

Pursuant to Assembly Bill 361 members of the Cultural Arts Commission and staff will participate in this meeting via teleconference or other electronic means.

PARTICIPATE BEFORE THE MEETING by emailing ArtsCommission@TorranceCA.Gov and write "Public Comment" in the subject line. In the body of the email include the item number and/or title of the item with your comments.

MEMBERS OF THE PUBLIC MAY VIEW AND PARTICIPATE IN THE MEETING via Zoom by using the following link or by calling in with the phone number listed below: <https://bit.ly/3q5Qe1q>

Phone number: 1-669-900-9128

Meeting ID: 947 3751 2839

Passcode: 460606

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's office at (310) 618-2780. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28CFR35.102-35.104 ADA Title II]

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

TORRANCE CULTURAL ARTS COMMISSION AGENDA

MONDAY, MAY 16, 2022

REGULAR MEETING

7:00 P.M. VIA TELECONFERENCE OR OTHER ELECTRONIC MEANS

THE CULTURAL ARTS 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:

3. REPORT OF THE CITY CLERK 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, May 12, 2022 /s/ Rebecca Poirier

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 ANNOUNCEMENT OF WITHDRAWN, DEFERRED, AND/OR SUPPLEMENTAL ITEMS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 on the agenda or on topics of interest to the general public. 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. Please do not use Bluetooth or speaker devices, mute the volume on your television or other electronic devices and speak clearly. Your phone call to the Commission meeting will be recorded as part of the meeting. By staying on the line and making public comment during the meeting, you are agreeing to have your phone call recorded.

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:

Recommendation of Cultural Services Manager that your Honorable Body approve the Cultural Arts Commission minutes of April 18, 2022.

6B. ACCEPT AND FILE MONTHLY DIVISION REPORTS

Recommendation of the Cultural Services Manager that the Cultural Arts Commission accept and file the Division Monthly Reports.

7. ADMINISTRATIVE MATTERS

7A. PUBLIC ART PILOT PROJECT – UTILITY BOX WRAPPING

Recommendation of the Community Services Director that the Cultural Arts Commission receive and file updates on the process to establish a pilot program to install original artworks onto certain traffic control and utility boxes

7B. REVIEW EXCELLENCE IN ARTS APPLICATION, GUIDELINES, TIMELINE, AND COMMITTEE ASSIGNMENTS

7C. APPOINTMENT OF A COMMISSION AD-HOC COMMITTEE FOR THE EXCELLENCE IN ARTS

8. COMMISSION ORAL COMMUNICATIONS

9. ADJOURNMENT

9A. Adjournment of the Cultural Arts Commission Meeting to MONDAY, JUNE 20, 2022, at 7:00 p.m.

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

1. CALL MEETING TO ORDER

The Torrance Cultural Arts Commission convened in a regular session at 7:02 p.m. on Monday, April 18, 2022, via teleconference.

ROLL CALL

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

Absent: Commissioner Radke.

Also Present: Acting Cultural Services Division Manager Michael Field, Senior Environmental Quality Community Development Department Officer Sharron Jones, Environmental Quality Officer Nora Duncan, Community Services Director John La Rock, Facilities Operations Manager Gerry Pinela, and Environmental Quality & Energy Conservation Commissioners Seferian, Love, and Chair Wright.

2. FLAG SALUTE

The Pledge of Allegiance was led by Commissioner Polcari.

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

Acting Cultural Services Division Manager Michael Field reported that the agenda was posted on the Public Notice Board at 3031 Torrance Boulevard and on the City's website on Thursday, April 14, 2022.

5. ANNOUNCEMENT OF WITHDRAWN, DEFERRED, AND/OR SUPPLEMENTAL ITEMS:

– None.

5. ORAL COMMUNICATIONS:

– None.

6. CONSENT CALENDAR:

6A. APPROVAL OF MINUTES – MARCH 21, 2022:

MOTION: Commissioner Wright moved to approve the March 21, 2022 minutes as presented. Commissioner Kraemer seconded the motion; a roll call vote reflected unanimous approval.

