

## CULTURAL ARTS COMMISSION

WEST ANNEX COMMISSION MEETING ROOM  
CITY HALL, 3031 TORRANCE BOULEVARD  
TORRANCE, CALIFORNIA 90503

MONDAY, AUGUST 19, 2019  
7:00 P.M.

### A G E N D A

1. CALL TO ORDER
2. FLAG SALUTE
3. ROLL CALL/MOTIONS FOR EXCUSED ABSENCE
4. MOTION TO ACCEPT AND FILE REPORT ON POSTING OF AGENDA
5. APPROVAL OF MINUTES - July 15, 2019
6. ORAL COMMUNICATIONS #1 (Limited to a 30-minute period)  
*Comments on this portion of the agenda are limited to items not on the agenda and to no longer than 3 minutes per speaker. Under the provisions of the Brown Act, the Commission is prohibited from taking action or engaging in discussion on any item not appearing on the posted agenda.*
7. NEW BUSINESS
  - A. Proposal for New Exterior Mural at the Torrance Art Museum
  - B. Committee Recommendations for Excellence in Arts Awards
  - C. Japanese Honor Wall
8. STANDING COMMITTEE REPORTS
  - A. Excellence in Arts
  - B. Facilities Committee
  - C. Grant Review Committee
9. CORRESPONDENCE FOR COMMISSION REVIEW TO ACCEPT AND FILE OR FOR CONSIDERATION AT A FUTURE MEETING.
10. MONTHLY DEPARTMENT REPORTS
11. ORAL COMMUNICATIONS #2 Staff & Public Comments  
*Comments on this portion of the agenda are limited to items not on the agenda and to no longer than 3 minutes per speaker. Under the provisions of the Brown Act, the Commission is prohibited from taking action or engaging in discussion on any item not appearing on the posted agenda.*
12. ADJOURN TO SEPTEMBER 16, 2019 at 7:00pm

The Cultural Arts Commission is an advisory body to the City Council that meets on the third Monday of each month at 7 p.m. in the West Annex Commission Meeting Room. All meetings are open to the public. Those who wish to speak on any matter on the agenda are asked to complete a "Speaker Information" card (available at the meeting) and relay it to the staff before leaving the meeting.

Staff reports are available for review at the West Annex Information Desk, Civic Center Main Library and the City Clerk's Office. Direct any other questions or concerns to the Cultural Services Manager Eve Rappoport at 310-618-2380. Agendas and Minutes are posted on the City of Torrance Home Page [www.TorranceCa.Gov](http://www.TorranceCa.Gov)

In compliance with the Americans with Disabilities Act, if special assistance is needed to participate in this meeting, please call 310.618.2939. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28CFR 35.102-104 ADA Title II]

### HOURS OF OPERATION

Monday through Friday from 7:30 a.m. to 5:30 p.m.  
Offices are closed alternate Fridays and certain holidays.  
ER:dhc:cacommis\A&M 2019-08a

*Creating and Enriching Community through People, Programs and Partnerships*

ROLL CALL: \_\_\_\_\_ HSIAO \_\_\_\_\_ KLINENBERG \_\_\_\_\_ KRAEMER \_\_\_\_\_ MUHAMMED \_\_\_\_\_ SARGENT  
\_\_\_\_\_ PINO \_\_\_\_\_ POLCARI

**Cultural Arts Commission Committee Meetings:**

<u>Committee Agenda</u>	<u>Committee Chair</u>	<u>Committee Members</u>
Excellence in Arts Committee	Sargent	Klinenberg, Pino
Facilities Committee	Muhammed	Hsiao, Kraemer
Grant Review Committee	Hsiao	Klinenberg, Polcari

ROLL CALL: \_\_\_\_\_HSIAO \_\_\_\_\_KLINENBERG \_\_\_\_\_KRAEMER\_\_\_\_\_MUHAMMED\_\_\_\_\_SARGENT  
\_\_\_\_\_PINO \_\_\_\_\_POLCARI

July 15, 2019

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

**1. CALL TO ORDER**

The Torrance Cultural Arts Commission convened in a regular session at 7:00 p.m. on Monday, July 15, 2019 in the West Annex meeting room, Torrance City Hall.

**2. FLAG SALUTE**

Commissioner Kraemer led the Pledge of Allegiance.

**3. ROLL CALL**

Present: Commissioners Klinenberg, Kraemer, Muhammed, Pino, Polcari, and Chairperson Hsiao.

Absent: Commissioner Sargent.

Also Present: Cultural Services Manager Rappoport, Facility Operations Manager Pinela, and Mayor Furey.

**MOTION:** Commissioner Kraemer moved to grant Commissioner Sargent an excused absence for the July 15, 2019 Cultural Arts Commission meeting. Commissioner Muhammed seconded the motion; a roll call vote reflected 6-0 approval (absent Commissioner Sargent).

**4. AFFIDAVIT OF POSTING**

**MOTION:** Commissioner Kraemer moved to accept and file the report of the City Clerk on the posting of the agenda. Commissioner Muhammed seconded the motion; a roll call vote reflected 6-0 approval (absent Commissioner Sargent).

**5. APPROVAL OF MINUTES – JUNE 17, 2019**

**MOTION:** Commissioner Klinenberg moved, and Commissioner Polcari seconded, to approve the Cultural Arts Commission meeting minutes of June 17, 2019 as submitted; a roll call vote reflected 6-0 approval (absent Commissioner Sargent).

**6. ORAL COMMUNICATIONS #1**

Mayor Furey congratulated new Commissioners, shared his vision for the Old Torrance community to become an arts community, and thanked Commissioners for their service.

