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Direct questions or concerns to the Commission Liaison at (310) 618-2380, or individual department head prior to submission to the Commission. Parties will be notified if the complaint will be included on a subsequent agenda.

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Any correspondence received after 2:00 p.m. Monday on any item on the agenda will be provided to the Commission electronically and available for public inspection in the City Clerk's Office. A copy of the correspondence will be available for public inspection in a binder at the back of the Council Chamber or Commission Meeting Room.

**TORRANCE CULTURAL ARTS COMMISSION AGENDA
SEPTEMBER 20, 2021 7:00 P.M.
REGULAR MEETING
WEST ANNEX COMMISSION MEETING ROOM AT 3031 TORRANCE BLVD.
COMMISSION MAY TAKE ACTION ON ANY ITEM LISTED ON THE AGENDA**

1. CALL MEETING TO ORDER

ROLL CALL: COMMISSION MEMBERS HSIAO, KRAEMER, POLCARI, RADKE, SARGENT, WRIGHT, CHAIR KLINENBERG

2. FLAG SALUTE: Commissioner Polcari

3. REPORT OF STAFF ON THE POSTING OF THE AGENDA

The agenda was posted on the Public Notice Board at 3031 Torrance Bl. and on the City's Website on Thursday, September 16, 2021

4. ANNOUNCEMENT OF WITHDRAWN, DEFERRED, AND/OR SUPPLEMENTAL ITEMS

5. ORAL COMMUNICATIONS (Limited to a 30 minute period)

This portion of the meeting is reserved for public comment on items not on the agenda. Under the Ralph M. Brown Act, Commissioners cannot act on items raised during public comment but may respond briefly to statements made or questions posed; request clarification; or refer the item to staff. Speakers under this Public Comment period will have no longer than 3 minutes per speaker. Speakers please turn off or leave your cellular phone when you come to the podium to speak; if presenting handout material to Council, please provide 10 copies to the staff before speaking.

6. CONSENT CALENDAR

Matters listed under the Consent Calendar are considered routine and will be enacted by one motion and one vote. There will be no separate discussion of these items. If discussion is desired, that item will be removed by a Commissioner from the Consent Calendar and considered separately.

6A. Approval of Minutes of August 16, 2021

6B. Accept and File Division Monthly Report

7. ADMINISTRATIVE MATTERS

7A. Update on Excellence in Arts Awards Public Recognition Event

7B. Proclamation Declaring October as National Arts and Humanities Month

7C. Update on Poet Laureate Applications

7D. Debrief on Nomad and ULTRA!

8. COMMISSION ORAL COMMUNICATIONS

9. ADJOURNMENT

9A. Adjournment of the Cultural Arts Commission Meeting to Monday, October 18, 2021 at 7:00 p.m. in the Commission Meeting Room.

**MINUTES OF REGULAR MEETING OF THE
TORRANCE CULTURAL ARTS COMMISSION**

1. CALL MEETING TO ORDER

The Torrance Cultural Arts Commission convened at 7:00 p.m. on Monday, August 16, 2021, in the West Annex Commission meeting room, Torrance City Hall.

ROLL CALL

Present: Commissioners Hsiao, Kraemer, Polcari, Radke, Sargent, Wright, and Chairperson Klinenberg.

Absent: None.

Also Present: Cultural Services Manager Rappaport, Facility Operations Manager Pinela, and Senior Business Manager Rumery.

2. FLAG SALUTE

Commissioner Wright led the Pledge of Allegiance.

3. REPORT OF THE CITY CLERK ON THE POSTING OF THE AGENDA

Cultural Services Manager Rappaport reported the agenda was posted on the Public Notice Board and on the City's website on August 12, 2021.

4. ANNOUNCEMENT OF WITHDRAWN, DEFERRED, AND/OR SUPPLEMENTAL ITEMS

None.

5. ORAL COMMUNICATIONS #1

None.

6. CONSENT CALENDAR

6A. APPROVAL OF MINUTES: JULY 19, 2021

MOTION: Commissioner Sargent moved to approve the Commission meeting minutes of July 19, 2021 as presented. Commissioner Polcari seconded the motion; a roll call vote reflected 7-0 approval.