6B. ACCEPT AND FILE MONTHLY DIVISION REPORTS:

Commissioner Sargent stated that the 37th Anniversary of the opening of the Torrance Farmer's Market, the largest farmer's market in Los Angeles County, will be in two weeks.

Commissioner Sargent inquired about the Expressive Conduct User Zone. Acting Cultural Services Division Manager Michael Field replied that the Expressive Conduct User Zone is an area individuals can reserve to hold discussions with the public; there are protocols and procedures that must be followed that can be found on the City's website under "Farmer's Market."

Chair Klinenberg inquired where the profits from the farmer's market go. Community Services Director John La Rock replied that revenue from the farmer's market go into the general fund.

MOTION: Commissioner Sargent moved to accept and file the monthly division reports. Commissioner Polcari seconded the motion; a roll call vote reflected unanimous approval.

7. ADMINISTRATIVE MATTERS

7A. TORRANCE ENVIRONMENTAL QUALITY AND ENERGY CONSERVATION COMMISSION PRESENTATION REGARDING THE CLIMATE SMART AWARD PROGRAM:

Environmental Quality & Energy Conservation Commissioners Seferian, Love, and Chair Wright presented the Climate Smart Award program.

Environmental Quality & Energy Conservation Commissioner Seferian stated that the Environmental Quality & Energy Conservation Commission wanted to discuss collaboration with the Cultural Arts Commission. The purpose of the Climate Smart Award is to recognize and encourage environmental stewardship in the community.

Environmental Quality & Energy Conservation Commissioner Love stated that the Climate Smart Award would recognize individuals, organizations, businesses, and schools. Commissioner Love listed individual categories including Climate Smart Energy, Recognizing Achievements in Clean Energy, Energy Efficiency, Reduction in Green House Emissions, Water Conservation & Planning, Innovative Water Conservation Efforts, Climate Smart Youth, Climate Smart Community, and Climate Smart Business.

Environmental Quality & Energy Conservation Chair Wright stated that the Commission is looking to partner with the Cultural Arts Commission to promote and recognize programs as well as getting input on ideas or projects that should be recognized. Chair Wright stated that a fillable form for nominations will soon be available on the Community Development website; in the interim, the Commission can submit ideas or nominations to the Community Development Staff at cddinfo@torranceca.gov.

Members of the Commission spoke:

Commissioner Sargent inquired about a deadline for the awards. Environmental Quality & Energy Conservation Chair Wright replied that a deadline has yet to be established.

Chair Klinenberg stated that more information, direction, and guidelines were needed in how the Cultural Arts Commission could assist. Environmental Quality & Energy Conservation Chair Wright replied that the Climate Smart Award forms and classifications can be presented.

Commissioner Wright stated that presenting the Neighborhood Association with the Climate Smart Award Program would be beneficial.

Chair Klinenberg suggested that the Environmental Quality & Energy Conservation Commission reach out to schools and various organizations around Torrance. Environmental Quality & Energy Conservation Chair Wright stated that the Commission is working with the Youth Council.

Commissioner Hsiao suggested looking into the Water Company in Torrance.

7B. UPDATE ON THE PUBLIC ART PILOT PROGRAM – UTILITY BOX WRAPPING:

Community Services Director John La Rock reported that the location map for the wrapped utility boxes is still in progress and that Staff is working on the template materials for the utility boxes; once drafts are available it will be presented.

8. COMMISSION ORAL COMMUNICATIONS:

Members of the Commission spoke:

Polcari inquired about the Poet Laureate and the individuals that won the award. Acting Cultural Services Division Manager Michael Field replied that both he and Acting Cultural Services Manager Joyce Bell met with the adult and youth Poet Laureates. Crafting agreements with the Poet Laureates regarding honorariums had to go through the City Attorney's Office and Risk Management and is being reviewed for finalization.

Commissioner Hsiao stated that he attended the Visions of Unity Award Gala and encouraged the Commission to attend the Bunka Sai Japanese Cultural Festival April 23-24, 2022. Commissioner Hsiao stated that he will not be present for the May Commission meeting.

