

INGLEWOOD CALIFORNIA

ARTS COMMISSION

The Arts Commission meeting was held on Wednesday, March 17, 2021 via Zoom. Commissioner Metcalf called the meeting to order at 6:30 p.m. followed by the flag salute.

Roll Call

Present

Commissioner Jacques Lesure, Commissioner at Large
Commissioner Aletha Metcalf, District 1
Commissioner Onna Ehrlich-Bell, District 2
Commissioner Vicki Banks, District 4
Sabrina Barnes, Director, Parks, Recreation and Community Services Department
Helen Lessick, Public Art Consultant
Stephanie Maldonado, Senior Management Assistant

Absent

Commissioner Phyllis Battle, District 3

Public Comments

None

Approval of the Minutes

Helen Lessick made a clarification on the minutes for February 17, 2021. The minutes note that she stated the Rogers Park Artist in Residence fei hernandez would begin work on March 5, 2021 but that is incorrect. Due to the city's facilities being closed to the public due to COVID-19 restrictions, the artist will receive a notice to proceed with work done offsite, reiterating the artist has not yet begun work.

With that correction, Commissioner Metcalf made a motion to approve the minutes from December 9, 2020 and February 17, 2021. Commissioner Lesure seconded, and the minutes were approved as follows:

Ayes: Commissioners Metcalf, Lesure and Ehrlich-Bell

Nays: None

Special Presentation

On behalf of Carmen Zella, Founder of Now Art LA, Chelsea Herman, Project Manager gave a presentation with an update regarding The Fairview Heights Public Art Plan. The Fairview Heights public art is a project consisting of a painted mural. Ms. Herman shared progress images, an overview of the augmented reality piece, story boards, and timeline of the mural with the completion of construction slated for October 2021. After viewing the images, Commissioner Lesure asked what about the symbols represented in the mural. Ms. Herman stated the top symbol is an Aztec sun and the bottom symbolizes home and unity. Denise Petrulic, with LINC Housing (the developer and owner of the project), clarified the mural's completion date is in October of 2021, but the overall construction



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completion date is looking like December 2021. Helen Lessick asked when will people move into the units. Ms. Petrulic stated with construction finishing up in December, we will be moving people in, in January of 2022. Commissioner Metcalf thanked both Ms. Herman and Ms. Petrulic for their presentation.

Staff Report

Stephanie Maldonado introduced a staff report recommending the Arts Commission receive and file the Hollywood Park/Sofi Stadium Phase 1 Art program process document and related documents submitted in 2020 and 2021 by Hollywood Park Management Company, LLC. Sabrina Barnes stated Helen Lessick will give an overview of the development of the art program, timeline, commitment to Inglewood artists as well as the roles of the Arts Commission. Following that report, two (2) representatives from the Hollywood Park Sofi-Stadium, LLC, Jason Witt, Director of Community Engagement and Nate Goldstein, Project Counsel will comment as they see fit.

Helen Lessick gave an overview which included the timeline that began in 2014 through 2021. Noted was a voter initiative that was passed giving the LA Stadium and Entertainment District (LASED) at Hollywood Park unique oversight to define its own programs and terms, establishing that the Arts Commission does not have the traditional authority over the developers art plans, works, sites, budgets, content, and definitions of developers expenditures. However, the Commission is responsible for providing cultural witness on behalf of the city to the developer's realization of their stated ongoing goals. There has been no substantive update regarding the aggregated \$2 million dedicated to commission and acquire and/or display Public Art directly from local Inglewood artists. Staff received a FACTS sheet in 2019 from LASED but there remains unanswered questions and a commitment to Inglewood Artists is yet to be confirmed.

Jason Witt gave an overview of his job duties which include local hiring, active involvement in the workforce outreach and philanthropy. Nathan Goldstein introduced himself. Commissioner Ehrlich-Bell asked how many artists are under contract are Inglewood residents. Mr. Goldstein stated he does not know how many contracts have been signed, but does know there are contracts out for three (3) murals to be completed by Inglewood artists. Commissioner Ehrlich-Bell asked how much the contracts that have been signed are for. Mr. Goldstein did not have that information because he did not know if the contracts have been signed. He also stated he understands the Commission wants to see movement and apologized for lack of progress. A lot of the art at this point is so heavily weighted on the architectural features and now are looking forward to the next phase of getting murals and art onto the walls.