6B. ACCEPT AND FILE DIVISION MONTHLY REPORT

MOTION: Commissioner Kraemer moved to accept and file the Cultural Services Division Report for July 2021. Commissioner Hsiao seconded the motion; a roll call vote reflected unanimous approval.

7. **ADMINISTRATIVE MATTERS**

7A. **REVIEW AND APPROVE EXCELLENCE IN ARTS NOMINATIONS AS PRESENTED BY THE EXCELLENCE IN ARTS COMMITTEE**

Commissioner Sargent reported on August 12, 2021 the Excellence in Arts subcommittee met to review the applications received for Excellence in Arts awards. She presented the list of recommended nominations unanimously supported by the Excellence in Arts subcommittee.

MOTION: Commissioner Sargent moved to approve the 2021 Excellence in Arts Awards nominations as recommended. Commissioner Kraemer seconded the motion; a roll call vote reflected unanimous approval.

7B. **UPDATE ON NOMAD**

Cultural Services Manager Rappaport distributed brochures and discussed plans for the contemporary art event NOMAD on August 28-29, 2021 at the Del Amo Crossing Medical Center Building. She encouraged Commissioners to attend, noting the two-day pop-up event is being presented by Torrance Art Museum and will include approximately 470 artists.

8. **COMMISSION ORAL COMMUNICATIONS**

Members of the Commission spoke.

Cultural Services Manager Rappoport distributed brochures for Torrance Art Museum's ULTRA! and Torrance Theatre Company's "Nonsense: The Mega-Musical." She shared a letter from Denielle Johnson, Torrance Art Museum Advocates, and a postcard of appreciation from Eileen Hausmann.

9. **ADJOURNMENT**

MOTION: At 7:55 p.m., Commissioner Klinenberg moved to adjourn the meeting to Monday, September 20, 2021 at 7:00 p.m. in the West Annex Commission meeting room. Commissioner Wright seconded the motion; a roll call vote reflected approval.

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TO: CULTURAL ARTS COMMISSION
FROM: EVE RAPPOPORT, CULTURAL SERVICES MANAGER
SUBJECT: CULTURAL SERVICES DIVISION REPORT – August 2021

Joyce Bell, Cultural Services Senior Supervisor

Administration – Staff received approval to hire three Community Services Leader I (CSL I) employees. The CSL I staff are part-time employees that assist the division with class logistics, division special events, customer service and general office duties. They are instrumental in helping the division meet the needs of the community. Michelle Pinedo, Supervisor, announced her resignation, as of September 16.

Classes – Staff worked with the General Services Department to coordinate a location for the Los Angeles County Vote Center. The Vote center will be located in Dance Studio 2 from September 2-14. The fall session begins the week of September 13th. Staff will relocate classes that were scheduled in Dance Studio 2 during the voting period.

Charter Clubs –The Torrance Kendo Charter Club and Torrance Naginata Charter Club continued classes this month at the Cultural Arts Center. The Torrance Aikido Charter Club started their classes this month at the Cultural Arts Center. The Dog Obedience Club of Torrance continued classes at Walteria Park this month. The South Bay Judo Charter Club continued classes at Wilson Park this month.

Nico Clifton, Performing Arts Program Coordinator

The summer session ended the first week in August, with a few make-up classes ending the second week in August. Summer classes ran smoothly with the session having more classes than the spring session. The two weeks of yoga classes to introduce our new instructors generally received positive feedback – the results of the surveys showed 83% of returned surveys “Loved” the overall class experience for Maureen Davis (the remaining 16% said it was “Good”), and 71% of returned surveys “Loved” the overall class experience for Efrat Pomerantz (with 7% saying it was “Good” and 14% saying it was “Okay”).

Once classes finished, both the dance and art studios were cleaned and sanitized to prepare for the upcoming fall session. During the downtime, there has been an emphasis placed on promoting fall classes on social media. With so many classes coming back in the fall, we wanted to highlight those classes that haven’t been offered since before the pandemic. The goal has been to post content at least twice a week and encourage our followers to comment on and share our post.