Acting Cultural Services Division Manager Michael Field stated that he will be vacating his position in the next few days and thanked the Commission.

9. ADJOURNMENT:

MOTION: At 7:51 p.m., Commissioner Hsiao moved to adjourn the meeting to Monday, May 16, 2022, at 7:00 p.m. The motion was seconded by Commissioner Sargent; a roll call vote reflected unanimous approval.

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TO: CULTURAL ARTS COMMISSION
FROM: JOYCE BELL, ACTING CULTURAL SERVICES MANAGER
SUBJECT: CULTURAL SERVICES DIVISION REPORT – April 2022

Joyce Bell, Acting Cultural Services Manager

Administration – Due to recent retirements and vacancies within Cultural Services, the division is undergoing staffing adjustments. In May, Gia Jordahl will be on a temporary assignment as the Acting Senior Supervisor replacing Michael Field, Nico Clifton will be on a temporary assignment as the Acting Recreation Supervisor replacing Michelle Pinedo and Farmer’s Market Manager, Joyce Chan will be transitioning to the Administrative Services Division.

Special Events – Staff presented a very successful Cherry Blossom Festival on April 3 at Columbia Park. The event featured more than 50 arts and crafts vendors, food vendors, and a variety of performances including Sitar Music, Traditional Korean Dance, Traditional Japanese Dance, Japanese Folk Music and Dance, Martial Arts and Taiko Drums. The Community was delighted to see the return of this popular annual event.

Charter Clubs – The Aikido, Fencing, Kendo and Naginata Charter Clubs continued classes in April at the Cultural Arts Center.

The Dog Obedience Club of Torrance continued classes at Walteria Park.

The South Bay Judo Charter Club continued classes at Wilson Park.

The Torrance Craftsmen’s Guild held their general membership meeting on April 7 at the Cultural Arts Center. The group cancelled their board meeting this month that was scheduled for April 21. The group hosted an arts and craft fair with more than 50 vendors featuring handcrafted items at the 9th annual Cherry Blossom Festival on April 3.

Torrance Sister City Association – Torrance Sister City Association held their monthly meeting on April 11.

Planning for the 50th Anniversary continues, and monthly meetings are scheduled for the second Wednesday of each month.

Bunka-Sai was held on April 23 & 24 at the Cultural Arts Center. The event featured food, arts and craft vendors, cultural performances, dance, music, martial arts, exhibitions and demonstrations. The group was able to put the whole festival together in just 6 weeks.

Torrance Rose Float Association – The Rose Float Association held their monthly meeting on April 5. The organization is working out the details for the design concept and contracting with Fiesta Floats to build the Torrance 2023 float.

The annual celebration dinner was held on April 9. The event is a celebration of the City of Torrance float being awarded the Princess Award as well as the decorators and supporters who have been with TRFA throughout the 2021-2022 season.

Nico Clifton, Performing Arts Program Coordinator

Spring classes continued throughout the month of April. Class observations have begun. Every session staff visit some of our classes to evaluate class structure and instructors to ensure we are providing the best service to the community. So far staff have found that the instructors are knowledgeable and create an enjoyable learning atmosphere.

Final edits to the summer Seasons were submitted on April 26. The fall class schedule is being drafted. Additional exercise and piano classes were added for both the summer and fall session, as well as RKDC who varied their offerings to accommodate students interested in certain styles of dance.

Gia Jordahl, Producing Artistic Director, Torrance Theatre Company

Torrance Theatre Company

In April the Torrance Theatre Company closed *WAIT UNTIL DARK* at 1316, and continued rehearsals for the last show of the season, *THE LEGEND OF GEORGIA MCBRIDE* by Matthew Lopez. The show opens on May 13 and runs through June 12 (no shows on Memorial Day Weekend). Ticket sales, information, and details about the production can be found on our website at www.torrancetheatrecompany.com.

