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**TORRANCE CULTURAL ARTS COMMISSION AGENDA
MONDAY, NOVEMBER 20, 2023
REGULAR MEETING
7:00 P.M. IN THE WEST ANNEX COMMISSION MEETING ROOM
AT 3031 TORRANCE BL.**

**THE CULTURAL ARTS COMMISSION MAY TAKE ACTION ON ANY ITEM LISTED
ON THE AGENDA**

1. CALL MEETING TO ORDER

ROLL CALL: Commission members Cabrera, Carrasco, Hsiao, Klinenberg, Kraemer, Polcari, Chair Sargent

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, November 16, 2023 /s/ Rebecca Poirier

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 ANNOUNCEMENT OF WITHDRAWN, DEFERRED, AND/OR SUPPLEMENTAL ITEMS

5. ORAL COMMUNICATIONS (Limited to a 15 minute period)

*This portion of the meeting is reserved for comment on items on the Consent Calendar or not on the agenda. Under the Ralph M. Brown Act, the Commission 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. **No longer than 1 minute per speaker**. If presenting handout material to Commission, please provide 10 copies to 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:

Recommendation of the Cultural Services Manager that the Cultural Arts Commission minutes of October 16, 2023.

7. ADMINISTRATIVE MATTERS

7A. CULTURAL SERVICES MANAGER – REVIEW CULTURAL SERVICES DIVISION UPDATES

Recommendation of the Cultural Services Manager that the Cultural Arts Commission review updates on the Cultural Services activities.

8. COMMISSION ORAL COMMUNICATIONS

9. ADJOURNMENT

9A. Adjournment of the Cultural Arts Commission Meeting to MONDAY, January 15, 2024, at 7:00 p.m. in the West Annex Conference Room.



**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, October 16, 2023, in the West Annex Commission Meeting Room.

ROLL CALL

Present: Commissioners Cabrera, Carrasco, Hsiao, Klinenberg, Kraemer, Polcari, and Chair Sargent.

Absent: None.

Also Present: Cultural Services Manager Monica Harte and Community Services Director John La Rock.

2. FLAG SALUTE

The Pledge of Allegiance was led by Commissioner Klinenberg.

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

Cultural Services Manager Harte reported that the agenda was posted on the Public Notice Board at 3031 Torrance Boulevard and on the City's website on Thursday, October 12, 2023.

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 ANNOUNCEMENT OF WITHDRAWN, DEFERRED, AND/OR SUPPLEMENTAL ITEMS:

None.

5. ORAL COMMUNICATIONS

A member of the public spoke.

6. CONSENT CALENDAR

6A. APPROVAL OF MINUTES: JULY 17, 2023 & SEPTEMBER 18, 2023

MOTION: Commissioner Cabrera moved to approve the consent calendar. Commissioner Klinenberg seconded the motion; a roll call vote reflected unanimous approval.

7. **ADMINISTRATIVE MATTERS**

7A. **CULTURAL SERVICES MANAGER – REVIEW CULTURAL SERVICES DIVISION UPDATES**

Cultural Services Manager Harte presented Item 7A:

- Excellence in Arts Awards was presented October 15, 2023.
- Torrance Art Museum is presenting Biennial and La Muerte and preparing for the TRYST / NOMAD 2 exhibition at Del Amo Crossings, October 27-29, 2023.
- Torrance Theater Company opened with *Dangerous Corner* on October 7, 2023.
- Torrance Cultural Services classes have added jewelry classes.
- Artists are reaching out for consideration and businesses are being contacted for sponsorship opportunities regarding the Utility Box Public Art Program.
- Torrance Civic Chorale had a successful launch with growing numbers.
- Torrance Sister City Association had a successful trip to Kashiwa.
- Torrance Rose Float Association Agreement for the 2024 float is scheduled for a City Council Item October 17, 2023.
- Hot Tip tickets are on sale.
- Torrance Cultural Services have (89) classes with 1,259 participants.

Members of the Commission spoke.

7B. **CULTURAL SERVICES MANAGER – DISCUSS AND DETERMINE COMMISSION DARK NIGHTS**

Cultural Services Manager Harte presented Item 7B.

Members of the Commission spoke.

MOTION: Commissioner Carrasco moved have December 2023 be dark. Commissioner Hsiao seconded the motion; a roll call vote reflected unanimous approval.