Cultural Services Manager Rappoport introduced Facility Operations Manager Pinela.

Christian Wolf, Executive Director, Torrance Cultural Arts Foundation, discussed the June 22 South Bay Festival of the Arts.

Steve Norris, Arts Council of Torrance, distributed fliers for the "Jai Ho" Indian Festival on August 17 and discussed the importance of training staff in hanging flats and rigging.

Cultural Services Manager Rappoport stated the Armstrong Theatre brings in certified riggers and offered to look into staff training.

**7. NEW BUSINESS**

**7A. INTRODUCE NEW COMMISSIONERS**

The Commission welcomed new Commissioners Randy Klinenberg, Elizabeth Pino, and Michelle Polcari.

**7B. ASSIGN COMMISSIONERS TO STANDING COMMITTEES AND APPOINT CHAIRS**

Cultural Services Manager Rappoport requested that Commissioners consider filling vacancies on the Commission's Standing Committees or make any changes to current assignments and Chairmanships. She described responsibilities of each Committee and noted that at this point the Facilities Committee is inactive.

Following discussion, assignments were determined as follows:

<u>Committee</u>	<u>Committee Chair</u>	<u>Committee Members</u>
Excellence in Arts	Sargent	Klinenberg, Pino
Facilities	Muhammed	Hsiao, Kraemer
Grant Review	Hsiao	Klinenberg, Polcari

**MOTION:** Commissioner Muhammed moved to approve Standing Committee assignments as presented. Commissioner Klinenberg seconded the motion; a roll call vote reflected 6-0 approval (absent Commissioner Sargent).

**7C. L.A. OPERA EVENT – SEPTEMBER 28, 2019**

Cultural Services Manager Rappoport announced a free, live simulcast of "La Boheme" on September 28. She reported L.A. Opera presents these productions in a park or public place every year in one of the L.A. County Supervisorial districts, and this year they selected Columbia Park. She stated staff would work with the Opera to program pre-show entertainment, assist with marketing efforts, and invite City and community groups to have a booth to distribute information. She noted Smorgasbord, an organization that produces a weekly food booth event in downtown L.A., would provide food.

In response to an inquiry from Commissioner Polcari, she stated fundraising opportunities for small groups are not typically permitted, but offered to check on the possibility.

**8. OLD BUSINESS**

**8A. GRANT APPLICATION FROM SOUTH BAY CHILDREN'S CHOIR**

Cultural Services Manager Rappoport distributed a Community Arts Grant Program application from South Bay Children's Choir in the amount of \$1,000. She noted the application was received by the deadline; however, her office did not receive it via inter-office mail until after the Commission reviewed and made their recommendation for funding in May. She requested, since there are grant funds left over and the approval item is not going to City Council until July 23, the Commission consider reviewing this application and adding it to the other applications received. She noted the organization has been awarded funds in the past.

Commissioners raised concerns that the application did not provide sufficient detail regarding how the funds would be spent as well as their overhead and expenses. Cultural Services Manager Rappoport explained it was too late to request additional information. Following discussion, it was decided to award the organization with a lesser amount.

**MOTION:** Commissioner Muhammed moved to recommend awarding South Bay Children's Choir with a \$500 grant. Commissioner Kraemer seconded the motion; a roll call vote reflected 5-1 approval (absent Commissioner Sargent and with Commissioner Klinenberg voting no).

Cultural Services Manager Rappoport noted that \$1,305 would be rolled over to next year's grant program. When Chairperson Hsiao recommended asking future applicants to provide more detail about their finances, she recommending reconvening the Grant Review Committee in the near future to review guidelines and the grant process.

**8B. EXCELLENCE IN ARTS COMMITTEE ASSIGNMENTS**

Cultural Services Manager Rappoport described the Excellence in Arts awards program and ceremony to new Commissioners and requested they consider which disciplinary committee they would like to be responsible for this year.

Committee assignments were appointed as follows:

Arts Education	Commissioner Sargent
Dance	Commissioner Pino
Drama & Theatre Arts	Commissioner Muhammed
Literary Arts	Commissioner Polcari
Music	Commissioner Klinenberg
Visual Arts & Design	Commissioner Hsiao
Katy Geissert Award	Chairperson Kraemer

**MOTION:** Commissioner Klinenberg move to approve Excellence in Arts Committee assignments as presented. Commissioner Polcari seconded the motion; a roll call vote reflected 6-0 approval (absent Commissioner Sargent).

**9. STANDING COMMITTEE REPORTS**

**9A. EXCELLENCE IN ARTS** – Previously discussed in item 8B.

**9B. FACILITIES COMMITTEE** – No report.

**9C. GRANT REVIEW COMMITTEE** – Previously discussed in Item 8A.

**10. CORRESPONDENCE FOR COMMISSION REVIEW TO ACCEPT AND FILE OR FOR CONSIDERATION AT A FUTURE MEETING** – None.

**11. MONTHLY DEPARTMENT REPORT**

Cultural Services Manager Rappoport noted that the Cultural Services Division Report for June 2019 was included in agenda packets. She reported that Torrance Art Museum's Curatorial Assistant and Registrar positions have been filled and that a new Torrance Civic Chorale Director started tonight. She discussed the success of The Collaboratory's children's theater event on July

13 and announced a Woody and the Longboards concert at Wilson Park on July 20. She stated the Sister City students from Kashiwa, Japan are arriving on August 6.

A brief discussion centered on the South Bay Festival of the Arts and facility booking policies.

**12. ORAL COMMUNICATIONS #2**

Commissioners Klinenberg, Kraemer, Muhammed, Pino, Polcari, and Chairperson Hsiao spoke.