Pre-production for the summer musical, *THE ADDAMS FAMILY*, is in full swing and we hope to have tickets on sale by the end of May. The show will be held at the James Armstrong Theatre August 6-13.

Auditions were announced for *THE ADDAMS FAMILY*, and they will be held on May 23-25 at the Torrance Cultural Arts Center. More info at <http://www.TorranceTheatreCompany.com/auditions>

The Intern positions funded through the LA County Arts Commission grant will go live on May 1, and interviews will be held by the end of May, with the interns starting in June.

Torrance Civic Chorale

Dr. Edward Trimis, the new Chorale Director, is happy to announce that the Torrance Civic Chorale is returning to live concerts. The group will hold a special, FREE concert on Armed Forces Day weekend. The concert will be May 20, 2022 at 7:30 pm at the Ken Miller Recreation Center. The evening's program will reflect on the challenges of the last two years, the steadfast dedication of our Armed Forces; and the joys of spring. Donations will be gratefully accepted at the concert by the Torrance Chorale Friends 501(c)3. For information on A SPRING CELEBRATION is available on <http://www.TorranceCivicChorale.org>

Max Presneil, TAM Curator and Director

Extraction: Earth, Ashes, Dust A Supercollider exhibition, curated by Isobel Beavers and Sharon Levy opened on April 2. In addition **Closer Now**, curated by Marcus Masaki Rodriguez, one of our previous Getty Interns, also opened.

Max Presneil and Sue-Na Gay presented a talk at this year's California Association of Museums Annual Conference, April 25 at the Japanese American National Museum in downtown Los Angeles. The subject presented, *Unlocking the Gate*, was a review of the TAM's innovative programming that has diversified participation and fueled inclusive and international projects. TAM was, alongside another panel presented by staff of The Broad, the only Museum in SoCal invited to speak – and the only one to present for programming and project exhibition innovations. Following the 2018 accolades regarding our programming from Modern Painters magazine's list of Top 25 Curators in the World to Watch, this is the latest acknowledgement of the importance and originality of the TAM curatorial approach.

Joyce Chan, Farmers' Market Manager

Farmers' Market – In April, the market carried a variety of citrus fruits. Stone fruits have not arrived because they have been slow to harvest, due to the chilly weather. There was plenty of brassica (cabbage, brussels sprouts, cauliflower), citrus, and lilacs.

The Saturday market welcomed a new chocolate vendor and a Tunisian prepackaged food vendor. The Tuesday market welcomed baked dog treats, and a prepackaged juice vendor.

The ECU Zone moved to the middle of the market, away from the plaza area.

Easter weekend was very busy. The market hosted the Easter Bunny. Volunteer Bob Habel, dressed up as the Easter Bunny and gave out candy and took pictures with the children.

**TORRANCE CERTIFIED FARMERS' MARKET
MONTHLY REPORT**

TUESDAY MARKET	2020-2021 (4 Market Days)	2021-2022 (4 Market Days) <i>1 Windy Market</i>
FARMERS' GROSS SALES	\$174,501.78	\$166,604.56
FARMERS' FEES TO CITY (8%)	\$ 13,960.14	\$13,328.37
NON-AGRICULTURAL GROSS SALES	\$90,560.18	\$93,809.88
NON-AGRICULTURAL FEES TO CITY (12%)	\$10,867.22	\$11,257.19
PROMOTIONAL REVENUE TO CITY	\$121.00	\$93.00
AVERAGE ATTENDANCE	6,980	6,664
AVERAGE NUMBER OF FARMERS	43	41
TUESDAY REVENUE TOTAL	\$ 24,948.36	\$24,678.56

SATURDAY MARKET	2020-2021 (4 Market Days)	2021-2022 (5 Market Days)
FARMERS' GROSS SALES	\$ 359,856.11	\$ 484,010.09
FARMERS' FEES TO CIT (8%)	\$ 28,788.49	\$ 38,720.80
NON-AGRICULTURAL GROSS SALES	\$ 201,854.84	\$ 309,451.72
NON-AGRICULTURAL FEES TO CITY (12%)	\$ 24,222.10	\$ 37,134.21
PROMOTIONAL REVENUE TO CITY	\$ 195.00	\$ 227.00
AVERAGE ATTENDANCE	14,394	19,360