Mr. Witt stated moving forward, they are looking forward to coming to the Commission quarterly with updates. Commissioner Lesure asked if there is a promotional effort being done to get the word out to Inglewood cultural community. Mr. Witt stated he would be running the outreach portion of the project and looking forward to engaging the community, especially integrating the youth. Commissioner Lesure wanted to confirm that Mr. Witt would be the Commission's contact person for outreach. Mr. Witt confirmed. Commissioner Ehrlich-Bell asked are there any programs in contract or in the works regarding youth education art efforts. If so, who are the organizations involved. Mr. Witt stated nothing yet as they are still in the development phase. He does have a list of organizations that was provided to him by Legends and Elwood and Associates but is looking forward to recommendations from the Commission. Commissioner Ehrlich-Bell asked are there guidelines that an organization would need to meet. Mr. Witt stated he has not drafted up anything new. He is still working with what was previously drafted, and he can re-share that information as he will continue to use those guidelines unless he finds that it doesn't work.

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Commissioner Lesure asked with the Super Bowl about 10 months out, are there currently any events being promoted. Mr. Witt stated no events are being promoted at this time but there are programs. One being the Legacy Program which is a host program consisting of a combination of the Super Bowl committee and the NFL (National Football League) Association. This year's organization is called a Champion Lives Here and it will elevate 56 non-profit organizations who provide youth development programs with \$10,000 grant funds, six (organizations) with more funding and one (1) organization with a significant amount of funds to complete a project. Applications are currently being accepted until the end of the month at LASUPERBOWLHC.com. Mr. Witt will provide all of the information to the Commission via email.

Commissioner Metcalf stated as we move forward with this project, she would like to make sure that although the Commission's role is limited, the Commission's main concern is that Inglewood artists are recognized and given every opportunity to participate to the fullest. Mr. Witt stated he looks forward to working with the Arts Commission. Commissioner Ehrlich-Bell asked if there is a program that can assist and guide the artists or new organizations with applying for any of the programs. Mr. Witt stated that it all depends on the direction. Nothing has been developed at this point but maybe it is something they will have to discuss if there is the need due to not receiving enough applications, leaving the deadline open longer and also revisiting the program requirements if need be. Commissioner Lesure stated leaving it open and having an easy path to getting the artist onboard is very important. Commissioner Ehrlich-Bell stated she wasn't speaking to all artists, but there may be some artists who are simply creative and may not be as strong in the business aspect of things like grant writing, leaving them behind even though they have a need. She suggested coaching be offered to assist in the bidding and grant writing process. Mr. Witt stated many Inglewood artists have been successful at this, maybe there can be a collaboration of artists who can assist and be a possible resource to other artists in need.

Commissioner Lesure asked how Inglewood is being promoted to the larger community. Mr. Witt stated looking at our social media, we focus a lot on saying Inglewood because my goal is to provide and elevate all that is Inglewood from programs to the interactions that we are having. The marketing team puts forth a very strong effort in always including "Inglewood" as well as working with Inglewood businesses, non-profit organizations located here. Commissioner Lesure stated with our (the Commission's) focus being public art, we want to ensure Inglewood is being highly represented and recognized in a global situation. Commissioner Banks looks forward to working with Mr. Witt, and thanked him for his presentation. Commissioner Metcalf also thanked Mr. Witt and Mr. Goldstein and looks forward to the reports they will be presenting to the Commission and to being engaged in the process as they fulfill their commitment to consult with the Arts Commission on the selection of Inglewood artists.

Verbal Reports

Helen Lessick gave a report on regarding the following:

- Rogers Park Preschool Play Area Public Art conservation RFP has been issued to clean and repair the artwork walls of the mural located at the site. Commissioner Lesure asked if the artist will repair the mural. Ms. Lessick stated we have asked the artist, Christopher Mercier but he is unable to due to his work schedule. Commissioner Banks asked why the city hasn't kept it clean. Ms. Lessick stated it was well maintained for three (3) years, but due to the pandemic and no staff being onsite, skateboarders and others have damaged the area.
- Destination Crenshaw, a public-private partnership for public outdoor art located on Crenshaw Boulevard in Los Angeles, it is 1.3 miles long which consists of murals and small gardens.

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Public Comments

None

Commissioners' Comments/Initiatives/Art Calendar

Commissioner Metcalf shared one (1) of her poems has been published in a magazine called Garden Spices. Commissioner Lesure and the other Commissioners wished the Mayor a speedy recovery.

With no further business, the meeting was adjourned at 7:41 p.m.