**13. ADJOURNMENT**

**MOTION:** At 8:30 p.m., Commissioner Klinenberg moved to adjourn the meeting to Monday, August 19, 2019 at 7:00 p.m. in the West Annex meeting room at Torrance City Hall. Commissioner Muhammed seconded the motion; a roll call vote reflected approval.

###

Subject to Approval

**TO: CULTURAL ARTS COMMISSION**

**FROM: MAX PRESNEILL, TORRANCE ART MUSEUM CURATOR**

**SUBJECT: PROPOSAL FOR NEW EXTERIOR MURAL AT THE TORRANCE ART MUSEUM**

**RECOMMENDATION:**

To approve and recommend to City Council the proposed donated mural at the Torrance Art Museum (TAM)

**BACKGROUND:**

Over time, TAM staff has had many conversations with stake holder groups – TAMA members, local arts groups, and visitors – about how difficult it is to locate TAM on the Cultural Arts Center campus. Part of the issue is TAM is located on a visually homogenous and uniformly painted campus of beige buildings. An idea which has surfaced many times is painting TAM in a strikingly visual way so that it is easier to locate, and it reflects the dynamism of the programming within.

After inquiries were sent out to various respected artists, the renowned Dutch artist, Jan van der Ploeg, graciously offered to paint a mural on the exterior of the TAM for free! Our goal is to gain increased visual identity and instant location verification for visitors, to visually reflect our mission and the verve of TAM itself. The actual site is the recessed wall space above the windows on the North side of TAM (Attachment A) which is approximately 1,000 square feet of wall space. A mockup of the proposed mural, with several color options, is shown on Attachment B.

According to the City's Policy for Donations of Art and Acquisitions any artwork proposed for donation to the City should be reviewed on the basis of aesthetic quality, relationship of the artist or artwork to the City, and maintenance requirements.

The international recognition of the aesthetic quality of Jan van der Ploeg's work is unquestioned. (Attachment C.) He first began painting his geometric designs on the walls of buildings in his native Amsterdam. Since then, he has painted his motifs in hundreds of permutations at galleries, buildings and institutions all over the world. Using different combinations of common shapes, bold colors and shifts in scale, his wall paintings invite viewers to experience spaces in new and dynamic ways. He is inspired by art styles and movements from the past century, connecting the 20<sup>th</sup> with the 21<sup>st</sup> century. His artwork is very contemporary, positive and visually stunning, which will engage the public and set an exciting tone as they approach the museum. This mural will be the artists' first permanent work in the United States.

To paraphrase the words of Michelle Grabner, Artist and Curator of the Whitney Biennial 2014, Whitney Museum of American Art, New York City:

*With color, repetition and scale, van der Ploeg eschews static functional design dialogue, opting instead for lively visual attention. ... Van der Ploeg works in the margin that separates the familiar from the wondrous, between abstract and the concrete.*

Although he lives in Europe, van de Ploeg has visited Torrance and come to TAM to present his art work at TAM on a previous occasion, at his own expense, due to his admiration for the aims, ideals and programs of our local gem. Additionally the curatorial staff at TAM have invited him to participate in the 2020 Studio System exhibition through June of 2020, with his contribution being the mural. In this capacity, he will essentially be one of several artists in residence at TAM, and the public will have the opportunity to interact with him, his artistic process and work, and see the creation of the mural.

In terms of maintenance, the artist will be using the recommended materials to achieve the longest lasting outdoor mural work possible in these conditions. We will also have an agreement with him which will allow us to re-freshen the mural paint when needed. With a lifespan of an estimated 10 years before any work is needed staff thinks the investment of repainting every decade is a reasonable cost in care management, time and expense.

## **ANALYSIS**

The project goals are:

- To engage the public with a visual icon for the TAM, as a stand out contemporary design and welcoming beacon.
- To add public art to the City landscape.
- To stand out from the rest of the Cultural Arts Center.
- To reflect the TAM's reputation for cultural significance via a visual icon.

Success will be measured through visitor feedback; we will ask our volunteers who welcome visitors at the TAM front desk to ask patrons about their thoughts concerning the mural. Additionally staff will track mentions of it in local press and social media. A saying in public art is that the worst thing that can happen is no one notices it. Staff is very confident that this mural will be noticed!

## **BUDGET**

Artists' fee: The Artist has generously offered to paint the building free of charge. He carries his own liability insurance. The artist will apply for grants to pay for his air fare and lodging while in Torrance, which he has done many times over the last 20 years to pay for his residencies in different cities and countries.

Materials \$1,500 (Paint, base coat, masking tape, rollers, etc.)  
Assistants: \$ 500

This \$2,000 budget is already in place due to Torrance Art Museum Advocates group being selected for The Macy's Gives - Customer's Choice program award in 2018.



The City will be required to power wash and prepare the site and provide scaffolding, estimated at \$1,500 which will be funded out of the Cultural Services Division Operating budget. The walls will be prepped and readied one week before the artist begins painting the actual mural. He will do this with assistants, beginning Tuesday 2 June, 2020.

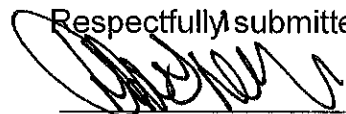
**TIMELINE**

The mural will need to be completed when the weather is suitable. We estimate the time it will take to be approximately 3 weeks, with 1 week for wall preparation. As previously mentioned, we have invited Mr. van de Ploeg to participate in the 2020 Studio System exhibition taking place during the month of June, 2020. His contribution to the project will be the mural. We plan to unveil this new mural as part of the Studio System closing reception on Saturday, June 27, 2020.