AVERAGE NUMBER OF FARMERS		56	57
SATURDAY REVENUE TOTAL	\$	53,205.59	\$ 76,082.01
TOTAL MONTHLY PROGRAM REVENUE		\$78,153.95	\$100,760.57
FISCAL YEAR PROGRAM REVENUE TO DATE		\$586,292.75	\$805,415.55

Community Gardens – Community Gardens staff have been working on staffing transitions. The annual registration has ended. Plots that were not renewed by gardeners were assigned to new gardeners.

Respectfully Submitted,


 Joyoé Bell
 Acting Cultural Services Manager

For Commission meeting
May 16, 2022

TO: CULTURAL ARTS COMMISSION
FROM: JOHN LA ROCK, COMMUNITY SERVICES DIRECTOR
SUBJECT: PUBLIC ART PILOT PROJECT – UTILITY BOX WRAPPING

Recommendation of the Community Services Director that the Cultural Arts Commission receive and file updates on the process to establish a pilot program to install original artworks onto certain traffic control and utility boxes.

Attached for the Commission's information are the initial drafts of the Sponsorship Form and Artist Application. Certain contact and information listing details remain to be confirmed.

Staff continues to work on mapping all the available City-owned utility boxes. When complete, the sub-committee of the Commission may commence a review and prioritization of the boxes to receive artwork pending sponsorship.

Respectfully submitted,



John La Rock
Community Services Director

Attachments: A) Draft Sponsorship Form
B) Draft Artist Application

CITY OF TORRANCE UTILITY BOX PUBLIC ART PILOT PROGRAM INFORMATION

The City of Torrance and its Cultural Arts Commission invites artists to participate in the City's Utility Box Public Art Pilot Program. The City and the Commission are seeking artists to showcase their work to beautify utility boxes located throughout the City of Torrance. The program shall add public art to the City's visual realm to contribute to the vitality and attractiveness of the City's streetscapes and bring art to unexpected places. The Application and Guidelines are accessible on the City website (www.arts.torranceca.gov/the-arts).

SPONSORSHIP FORM

Sponsors are welcome to envision how public art can transform our community, and support the work of artists that will showcase original art work on utility boxes located throughout Torrance. The Utility Box Pilot Program aims to upgrade unsightly utility boxes by bringing art to unexpected places and enhancing the beauty and vibrancy of Torrance for years to come. Sponsorships are \$2,000 per utility box and incorporate a \$500 artist stipend and the cost to install a vinyl wrap of the selected artwork onto a utility box.

Utility Box Sponsors may request a specific artwork be considered with support of their sponsorship, however, the Cultural Arts Commission will not guarantee that the requested artwork will be accepted and may choose any other artwork for the sponsored box at their sole discretion. All Utility Box art for consideration will be subject to the guidelines established in the Call for Artists and the Public Art Commission will determine final locations.

Sponsor Information:

Name of Person, Business or Organization: _____

Sponsor Information to appear on the Box (no logos are permitted): _____

Sponsor Contact: _____

Mailing Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

Requested Box Location (not guaranteed): _____

Utility Box Sponsorship: \$2,000 (1% of sponsorship allocated to Utility Box Art Maintenance Fund).

One or more individuals, an organization or a business can sponsor a Utility Box. The identified name(s) will be included on the Utility Box and will be listed under the Public Art Program on the City's website.

Please submit a check payable to "City of Torrance" with this form to:

City of Torrance

Attn: Utility Box Program

Questions? Please contact the Cultural Services Department at (310) 618-2376

CITY OF TORRANCE PUBLIC ART PILOT PROGRAM

UTILITY BOX PUBLIC ART ARTIST INFORMATION

The City of Torrance and its Cultural Arts Commission invites artists to participate in the City’s Utility Box Public Art Pilot Program. The City and the Commission are seeking artists to showcase their work to beautify utility boxes located throughout Torrance. The goals of the program are to use public art to contribute to the vitality and attractiveness of the City’s streetscapes and bring art to unexpected places.