Michelle Pinedo-Supervisor, Visual and Performing Arts

Summer classes ended the first week of August. Make-up classes ran the second week of August.

Fall class registration began August 17th for Torrance residents and Tuesday, August 24th for non-residents. During the summer downtime, staff have been preparing the classrooms for the fall session and promoting the fall classes.

Charter Clubs –The general meetings for Torrance Craftsmen’s Guild returned to the Ken Miller Recreation Auditorium. Torrance Artists’ Guild will meetings returned to the Garden Room. The South Bay Watercolor Society meetings will return to the Garden Room in September.

Michael Field, Cultural Services Senior Supervisor

Outreach Specialist Jason Jenn has announced his departure from the Torrance Art Museum staff. His last day is scheduled to be September 25. Jason is responsible for volunteer coordination, the Stories in Art educational program at TAM, and external communications with press and the community. He will be sorely missed.

Marketing for NOMAD, the pop up contemporary art show, came together quickly. The public was blitzed with media mentions, social media content, and rack card distribution which resulted in more than 4,000 in attendance over August 28 – 29. After Nomad, staff is working to restore the space at Del Amo Crossing; deinstalling both Ultra! at the museum, around the community; and preparing for SUR Biennial which opens at TAM on September 18.

Staff is compiling final analytic statistics for online traffic for Ultra! and Nomad. Initial data projected a record increase for summer 2021 of more than 3x over the same period in 2019, and 2021.

Planning continues for the 2021 Excellence in Arts Awards Ceremony, set for Saturday, October 9, 2021 at 2pm. The invitation is being developed and is expected early September.

The Cherry Blossom Festival is tentatively reserved to be held at Columbia Park on Sunday, April 3, 2022 from 11 a.m. to 4 p.m. Staff will begin exploring the likelihood of proceeding in early November.

Torrance Sister City Association – Torrance Sister City Association held no monthly meeting in August. TSCA will continue to meet virtually in September, and return to the West Annex in October. The Culture Corner segment of the meeting with our friends from Kashiwa will continue on Zoom as a social function with no public actions being taken. A considerable number of rooms for next year’s Bunka Sai and the August Activities for the Cultural Exchange Program are in need of meeting spaces, and leadership is exploring alternatives to indoor activities.

Torrance Rose Float Association – TRFA held their monthly meeting on August 3. Mary Hoffman stepped down as Director of membership, and Camilla Seferian is set to join in September. Membership efforts are picking up momentum and Restaurants for Roses fund raising efforts are resuming. The Utility Bill insert for the Rose Vial Campaign was completed in August and is set to begin distribution over eight weeks at the end of September to 28,000 households. Staff is working to get the signed contract back from Tim Estes, Inc., and the date for this year’s Official’s Night was confirmed by Tim Estes as Tuesday, December 28.

Gia Jordahl, Producing Artistic Director, Torrance Theatre Company:

Torrance Theatre Company:

In August the Torrance Theatre Company presented our 21st annual summer musical NUNSENSE: THE MEGA-MUSICAL. The show opened at the Armstrong Theatre on August 13 and closed on August 22nd. Attendance for the show was under our original estimate, but the overall reception of the production was very strong. There was no distancing or capacity requirements in the theatre, only an indoor mask mandate.

We continue to prepare for the five-show line-up at the downtown Torrance location, which includes *Murder in the Studio* by Agatha Christie; *The Importance of Being Earnest: A Wilde New Musical* Music by Bret Simmons, Book and Lyrics by David Howard, adapted from *The Importance of Being Earnest* by Oscar Wilde; *Holmes and Watson* by Jeffrey Hatcher; *Wait Until Dark* by Frederick Knott, Adapted by Jeffrey Hatcher; and *The Legend of Georgia McBride* by Matthew Lopez. Season ticket information, and details about the productions will be found on our website at TorranceTheatreCompany.com

We interviewed candidates for our second fully-funded internship with the Los Angeles County Arts Commission. We selected Daniel Scipio, an English major from El Camino College. He will begin in September, and work through the end of the year/early 2022, with his focus being on marketing and development.