Studio System is unique to TAM, and we have produced it for 4 years. Staff invites a wide range of artists to set up work spaces inside the main Gallery and work here each day the museum is open, allowing the public to see what they are doing and interact with the artists and their work. This has been a very popular exhibition with high attendance numbers and many repeat patrons.

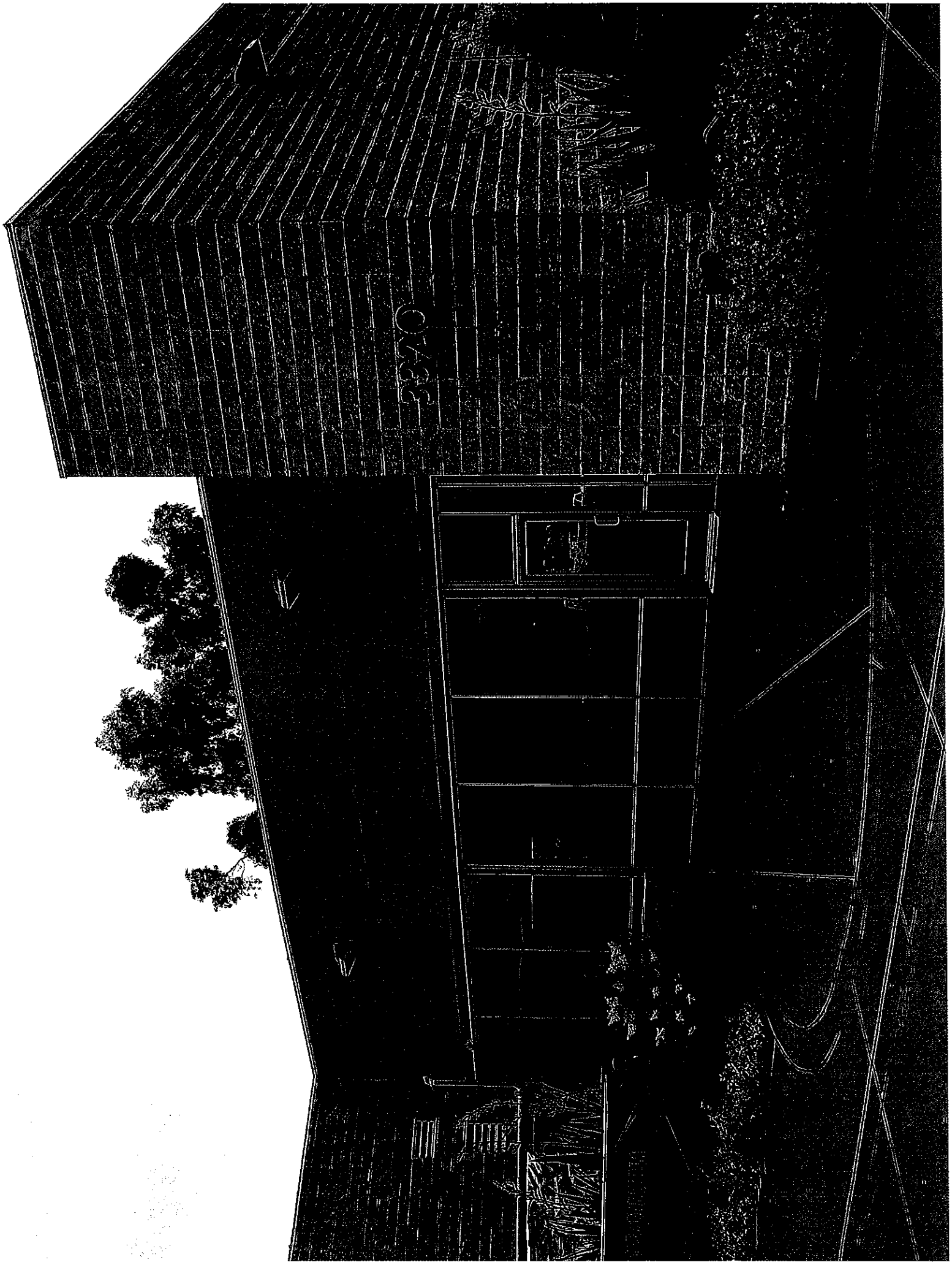
**RECOMMENDATION**

Staff is very excited about the possibility of this mural as a positive addition to the urban landscape in Torrance. Recently the Convention Center in downtown Los Angeles commissioned an artist group to paint the top of that building, which has made it really stand out (Attachment D.) Staff recommends that the Cultural Arts Commission accept this proposal and forward their approval to the City Council for final approval.

Respectfully submitted,  
  
\_\_\_\_\_  
Max Presneill  
Curator, Torrance Art Museum

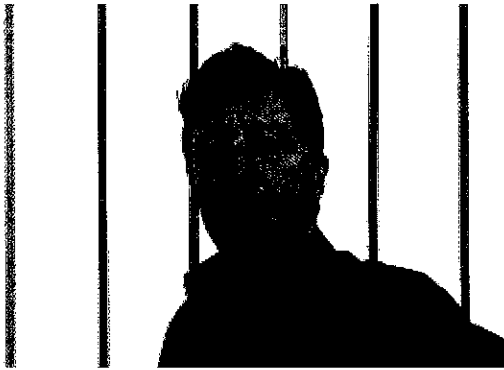
Concur:  
  
\_\_\_\_\_  
Eve Rappoport  
Cultural Services Manager

- Attachments:  
A: Mural site at TAM  
B: Mural rendering  
C: Artist Biography  
D: Mural at Los Angeles Convention Center