Please read this Program Announcement in its entirety before completing the application.

Eligibility

This Public Art Pilot Program is open to all Torrance residents. All entries must be of an original design and artwork must be suitable for viewing by people of all ages.

Description and Location of Utility Boxes

The City’s Utility Boxes vary in size. The boxes are currently gray or green and overall installation of artwork would be completed by a vendor chosen by the City, complete with necessary preparations including scraping, sanding and priming. The vinyl material used will also have a UV-protective clear coat to protect from sun and other damage. The boxes are located throughout Torrance, including major thoroughfares with traffic signals that are visible to pedestrian, cycling and automobile traffic. The locations of the utility boxes are listed on _____ [TBD].

This call is only for City of Torrance Utility Boxes. At some intersections where there are more than one utility box, the City’s box is the only available box for public art installation.

Artwork Opportunity

The proposed Utility Box public art designs must be applicable and usable, covering all four sides and the top of a box. The artwork would be printed and installed by a vendor selected by the City contracted for vinyl wrapping. Artworks should enliven the area, transform the street and reflect the neighborhood or area where the utility box is located. The artwork submitted should be family-friendly and suitable for viewing by persons of all ages. Artwork using a majority of dark colors will not be considered due to the potential for overheating the utility boxes. Certain locations will include subject matter consideration that showcases Torrance’s cultural diversity, historic heritage, or acknowledges a key activity that takes place in the area. Artists can submit more than one concept for the same location or submit a concept that includes a continuous theme across multiple utility boxes and locations. The artwork design may not restrict any vents or airflow through the boxes, thus necessary layout edits to designs may be made by the City. The City must be able to fully access the box and the components inside the box at all times. In the event the utility box is mounted on a base or concrete or other material, the base shall not be included as part of the available area for a public art design. Any nearby protective poles, bollards, planters, etc. are not be included as part of the available area for a public art design. The artist is responsible for the design of the artwork to be printed on the vinyl and wrapped.

Entries that use a copyrighted or trademarked image will not be accepted. In addition, artworks must not be plagiarized, stolen, or copied from any other source. Entries must not defame or invade the rights of any person, living or dead. The artwork may include a placement of the name of the artist. Artworks will include placement of the sponsor of the utility box, which could also be the submitting artist, in no larger than a 3” x 5” space on one of the box’s 4 side panels. The artwork is considered a long-term

installation and will become the property of the City of Torrance. The artist will retain the right to reproduce and/or sell their original art.

How to Apply for the utility Box Public Art Pilot Program

Please go to [www._____ \[TBD\]](http://www._____.tbd)

Application

All requirements listed below must be met or the application will be removed from consideration.

1. Application Form completed.
2. A concept drawing that shows all four sides and top of the utility box must be included in the application. Please note that utility boxes do differ in size, so the diagram is for a concept drawing not necessarily to scale. Concept drawings may be hand drawn, however digital design is recommended.
3. The name of the Utility Box sponsor (sponsor may be the artist) and the requested utility box location (location not guaranteed). Utility box artwork installations will only be completed when a location has a confirmed sponsorship. The City may assist a sponsor with an artist/artist submission in the event the sponsor has not indicated a preference for an artist.

Selection Criteria

When making the selection for the Utility Box Public Art Pilot project, the following will be considered:

Artistic excellence, innovation, and originality.

Does the art meet the goals of the project?

Does the art transform the project area?

Does the art relate to the area where the utility box is located?

Does the art portray the City's cultural diversity, historic heritage, or a key activity?

Artist Selection Process

The selection process will consist of a review and project approval by the Cultural Arts Commission. Artists will be notified by the City if and when their designs are accepted. If you are selected to complete a Utility Box Public Art Pilot Project, artists must sign a liability release and artwork agreement before artwork will be installed. The artists will receive a \$500.00 stipend when the artwork is installed. In order to receive payment, artists must submit a completed W9 form.