Drama Camp:

Drama camp with contractor Starlight Productions ended in August. Registration numbers were the highest that they have ever been for this program, and we hope to build on this success for not only next summer, but for some possible camps during the school holidays.

Torrance Civic Chorale:

The city announced the job listing for the Torrance Civic Chorale director, and interviews occurred mid-August. There is an eligibility list for those candidates. Additionally, a second round of interviews will be held in September for new candidates. The fall session was cancelled, after a poll of members showed there was no consensus on how to move forward with in-person or virtual class.

Max Presneill, TAM Curator and Director

Torrance Art Museum Public Art project Ultra! continued to bring in visitors to the Museum in large numbers, with an estimated 2000+ actively coming to see the exhibition at TAM as well as at its other locations around the City. We also recognize that many thousands would have seen and engaged with the art works on display as they passed them during their normal daily movements. Ultra! closed on August 28.

On August 28 and 29, TAM hosted a unique pop-up of contemporary art at the Del Amo Crossing medical center building. The visitor numbers passed 4000+ and close to 500 artists participated.

These two events brought over 6,500 visitors to the City of Torrance to interact with art. On Saturday 18th September we introduce the 6th edition of the SUR:Biennial and Social Fabric exhibitions, with the opening reception 6-9pm. These exhibitions will run through December 4.

Joyce Chan, Farmers' Market and Community Gardens Manager

Farmers' Market

Summer produce was in full swing this August at the market. The stone fruit and melons are the sweetest and juiciest that I've tasted in a long time. Nectarines, pluots, cantaloupes, watermelon, red flame grapes, green muskat grapes, corn, peppers, tomatoes, okra, and green beans. We are just beginning to see kyoho grapes (deep purple in color) at the market. This is the best time of the year to shop at the Farmers' Market, right before our summer fruit leave us.

The Farmers' Market welcomed a new organic farmer from Santa Barbara County, Sunrise Ranch on Saturdays. They sell interesting produce not often seen at Farmers' Markets. Have you ever heard of a Kiwano Melon? They grow these melons, and it's got spikes all over, its' rind is yellow and green, and the inside tastes like a "cucumber melon", with cucumber-like seeds. It's refreshing and sweet, and is considered a super food, which means it's very good for you. They also grow a variety of "normal" produce like tomatoes, watermelons, broccoli, etc.

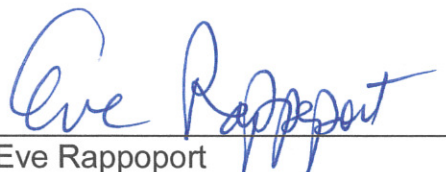
One of our farmers, Thao Farms, received top billing in a feature article in the L.A. Times. It was a very interesting article about the community of Hmong farmers, who came to America on a federal grant in the 1980s. Many of the Hmong community settled in Fresno, knew how to grow Asian vegetables, and supported their families through farming, keeping their family ties strong. The Torrance Farmers' Market was mentioned and in the pictures in the article.

Community Gardens:

The gardeners are getting ready to plant for the fall and winter. Many gardeners had covered their plots for the summer.

We are experiencing some plots owners who are over-watering and are addressing those plot owners as we come across them.