Jan van der Ploeg  
TORRANCE ART MUSEUM 2019  
PROPOSAL 2B





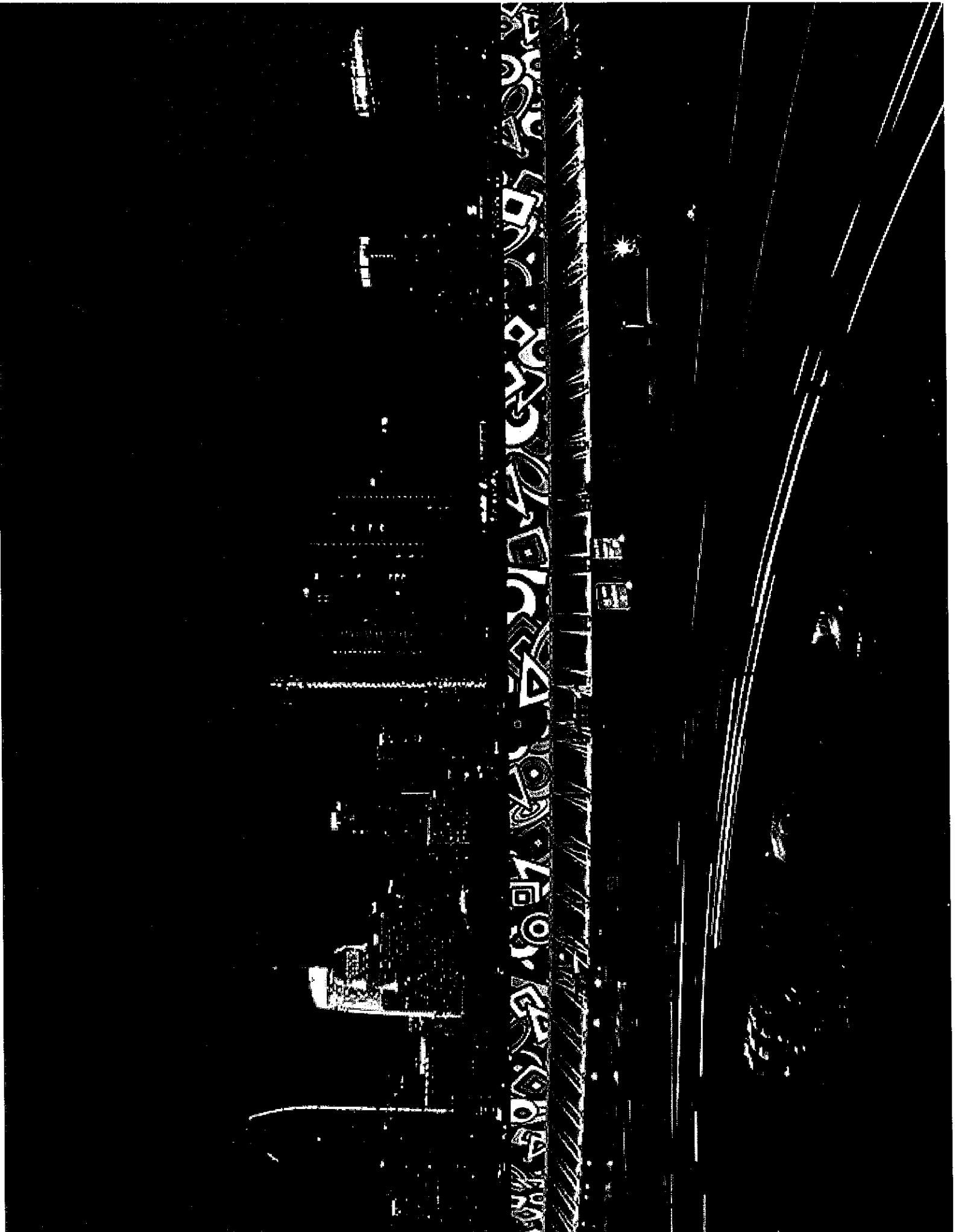
### Jan van der Ploeg

*With color, repetition and scale, van der Ploeg eschews static functional design dialogue, opting instead for lively visual attention. One needs to approach his wall paintings with the same curiosity that one would approach a Sol LeWitt wall drawing or an Ellsworth Kelly shaped painting. Despite their graphic and generous scale, close and intense observation is required to understand the visual patterns and motifs comprising their composition. As Philip Fisher writes in *Wonder, the Rainbow and the Rare Experience*, "To profit from wonder man cannot be either inattentive or passive, since in these cases he would not notice differences, nor can he feel himself to be living in a world that is fragmented, anarchic, and unpredictable." Van der Ploeg works here, in the margin that separates the familiar from the wondrous, between abstract and the concrete. – Michelle Grabner, Artist and Curator of Whitney Biennial 2014, Whitney Museum of American Art, New York City.*

Jan van der Ploeg (born in Amsterdam, Holland in 1959) has made art for many international exhibitions. In the last 10 years he has been shown in most cities in his home country of Holland (and is listed in the Top Ten Artists of the Netherlands), as well as shows in Berlin (Germany), Auckland (New Zealand), Beijing (China), Sydney (Australia), Paris (France), Rome (Italy), Tokyo (Japan), London (UK), Athens (Greece) as well as New York, Miami, Chicago and Los Angeles (at the Hammer Museum) and various other cities around the world.

He graduated from the Gerrit Rietveld Academie, Amsterdam and Croydon College of Art in London and was a resident at the Rijksakademie van Beeldende Kunsten in Amsterdam.

In 1990 Jan van der Ploeg was awarded the Royal Award for Modern Painting, in The Netherlands.