Once an artwork is selected, the following shall be submitted by the artist within (30) thirty days:

1. Final artwork and design. Artwork must be in hi-resolution digital format. If submitting a Photoshop, Illustrator, or InDesign file, please also submit a hi-resolution image file of the same artwork.

TORRANCE UTILITY BOX PUBLIC ART PILOT PROJECT

ARTIST APPLICATION

Artist Name

Address

Phone Number

Email

Web Site

Title of Work (if applicable)

_____ I certify that I have created the above artwork (please initial).

Preferred utility Box Number(s)/Location(s):

Rendering for Utility Box:

Please attach designs for consideration by the Public Art Commission. Please submit designs using the Design Template form or a reasonable facsimile.

Please sign, date and return with Artist Application:

I agree that: (1) my submission(s) and their contents will automatically become the property of the City of Torrance, with no guarantee of compensation to me; (2) The City of Torrance may use or redistribute the submissions and their contents for any purpose and in any way; (3) there is no obligation for the City of Torrance to review the submission; and (4) there is no obligation to keep any submissions confidential. Further, I agree to waive my rights of attribution out in the Visual Artists Rights Act, 17 U.S.C §§106A and 113(d) ("VARA"), the California Art Preservation Act, Cal. Civil Code §§ 987 and 989 ("CAPA").

ARTIST _____ Date _____

DISCLAIMER

I have read the attached information and agree to the rules & regulations stated. The undersigned agrees to indemnify and hold harmless, the City of Torrance, Its Council, Officers, Boards, Commissions, Agents, associated Foundations and Employees for any loss or liability which results or is alleged to have resulted from my participation in this event, including any claim arising out of the applicants entry, acts, or omissions in said contest or any accident, injury or damage involved therein, including but not limited to attorney fees and court costs. I have read and fully understand these policies. I am an adult and my signature is below.

ARTIST _____ Date _____

Design Template Sample

This is a typical utility box diagram representing the four sides and top. Please use it to submit the utility box design/images as it would be wrapped. Unique colors and bold graphics work well, along with bright images that can be seen from a distance. Detailed images of each side must be submitted on 8.5" x 11" paper. Actual utility boxes vary in size shape and have various vents, seams, doors, and handles. Be prepared to adjust artwork to fit a unique utility box.

FREQUENTLY ASKED QUESTIONS

Why are utility boxes receiving public art?

The City of Torrance is committed to public art as a means for vibrancy, cultural uniqueness, community building, improving the quality of life, and making the City a cultural destination.

Who is paying for the utility boxes to have public art?

The costs associated with utility box public art are being paid for by private sponsorships.

How can I sponsor or support public art for a utility box?

Donations for the utility box public arts pilot project can be made by completing a Sponsorship Form available at www.torranceca.gov [TBD].

If I sponsor a box may I choose the artwork for the box?

Utility Box Sponsors may request a specific artwork be considered with support of their sponsorship, however, the Cultural Arts Commission will not guarantee that the requested artwork will be accepted and may choose any other artwork for the sponsored box at their sole discretion. All Utility Box art for consideration will be subject to the guidelines established in the Call for Artists.

Are the artists being paid?

Yes, artist receives a \$500.00 stipend for their artwork.

How did you come up with the design and how do you transfer it to the box?

Each artist has an idea that has inspired him/her which they create into a rendering and proposal. The rendering is submitted to the Cultural Arts Commission for approval. The rendering is then scaled up to fit the size of the utility box and is applied using a durable vinyl wrap.

What are the guidelines to what design is acceptable?

The criteria requires the artwork to be appropriate for the entire community to view and appropriate for its location.

Is this permanent?

The utility box would be finished with a UV/anti-graffiti coating and should last between 7-10 years. The City reserves the right to remove a utility box public artwork at any time for any reason.

What happens if a utility box gets tagged and or vandalized?

If the artwork is vandalized, the City will mitigate the graffiti or other damage to the utility box. The artist is not responsible for repair.