7C. **CULTURAL SERVICES MANAGER – APPROVAL OF THE 2022-2023 CULTURAL SERVICES COMMISSION ANNUAL REPORT**

Cultural Services Manager Harte presented Item 7C.

Members of the Commission spoke.

MOTION: Commissioner Polcari moved to accept the Cultural Services Commission Annual Report. Commissioner Kraemer seconded the motion; a roll call vote reflected unanimous approval.

8. COMMISSION ORAL COMMUNICATIONS

Commissioner Carrasco requested marketing different cultural art events the city offers, through digital weekly or monthly newsletters to inform the community on events happening in the city. Cultural Services Manager Harte recommended that a sub-committee be formed for further discussion.

Chair Sargent requested that Commissioner Carrasco's request be placed on a future agenda for discussion. Cultural Services Manager Harte acknowledged the request.

Commissioner Kraemer expressed her concerns on missing events on the city's calendar and inquired on the processes to get events placed on the city calendar. Cultural Services Manager Harte stated that staff is working on improving getting events on the city's calendar.

Commissioner Cabrera announced the South Bay Wind Ensemble's Saturday, October 28, 2023, performance to the 1931 film, *Frankenstein*.

9. ADJOURNMENT:

MOTION: At 7:51 p.m., Commissioner Klinenberg moved to adjourn the meeting to Monday, November 20, 2023, at 7:00 p.m. in the West Annex Commission Meeting Room. The motion was seconded by Commissioner Hsiao; a roll call vote reflected unanimous approval.

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TO: CULTURAL ARTS COMMISSION

FROM: MONICA HARTE, CULTURAL SERVICES MANAGER

RE: CULTURAL SERVICES DIVISION MANAGER- DIVISION UPDATES

Recommendation of the Cultural Services Manager that the Cultural Arts Commission receive and file updates on the Cultural Services Division:

- The Torrance Art Museum produced the TRYST/NOMAD2 exhibitions at Del Amo Crossing October 27-29, 2023, and were successful with approximately 4,000 visitors viewing the artwork of 500 artists.
- The Cultural Services Division has a new Senior Supervisor who will be working with me to produce our Special Events and increase our Cultural Classes programming.
- Torrance Theatre Company is currently rehearsing *Miss Bennet: Christmas at Pemberley* by Lauren Gunderson and Margot Melcon.
- The Rose Float Association is busy preparing to decorate the float.
- The 2022-23 Cultural Arts Commission Annual Report was accepted and filed at the Council Meeting on November 14, 2023.
- The Torrance Rose Float Association Agreement for the 2024 float funding was scheduled as a Council item at the October 17, 2023 meeting.
- The Torrance Sister City Association has elected the Executive Board members, and they are preparing for their outreach for the next cohort of Kashiwa exchange students.
- There is a Holiday Food Collection Table in the lobby of the West Annex for Non-perishable food items that will be collected Monday, December 11, 2023, before 9:00 a.m. Non-perishable foods can be left at any time before the pick-up date. Perishable foods (frozen turkeys/hams, potatoes/yams, fruit, vegetables, bread, butter, etc.) can be accepted only on the morning of the pick-up date.

- Following up the Commission’s interest in supporting Cultural Arts in Torrance, the City Manager’s Office oversees all public information that the City issues. At this point, there is no further call for media from the Mayor or City Council beyond what already exists in the strategic plan, which does include a subgoal for promotion of the arts, specifically generated by the City of Torrance and the Cultural Services Division. The Cultural Services Division currently employs the following marketing efforts:
 - An active social media presence with cross engagement between Cultural Services, Torrance Art Museum (TAM) and Torrance Theatre Company (TTC).
 - Online efforts include websites, social media and e-blasts.
 - Printed materials include banners, rack cards, flyers, posters.
 - Partnerships include local businesses to distribute rack cards, flyers, and postcards, Torrance Chamber of Commerce, Downtown Owners Association, and various downtown restaurants.
 - Partnership with Discover Torrance, which maintains print and online methods to market our programming.
 - Torrance marketing avenues include CitiCable, the Torrance calendars and marqueees, banners and print media placement.
 - Printed advertising includes free and paid advertising in various papers and trade magazines, including Daily Breeze, Backstage, the Torrance Seasons Guide, and Artillery to name a few.
 - Direct marketing includes eblasts sent to our extensive mailing lists including lists compiled by the Friends of TTC as well as TAM Advocates.
 - In-person marketing by the Division, TAM Advocates and TTC Friends to promote the Division’s exhibitions and productions at Council meetings, Commission meetings and various Board and Association meetings individual members belong to. Additionally, members use their personal and business social media to further our marketing efforts.