FOR COMMISSION MEETING  
August 19, 2019

**TO: CULTURAL ARTS COMMISSION**  
**FROM: EVE RAPPOPORT, CULTURAL SERVICES MANAGER**  
**SUBJECT: COMMITTEE RECOMMENDATIONS FOR EXCELLENCE IN ARTS AWARDS**

**RECOMMENDATION**

Recommendation that the Cultural Arts Commission review and approve the 2019 Excellence in Arts Award nominations.

**BACKGROUND/ANALYSIS**

The Excellence in Arts committee received 11 new submissions for this year's Excellence in Arts categories. Please see the attached list for the full roster of submissions (Attachment A). The nominations for this year's winners are:

Literary Arts:	Jonathan Sperling
Music:	Dr. William Doyle
Visual Arts & Design:	Max Presneill
Dance:	Nancy Hebson
Drama & Theater Arts:	Stephen Amundson
Arts Education:	Dorene Coles
Katy Geissert:	Ritas Smith

Applications for the nominated winners are attached to this item (Attachment B.)

The Excellence in Arts Awards is scheduled for **Saturday, October 19** from 3:00pm – 5:00pm at the Toyota Meeting Hall. After the program, there will be a reception.

Respectfully submitted,

  
Eve Rappoport  
Cultural Services Manager

Attachment A: Full Roster of EIA Submissions  
Attachment B: 2019 Excellence in Arts Award Nominees (Commission only)

as of 7/26/2019

TORRANCE CULTURAL ARTS COMMISSION  
2018 EXCELLENCE IN ARTS AWARD NOMINEES

DISCIPLINE/ COMMISSIONER	NOMINEE	NOMINATED BY	YEAR NOMINATED	STATUS C=Complete; P=Pending	Nomination
<b>Literary Arts/Polcari</b>					
	Jonathan Sperling	Jean Adelsman	2019	C	or arts ed
<b>Music/Klinenberg</b>					
	Stephen Amundson	Gia Jordahl	2019	C	or theater
	William Doyle	Steve Norris	2019	C	or arts ed
	Raga Ranjani School	Daniel Geeting	2015	C	
	Aloke Dasgupta	Monidipa Sharma	2015	C	
	Kathleen Sullivan	Linda Dryer	2017	C (late)	
	Friends of Torrance Civic Chorale	Gia Jordahl	2017	P	
<i>Makes guitars in Torrance</i>	George Leech	Lynn Frangos			
	Cole Marcus	Cheryl Marcus-Caglese	2017	P	
<b>Visual Arts &amp; Design/Hsaio</b>					
	Max Presneill	Jeanne Madden	2019	C	
	Marianne Coble	Jeanne Madden	2019	c	
	Richard Stephens	Linda Thompson	2017	C	
	Jerry Hicks	Hope Witkowsky	2013	C	
	Joey Ikimoto				
<i>wood turner</i>	Richard Gould	Bondo Easy Reader	2016		
<i>TTC scene painter</i>	Deirdre	Gia Jordahl			
	Seth Kauffman				
<i>copper flowers</i>	John Salitrero				
<i>film</i>	Randy Berler				
<b>Dance/Pino</b>					
	Nancy Hebson	Gia Jordahl	2019	C	
S. High Dance Teacher	Sacha Mendivil	Toni following up	2018	P	
	Dan Watt Art Attack Foundation				
<b>Drama &amp; Theatre Arts/Muhammed</b>					
	Stephen Amundson	Gia Jordahl	2019	C	or music
	Frank Pepito	Perry Shields	2013	C	
	Shakespeare by the Sea	Lynda Bunting	2013	C	
<b>Dr. Rische Award in Arts Education/Sargent</b>					
	William Doyle	Steve Norris	2019	C	or arts ed
	Jonathan Sperling	Jean Adelsman	2019	C	or music
	Richard Stephens	Linda Thompson	2017	C	
	Mary Drobny	staff	2018		
yoga instructor	Dorene Coles				
<b>Katy Geissert Award/Kraemer</b>					
	Dale Korman	Lynda Kraemer	2019	C	
	Ritas Smith	Jean Adelsman	2018	C	
	SGL-intl.	Eve	2017	P	
	Friends of TTC Ed Candioly				
	Don Knabe	Eve	2017	P	
	George Nakano				
	Kurt Weideman				

FOR COMMISSION MEETING  
August 19, 2019

**TO: CULTURAL ARTS COMMISSION**  
**FROM: EVE RAPPOPORT, CULTURAL SERVICES MANAGER**  
**SUBJECT: JAPANESE HONOR WALL**

The Parks and Recreation Commission were informed about a potential capital project by Mr. Kanji Sahara at their August meeting. I am presenting to you the same information, in the event that the project comes forward to you for review and approval.

The Japanese Honor Roll Wall Project was conceived of and is being driven by Mr. Kanji Sahara. It was referred from the City Council to the Environmental Quality Commission on April 9, 2019, and then re-referred to the Parks and Recreation Commission on April 16, 2019. In order to bring this project forward to the Parks and Recreation Commission, staff met with representatives for the Japanese Honor Wall Project on May 7, 2019.


Although details of the project are very vague at this time, the concept is as follows: Mr. Sahara would like to create a memorial to all the Japanese people throughout the nation who were interned during World War II. Part of the project's challenge is representing 12 camps from throughout the United States, and about 50,000 names of individuals and families in an accessible, permanent format. Maya Lin's Vietnam Memorial in Washington, D.C. is being used as a reference and guide.

Columbia Park is the chosen location, and the vision for implementation is 3-5 years out.

Mr. Sahara originally presented the project to Assemblyman Al Muratsuchi and is hopeful that his office will be able to assist with funding. However, at this time no funding has been secured.