Respectfully Submitted,



Eve Rappoport
Cultural Services Manager

**TORRANCE CERTIFIED FARMERS' MARKET
MONTHLY REPORT**

Joyce Chan, Market Manager

TUESDAY MARKET August	2020-2021 (4 Market Days) <i>Pre & Post-Covid</i>	2021-2022 (5 Market Days) <i>Post-COVID</i>
FARMERS' GROSS SALES	\$156,302.50	\$213,649.38
FARMERS' FEES TO CITY (8%)	\$ 12,504.20	\$16,707.58
NON-AGRICULTURAL GROSS SALES	\$48,951.26	\$119,511.09
NON-AGRICULTURAL FEES TO CITY (12%)	\$5,874.39	\$14,341.34
PROMOTIONAL REVENUE TO CITY	\$45.00	\$133.00
AVERAGE ATTENDANCE	6,252	8,546
AVERAGE NUMBER OF FARMERS	43	43
TUESDAY REVENUE TOTAL	\$ 18,423.59	\$31,181.92
SATURDAY MARKET August	2020-2021 (5 Market Days)	2021-2022 (4 Market Days)
FARMERS' GROSS SALES	\$ 355,048.56	\$ 328,342.84
FARMERS' FEES TO CITY (8%)	\$ 28,403.88	\$ 26,267.43
NON-AGRICULTURAL GROSS SALES	\$ 131,250.00	\$ 201,550.70
NON-AGRICULTURAL FEES TO CITY (12%)	\$ 15,750.00	\$ 24,186.08
PROMOTIONAL REVENUE TO CITY	\$ 36.00	\$ 371.00
AVERAGE ATTENDANCE	14,202	13,134
AVERAGE NUMBER OF FARMERS	58	56
SATURDAY REVENUE TOTAL	\$ 44,189.88	\$ 50,824.51
TOTAL MONTHLY PROGRAM REVENUE	\$62,613.47	\$82,006.43
FISCAL YEAR PROGRAM REVENUE TO DATE	\$113,870.03	\$172,012.57

TO: CULTURAL ARTS COMMISSION
FROM: EVE RAPPOPORT, CULTURAL SERVICES MANAGER
SUBJECT: UPDATE ON 2021 EXCELLENCE IN ARTS AWARDS PUBLIC RECOGNITION EVENT

The winners of the 2021 Excellence in Arts awards were all contacted via mail after the August Commission meeting to inform them of this honor.

They have all accepted the awards and staff is in the process of making the arrangements and pulling the script together. The Excellence in Arts Awards ceremony will be held on **Saturday October 9, 2021 at 2:00 p.m.** in the Toyota Meeting Hall of the Cultural Arts Center.

As in previous years, staff would like Commissioners to be at the Toyota Meeting Hall on Saturday by **1:30 p.m.** for a program run through with Michael Field and Gia Jordahl, who are producing the program for us this year. Awardees are being asked to arrive at 1:00 p.m. if they have a performance or display element. We hope to be able to take a photo with everyone and our Elected Officials immediately after the program.

Each Commissioner will present the award of their category as listed below. Awardees will be advised in advance that they may speak briefly and some will be invited to show their work or perform. Invitations are being mailed out now and printed programs will be distributed at the event.

Your script for the ceremony will be emailed to you by the end of September. Remember that you can address the public during the ceremony in the manner that is most comfortable and natural for you, or you can simply read what has been written for you. Either way is fine as long as it includes the relevant information and is stated within the time frame allotted. It is strongly suggested that you rehearse out loud.

The program line up will be as follows:

Eve Rappoport

- Welcome and introduce elected officials
- Recognize previous EIA award recipients in attendance

Mayor Furey

- Remarks about this long tradition of recognizing excellence in the community and announces the 2021 EIA winners

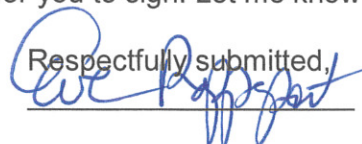
P & R Commissioner Ed Candioly

- Master of Ceremonies

Order of Presentations TBD

- Music Commissioner Wright
- Dance Commissioner Polcari
- Visual Arts & Design Commissioner Kraemer
- Drama & Theatre Arts Commissioner Hsiao
- Arts Education Commissioner Radke
- Katy Geissert Award Commission Sargent

I will have the certificates with me at our meeting for you to sign. Let me know if you have any questions or concerns.

Respectfully submitted,


Eve Rappoport
Cultural Services Manager

TO: CULTURAL ARTS COMMISSION

FROM: EVE RAPPOPORT, CULTURAL SERVICES MANAGER

SUBJECT: PROCLAMATION RECOGNIZING OCTOBER 2021 AS NATIONAL ARTS AND HUMANITIES MONTH

Americans for the Arts, a national service organization for local arts agencies, declares every October as National Arts and Humanities Month. Annually, the Cultural Arts Commission recommends that the Torrance City Council issue a proclamation declaring October as National Arts and Humanities month in Torrance.