The Division is invested in improving communications and would like feedback from the Commissioners regarding possible deficiencies the Division can improve upon, keeping the current staff complement and budget in mind.

Respectfully Submitted,



Monica Harte
Cultural Services Manager

For Commission Meeting
November 20, 2023

TO: CULTURAL ARTS COMMISSION
FROM: MONICA HARTE, CULTURAL SERVICES MANAGER
SUBJECT: CULTURAL SERVICES DIVISION REPORT – NOVEMBER 2023

Administration

Staff started working on marketing items and applications for the 2024 Cherry Blossom Cultural Festival. Website content has been updated with date and time of the event. Staff is in the process of working on revising the vendor applications. Once completed, the applications will be posted on City and Cultural Services websites, and a social media blast will go out on our Facebook and Instagram pages.

Staff members continue to work on the Utility Box Public Art Pilot Program and are preparing correspondence that will go out to businesses near the various utility box locations. Staff is also creating social media marketing materials to be placed on our Facebook and Instagram pages as well as marquees, and other City public areas.

Gia Jordahl, Producing Artistic Director, Torrance Theatre Company

Torrance Theatre Company

HOT TIP on December 3rd and January 7th is on sale now at www.torrancetheatrecompany.com. \$20 general, \$15 subscribers. January marks the one-year anniversary for the troupe.

Miss Bennet: Christmas at Pemberley by Lauren Gunderson and Margot Melcon is on sale, as of mid-November, 9 of the 15 performances are sold out and we are pursuing the possibility of adding show(s) to the schedule.

All tickets and season subscriptions available at www.TorranceTheatreCompany.com

Torrance Civic Chorale

“A Winter Holiday” is Friday, December 8 at 7:30 at the Armstrong Theatre. Guest appearance by North High School’s Hi-Lite Choir. Tickets are on sale now. More info at www.torrancecivicchorale.net.

Additionally, the Civic Chorale will be performing at the Torrance Women's Club, City Council, Torrance Memorial's Festival of the Trees, and the televised performance at the Dorothy Chandler Pavilion on Christmas Eve.

Rose Float Association

The Rose Float Decorator meeting is on November 16th. The City of Torrance Official's Night is December 28th, and invites will be out soon. The Celebration Dinner is on Saturday, February 3rd and there will be more info on www.torrancerosefloat.org.

Max Presneill, TAM Curator and Director

Torrance Art Museum (TAM)

August saw the opening of the SUR: Biennial and Tony Baker's ceramic show on Saturday August 7. On Saturday 21 we hosted an afternoon of experimental sound and music on the TAM patio. On Friday 27 we presented both TRYST and NOMAD. They ran until Friday, Saturday and Sunday, 12-6pm each day.

TRYST was the inaugural edition of the world's largest art fair for alternative, artist-run, non-commercial galleries with over 60+ spaces taking part – 5 from out of state and 16 from around the world including UK, Australia, Switzerland, Albania, Czech Republic, Romania, Germany, Hong Kong, Mexico, Israel and Japan. The rest were from around SoCal.

The second edition of NOMAD (the first was held in 2021) featured 170 SoCal artists. These events gave us a social media presence in the 10s of thousands of positive feedback and were mentioned by multiple journalists in several publications. CitiCable produced an article about the weekend. We look forward to presenting these events again in August 2024.

Both events, held at Del Amo Crossing, drew in 4000+ visitors over the weekend. Our monthly numbers for August were thus well over 5000 visitors.

Nico Clifton, Performing Arts Program Coordinator

Classes / Cultural Education

There are two new staff additions that will help grow the Visual Arts programs. Michelle Shanahan was hired as the new Ceramics and Jewelry Lab Technician, and John Warhank joins the instructor staff to teach jewelry classes and workshops. We are excited for what they both can bring to our programs and provide new opportunities for classes.

Classes participated in the Trunk-or-Treat portion of the Downtown Torrance Scaredown event on October 14th. The museum van was decorated in a circus theme, and staff dressed as a ringmaster, an elephant, and a clown as goodie bags were passed out, which included candy and Cultural Services promotional material. The event was a huge success, and a fun way to bring attention to Cultural Services and Classes.