This is for information only. If the project moves forward with design and funding, staff will bring it back to the Commission for review.

Respectfully submitted,

  
Eve Rappoport  
Cultural Services Manager

**7C**



TO: CULTURAL ARTS COMMISSION  
FROM: EVE RAPPOPORT, CULTURAL SERVICES MANAGER  
SUBJECT: CULTURAL SERVICES DIVISION REPORT – JULY 2019

Michael Field, Cultural Services Senior Supervisor

**Torrance Sister City Association** – Held their monthly board meeting on July 8. Torrance Students represented the city in Kashiwa, Japan from July 9-30. In anticipation of the Kashiwa student delegates in August, staff is working with Transit and TSCA to finalize routes and itinerary. The Kashiwa delegates arrive on August 5 and there will be a Sayonara Banquet on August 21 at 5:30 pm before they depart on August 22.

**Torrance Rose Float Association** – The TRFA monthly board meeting was held on July 2. The Board worked fastidiously on the 4<sup>th</sup> Annual Luau Party Fundraiser, which was held on July 27 at the Torrance Woman's Club. Although planning was late due to an unforeseen cancellation of the previously announce Santa Anita Race Track fundraiser, the 2019 Luau grossed more than the preceding year. Final net income from the event will be available at next month's association meeting. TRFA is planning a fundraising bus trip to PALA Casino on September 19, and a kickoff event at the Pine Wind Garden on Sept. 21 (details to follow).

**Free Summer Events at Wilson Park** – The second Free Summer Concert **Woodie and the Longboards** held on Saturday, July 20 from 6-8 pm, had the highest attendance (more than 600) since the Amphitheatre opened in 2017. The series culminates with **Lisa Haley & the Zydecats** on Saturday, August 17 from 6-8pm. Haley will bring her signature brand of blues and dance music of Louisiana Creoles.

The first free children's event at the Amphitheater, **A Hero's Journey**, was welcomed by 65 children and their parents on July 10 from 10:30-11:30am. There was much anticipation of attendees to play in the splash pad immediately following the performance as the heat was beginning to rise by the end of the show.

**Torrance Art Museum** welcomed new **Curatorial Assistant Sue-Na Gay**, and will welcome **Registrar Hope Ezcurra** upon the completion of a background check. Both positions are part-time of approximately 17 hours a week, replacing positions that have been vacant 1 and 4 months respectively.

Joyce Bell, Cultural Services Senior Supervisor

**Administration** – Staff coordinated with Park Services and the Park Rangers to host the annual Disc Dogs Quadpawed Memorial event at Torrance Park on July 20. Patrons drive from all over Southern California to participate in this wonderful event. Participants compete in

obstacle courses, free style tricks and flying discs. The two-legged and four-legged participants had a great time!

Staff worked with the Finance Department to renew contracts with the division's contract class instructors and supply vendors. Most contracts were renewed for an additional two year period.

**Classes** – New contract classes were offered in July with our two new contractors. Play-Well TEKnologies offered **Engineering with Lego materials**. Using thousands of LEGO parts, participants explore concepts in physics, mechanical engineering, and architecture while playing with their favorite creations. Beginners Edge Sports Training offered their **4-Sport Multi Sport** class which focused on soccer, softball, basketball, and track & field. The goal of the class is to teach and encourage young players in the basics of the sports. Surveys were sent out through Survey Monkey. Both classes received exceptional reviews. Patrons stated that their children learned a lot and had fun. They said they would recommend the class to a friend.

An email blast was sent out to our 10,638 subscribers on our IContact list. Email blasts are sent out each quarter to remind patrons to register.

**Charter Clubs** – The Torrance Aikido Club, The Torrance Fencing Club, The Torrance Kendo Charter Club, and The Torrance Naginata Charter Club all held their regular practices in July at the Cultural Arts Center. The groups meet weekly at the center.

### **Michelle Pinedo-Visual Arts Supervisor-Visual Arts Classes**

**Visual Arts Classes** – Summer Visual Arts classes ran throughout July. We ran a one-day Shibori, Japanese Tie-Dye and Shibori, Stitching Prep workshop on July 13.

**Torrance Seasons Facebook page**- The Facebook page gained 42 followers in July. All Cultural Services events are posted. Will be launching the Torrance Seasons Instagram page in August.

**Torrance Dance & Drill Team** – Summer workshops ran (Monday, Wednesday, and Friday) July 8-31.

**Artist Charter Clubs** –Torrance Artists' Guild held their general meeting on July 9. The South Bay Watercolor Society had their general meeting on July 8.

### **Nico Clifton, Performing Arts Program Coordinator**

Through the month of July, the summer session has been a breeze. Students have been enjoying the classes. Each week the studios have been busy with activity, which has filled the summer session with energy.

The first draft of the winter 2020 seasons was submitted on July 2. We will be offering new fitness classes this winter. Two classes will be offered as extended-session classes. They will be 1-2 weeks longer than other classes, with only a one week break between sessions. In addition to these extended-session classes, we will be introducing a variety of youth fitness classes, such as Yoga for Kids, Kids Zumba, and Pound for Kids.

### **Gia Inferrera, Performing Arts Coordinator**

**Torrance Theatre Company** – In July rehearsals continued for the 20<sup>th</sup> annual summer musical, Disney's Beauty and the Beast. The show runs August 16 and run through August 24 at the Armstrong Theatre. Ticket prices range from \$25-\$40, an incredible value for our community for a show that will undoubtedly be fantastic. The cast consists of 44 volunteer actors from across Southern California, a live orchestra, state-of-art lighting, and sound; gorgeous costumes and sets. This is going to be THE family event of the summer!