Are the artists from Torrance?

At this time all submitting artists are required to be from Torrance.

How long does it take to install public art on a utility box?

This varies based on the artist, utility box, location and design, but all artwork shall be received within thirty (30) days from the notice to proceed from the City.

What does the city do to protect the finished design from being defaced?

Once the contractor has completed the vinyl wrapping, a UV/anti-graffiti coating will be applied. The City has contracted for graffiti abatement services that are ready to mitigate any tagging or graffiti that is reported in the City.

How can I comment regarding the art?

The public is welcome to send comments to _____[TBD].

How do I submit an artist application?

Applications can be found on the Redondo Beach website, Public Art section at [www._____\[TBD\]](http://www._____[TBD]). Applications and artworks can be submitted electronically as attachments to _____[TBD].

For Commission Meeting
May 16, 2022

TO: CULTURAL ARTS COMMISSION

FROM: JOYCE BELL, ACTING CULTURAL SERVICES MANAGER

**RE: REVIEW AND APPROVE THE CRITERIA, GUIDELINES, NOMINATION FORM
AND TIMELINE FOR THE 2022 EXCELLENCE IN ARTS AWARDS**

For the past 42 years the Cultural Arts Commission has recognized distinguished individuals for their commitment and dedication to the Arts and Humanities. The Excellence in Arts Awards is dedicated to honoring these contributors to the Torrance community. Nominations can be submitted by Torrance residents, business, or organizations. The Cultural Arts Commission Excellence in Arts Ad Hoc Committee will review the nominations and make a recommendation to the full Cultural Arts Commission. Nominees are evaluated using criteria and guidelines established by the Commission.

October 2021 marked the 42nd annual celebration of the Excellence in Arts Awards and Staff are now preparing for the 43rd annual event. Each year the criteria, guidelines and nomination form are provided to the Cultural Arts Commission for review in order to provide recommendations for updates and changes.

This year due to reservation availability within the Cultural Arts Center, the tentatively scheduled date for the Excellence in Arts Awards is Friday, October 7, and will be held in the Toyota Meeting Hall. A timeline for the event will need to be determined by the Commission since the date for the EIA has been held on Saturdays from 2:00 p.m. to 4:00 p.m.

Staff recommend that the Commission evaluate the criteria materials for inclusion in the 2022 Excellence in Arts program. Staff will present an additional agenda item to the Commission to select members for the Excellence in Arts Ad Hoc Committee that will present their recommendations to the entire body of the Cultural Arts Commission at the August meeting.

Respectfully Submitted,



Joyce Bell
Acting Cultural Services Manager

For Commission Meeting
May 16, 2022

TO: CULTURAL ARTS COMMISSION

FROM: JOYCE BELL, ACTING CULTURAL SERVICES MANAGER

RE: APPOINTMENT OF A COMMISSION AD-HOC COMMITTEE FOR THE 43RD EXCELLENCE IN ARTS AWARDS

For the past 42 years the Cultural Arts Commission has recognized distinguished individuals for their commitment and dedication to the Arts and Humanities. The Excellence in Arts Awards is dedicated to honoring these contributors to the Torrance community.. Nominations can be submitted by Torrance residents, business, or organizations. The Cultural Arts Commission Excellence in Arts Ad Hoc Committee will review the nominations and make a recommendation to the full Cultural Arts Commission. Nominees are evaluated using criteria and guidelines established by the Commission.

October 2021 marked the 42nd annual celebration of the Excellence in Arts Awards and Staff are now preparing for the 43rd annual event. Each year the criteria, guidelines and nomination form are provided to the Cultural Arts Commission for review in order to provide recommendations for updates and changes.

Staff recommend that the Commission evaluate the criteria materials for inclusion in the 2022 Excellence in Arts program. Staff will present an additional agenda item to the Commission to select members for the Excellence in Arts Ad Hoc Committee that will present their recommendations to the entire body of the Cultural Arts Commission at the August meeting.

Respectfully Submitted,



Joyce Bell
Acting Cultural Services Manager