A draft proclamation declaring October 2021 as National Arts and Humanities Month in Torrance is attached. It is recommended that Commissioners adopt this proclamation for recommendation to the City Council. It will be scheduled to be read at the October 12, 2021 City Council meeting at 6:30pm. Staff encourages all Cultural Arts Commissioners to attend and accept the proclamation.

Respectfully submitted,


Eve Rappoport
Cultural Services Manager

Attachments: A) Arts Proclamation

PROCLAMATION

WHEREAS, the arts and humanities enhance and enrich the lives of all Americans through education, creative expression, economic development, problem solving, and community livability; and

WHEREAS, exposing youth to the arts is a critical component of their education and future development; and

WHEREAS, the Nation's diverse cultural arts organizations, agencies and councils will be observing October 2021 **as National Arts and Humanities Month** with national celebrations; and

WHEREAS, this year 2021 marks the 31st anniversary of the Torrance Cultural Arts Center and the 16th anniversary of the renovated Torrance Art Museum that are now open to the public with dynamic art exhibits and performances; and the 22nd Anniversary of the Torrance Theater Company; and the 27th Anniversary of ToCA, the Torrance Cultural Arts Foundation; and

WHEREAS, the Cultural Arts Commission will celebrate the 43rd annual Excellence in Arts Awards to bring greater recognition to Torrance's important cultural and community leaders; and

WHEREAS, hundreds of cultural activities and events will occur throughout the year made possible with assistance from the City's Cultural Arts Commission, the Torrance Cultural Arts Foundation, Arts Council of Torrance, The Friends of the Torrance Theatre Company, the Torrance Art Museum Advocates, The Torrance Performing Arts Consortium, Destination Art, and The Torrance Artist and Craftsman's Guilds.

NOW, THEREFORE, I, Patrick J. Furey, as Mayor of the City of Torrance, California, do hereby proclaim the month of October 2021 as:

NATIONAL ARTS AND HUMANITIES MONTH

in the City of Torrance, and invite the citizens of this community to attend exhibitions and performances and take advantage of the myriad learning opportunities and entertainment available at the Torrance Cultural Arts Center, at the Amphitheater at Wilson Park and other venues throughout the City.

as
Signed this 12th day of October 2021.

Mayor Patrick J. Furey

ATTEST:

Rebecca Poirier, City Clerk

**FOR COMMISSION MEETING
SEPTEMBER 20, 2021**

TO: CULTURAL ARTS COMMISSION
FROM: EVE RAPPOPORT, CULTURAL SERVICES MANAGER
SUBJECT: UPDATE ON POET LAUREATE APPLICATIONS

The deadline for applications from interested poets was the end of business on September 9. Staff received 7 applications, all of which look extremely promising!

The panel to review the applications will be Yolande Wilburn, the Torrance City Librarian, and Brian Sonia-Wallace, the Poet Laureate for the City of West Hollywood. The group will meet on Thursday September 23. Their recommendation will be brought to you at your October meeting.

Respectfully submitted,


Eve Rappoport
Cultural Services Manager

FOR COMMISSION MEETING
SEPTEMBER 20, 2021

TO: CULTURAL ARTS COMMISSION
FROM: EVE RAPPOPORT, CULTURAL SERVICES MANAGER
SUBJECT: DEBRIEF ON ULTRA! AND NOMAD

I hope you all had the opportunity to experience both ULTRA! and NOMAD, exhibition events produced by the Torrance Art Museum. Staff is still finalizing a report on the positive impact these events had, but so far we know the following:

- NOMAD had over 4,000 attendees over the two day period and close to 500 artists participated
- The Torrance Art Museum Advocates raised over \$10,000 through the Odyssey Fundraising auction and bar sales at NOMAD
- On-line traffic for both events increased three-fold over what it was for the same period in 2019
- Both exhibitions garnered very favorable press reviews and many positive comments on Facebook and Instagram.

Staff learned a great deal about putting on events at this scale so close together, which probably will never happen again. However, staff is planning to relaunch both events again, and we would like to hear your feedback about your experiences.

Respectfully submitted,



Eve Rappoport
Cultural Services Manager