Sales for downtown season continue, and by the end of July there were already 350 subscriptions purchased. The season consists of **PLAY ON!** by Rick Abbot, directed by Gary Kresca, **LIVING ON LOVE** by Joe DiPietro, directed by Perry Shields, **BLACK COMEDY** by Peter Shaffer, directed by Jim Hormel, **GOOD PEOPLE** by David Lindsay-Abaire, directed by Sasha Stewart Miller, and **WAIT UNTIL DARK** by Frederick Knott, adapted by Jeffrey Hatcher, directed by Cary Jordahl. The season subscriptions went on sale, \$125 for all 5 shows.

Susan Mann and the Cultural Services Division presented the annual Polynesian Dance show in July at the Armstrong Theatre, July 12 & 13.

Shakespeare by the Sea performed at the Amphitheater at Wilson Park on July 26 and 27, with an estimated 1,100 people attended the free performances of Henry V and The Comedy of Errors.

Starlight Productions drama camp started at the Ken Miller Recreation Center. There are 7 weeks of camps this year, with a different theme and showcase each week. Registration was unprecedented, requiring the contractor to increase capacity by 1/3 for 6 of the 7 camps.

### **Max Presneill, TAM Curator**

**Torrance Art Museum** - The Generation W(ar) exhibition continued its run through July, alongside Run Straight Through (a painting show). The exhibition has been critically acclaimed and has been visited by several college and retiree groups.

TAM is pleased to welcome two new part-time staff members – Sue-Na Gay, a Torrance resident, to the position of Curatorial Assistant and Hope Ezcurra, of Long Beach, to the Registrar position.

The FORUM mentorship group had its monthly meeting and the guest speaker was Alma Ruiz, an internationally recognized curator and former MOCA curator.

### **Joyce Chan, Farmers' Market Manager**

**Farmers' Market** - The full effect of summer has descended upon the Farmers' Market. The market is full of white and yellow peaches; white and yellow nectarines; table grapes of all kinds such as red, green, and Kyoto; melons such as mausk, watermelon, cantaloupes, Korean yellow; and pluots that are green with a yellow flesh, purple with deep red flesh in color. Summer fruit tastes extra sweet this year due to the rainy weather. Grapes have just started to come on, with many different varieties such as lychee grapes, cotton candy grapes, and tiny, miniature strawberry grapes.

For this new fiscal year, in comparing July 2018 to July 2019, we have increased revenue to the City by \$12,875.45. In just one month. Therefore, this July, we made \$12,875.45 more than we did last July. I think the increase can be attributed to an enlarged social media presence, the addition of EBT at the Farmers' Market, an increase in awareness of where food comes from. We also have managed to squeeze a few more farmers and vendors in per market

**Vendors who participated in the Expressive Conduct Users Zone in July:**

- Vegan Outreach
- DoTerra
- Nova Church
- Juice Plus
- Nick Meldrum
- Mutual of Omaha
- Right at Home
- Nazila
- Victor Valle
- The Kicking District
- Toastmasters
- South Bay Womens Republic
- Four Eyes

**Community Gardens:** Sunflowers are all the rage at the Community Gardens. Planting for the fall has begun. People are slowly returning from their vacations, and are starting to plan for the fall and winter.

Community Garden staff focus is currently on enforcement of all garden plots such as weeding, inactivity, clutter, etc.

Respectfully submitted,

  
Eve Rappoport  
Cultural Services Manager

**TORRANCE CERTIFIED FARMERS' MARKET  
MONTHLY REPORT**

Joyce Chan, Market Manager

<b>TUESDAY MARKET July</b>	<b>2018-2019` (5 Market Days)</b>	<b>2019-2020 (5 Market Days)</b>
FARMERS' GROSS SALES	\$135,034.38	\$200,356.95
FARMERS' FEES TO CITY (7%)	\$9,425.44	\$14,024.98
NON-AGRICULTURAL GROSS SALES	\$103,859.50	\$132,467.75
NON-AGRICULTURAL FEES TO CITY (12%)	\$12,463.14	\$15,896.13
PROMOTIONAL REVENUE TO CITY	\$16.00	\$43.00
AVERAGE ATTENDANCE	5,401	8,014
AVERAGE NUMBER OF FARMERS	39	44
<b>TUESDAY REVENUE TOTAL</b>	<b>\$21,904.58</b>	<b>\$29,964.11</b>

<b>SATURDAY MARKET July</b>	<b>2017-2018 (4 Market Days)</b>	<b>2018-2019 (4 Market Days)</b>
FARMERS' GROSS SALES	\$ 264,763.00	\$ 295,502.81
FARMERS' FEES TO CITY (7%)	\$ 18,532.93	\$ 20,685.22
NON-AGRICULTURAL GROSS SALES	\$ 146,578.24	\$ 169,875.35
NON-AGRICULTURAL FEES TO CITY (12%)	\$ 17,589.39	\$ 20,384.92
PROMOTIONAL REVENUE TO CITY	\$ 132.00	\$ 529.00
AVERAGE ATTENDANCE	10,591	11,820
AVERAGE NUMBER OF FARMERS	53	57
<b>SATURDAY REVENUE TOTAL</b>	<b>\$ 36,254.32</b>	<b>\$ 41,070.14</b>
<b>TOTAL MONTHLY PROGRAM REVENUE</b>	<b>\$58,158.90</b>	<b>\$71,034.25</b>
<b>FISCAL YEAR PROGRAM REVENUE TO DATE</b>	<b>\$58,158.90</b>	<b>\$71,034.25</b>

**TORRANCE CERTIFIED FARMERS' MARKET**