEAUMUA, Administrative Assistant



# Malibu Arts Commission Agenda Report

Malibu Arts  
Commission Meeting  
06-22-21

**Item  
4.A.**

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: June 14, 2021 Meeting date: June 22, 2021

Subject: Outdoor Musical Performances at Local Businesses

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**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 and May 25, 2021 Regular meetings, 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 a program proposal.

Due to the timing and permitting requirements related to a summer Temporary Use Permit (TUP), the Commission was notified at the May 25, 2021 Regular meeting that a summer event would not be permitted due to missing the 90-day pre-event submittal deadline. Staff recommended a one-day or multi-day event in Fall 2021 with a consideration of adding music during the Art Walk reception in October 2021. A fall one-location event would require a TUP and a 40-day pre-event submittal requirement. Based on the number of property owners who agree to host the program, the City would submit separate TUPs for a two-day program performance, which would need to take place within a 14-day period.

Staff anticipates funding for the performances will be available in the Adopted Budget for Fiscal Year 2021-2022, following approval by the Council on June 28, 2021. The Ad Hoc Committee will continue to provide monthly updates to the Commission.

**ATTACHMENTS:** None.



# Malibu Arts Commission Agenda Report

Malibu Arts  
Commission Meeting  
06-22-21

**Item  
5.A.**

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: June 14, 2021 Meeting date: June 22, 2021

Subject: Art and Business Program

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**RECOMMENDED ACTION:** At the request of the Business and Community Outreach Ad Hoc Committee, review and provide feedback on the Art and Business proposal.

**DISCUSSION:** At the May 25, 2021 Regular meeting, the Business and Community Ad Hoc Committee (Ad Hoc Committee) consisting of Commissioners Haldeman and Jones suggested coordinating a program with businesses that would promote local artists.

The Ad Hoc Committee prepared an Art and Business proposal (Attachment). The Commission is asked to review the proposal and provide feedback on the program.

**ATTACHMENTS:** Art and Business Proposal

## Art and Business Proposal

E. Barry Haldeman and Peter C. Jones

Approach Malibu Merchants and Business (with the help of the Chamber of Commerce) to Propose the following:

- The Malibu Arts Commission (MAC) would arrange for Artists to loan to local businesses, at no cost to the business, art to display on their walls viewed by the public (or if a sculpture in the public areas of their business) to help promote Malibu artists and to show the business' commitment to Malibu and its artists.
- The artist would pay for the framing and creation of the art and would set the price for its sale.
- The loan of art would be initially for 4 months and thereafter the individual artist and business would determine if they wanted to continue and if so on what basis.
- Artists would initially be prescreened by a curation committee composed of 2 artists and a chamber designee, to assure quality and residency of the artists in Malibu. The art would be initially offered to Chamber of Commerce members through a coordinated program and could also be offered to businesses who are not members of the chamber.
- After an initial amount of art pieces are chosen by the curation committee for inclusion (between 10-25) the program would be opened up to additional Malibu artists for possible inclusion. Merchants would be given either online or other access to all art in the program and would make the final determination of what art they would like to display. [Consider possible pop-up gallery exhibit for merchants and the public of art in the program as a kickoff.]

-There would be a predetermined price on the art set by the artist. If an item sold the split would be: 20% Business, 20% Chamber, 60% artist (who bears all costs, including framing).

- Each business would be responsible for adding the art to their insurance so the work is protected unless the City or the Chamber could negotiate a blanket policy to cover all artworks in businesses loaned through this program.

-Submission fee of \$25 allows artist to submit up to 3 works.

-There is no guarantee an artist will be picked to be in the program or if picked the artist will be chosen by a business.