



Mar Vista Community Council



MAR VISTA COMMUNITY COUNCIL
GREAT STREETS AD HOC COMMITTEE
Wednesday September 9, 2015, 6:30 to 8:00 pm
Mar Vista Library
12006 Venice Blvd., Mar Vista, CA 90066
(SW corner of Venice and Inglewood Blvds.)

Chair: Michelle Krupkin

MINUTES

1. Call To Order and Welcome – Chair (1 min.) 6:39 p.m.
2. Introductions and Public Comments (for items not on the agenda) (2 minutes)
3. Motion to approve August 2015 minutes (2 minutes). Lenore French called the motion and Robin Doyno seconded. Passed. 15-0-0
4. Reports (15 Minutes)
 - a. Great Streets Program brief definition –Michelle Krupkin
 1. LA County Community Impacts Arts Grant (CIAG) info was discussed.
 - b. Report from Mar Vista Chamber of Commerce member Elaine Wood.
Elaine discussed the upcoming 11/28/15 Make It Mar Vista/Small business Saturday event. She reported that the Team Make It Mar Vista is still accepting sponsors. Elaine went on to report on the planned pop-up bike lane and bike parade.
5. New Business (30-65 minutes)
 - a. Jessie Holzer, Mobility Deputy, CD11. Discussion about making some of the 11/28/15 Make It Mar Vista event art projects more permanent and brainstorming about other possible art ideas for the Great Streets corridor. Jessie shared that CD11 is forming a committee to judge art submissions for the CD 11 Mar Vista Utility Box Art project. Contact Daniel Osztreicher at CD11 (Daniel.Osztreicher@LACity.org). Jessie said that there would be about (20) total utility boxes with approximately five (5) on the Great Street Venice Blvd.

Beacon Midovsky gave an overview of the six art projects that will be a part of Make It Mar Vista event. They include:

- 1) Art mural of Make It Mar Vista (paint by numbers).
- 2) Chalk Street writing
- 3) Wheelchair art art project
- 4) Mosaic hopscotch board – Tracey Corinne
- 5) Finding ABCs – Estefani Akmari of Umbrella Art Studio.
- 6) Fence Decorating Project

Lenore French of GCI commented that one of the goals of the 11/28/15 Make It Mar Vista event is to function as a pre-pilot program for art on Great Streets Venice Blvd.

Eames Demetrios discussed his art and working in an alternate universe. He shared examples of his art such as concrete forms that use an underwater language, stone carving, stories about birds collecting shapes, toys so smart they go back in time.

The group discussed mural painting. Mitchelito Orquiola expressed his interest in doing a mural. He discussed having a mural that was worked on by several artists. The example of making murals with Beautify Earth was considered.

Michelle Pine-Rappaport brought up the possibility of street furniture art/furniture art. How could we do street furniture for Make It Mar Vista?

Jessie Holzer mentioned the concern of having to obtain permits for such items. Further investigation would be needed as to feasibility of such a project.

Esther Pearlman knows of decorated art furniture by another artist in a group art show that she is participating in Saturday September 12 2015.

Jessie Holzer mentioned the concern of having to obtain permits for such items. Further investigation would be needed as to feasibility of a street art furniture project.

Lenore French discussed a 2012 study by the National Trust for Historic Preservation on how to create art zones. Lenore explained that Venice Blvd. has several galleries from Centinela to Beethoven and that there are already things happening on Venice Blvd.

Eames Demetrious asked about permanent vs. temporary projects.

Jessie Holzer replied that CD11 was hoping to have artwork there for a decent amount of time.

Elaine Wood mentioned that the 11/28/15 Make It Mar Vista event was planning to have surfboards to serve as markers for shuttle shops, each decorated by an artist, planning for eight total. These could perhaps be part of a permanent art project.

Jessie Holzer also discussed speaking with DOT about decorated crosswalks, which would need a maintenance agreement.

- b. Lenore French discussed creating an Art Zone and an Art Walk for Mar Vista. She shared a handout with the group. Her company, Green Communications Initiative (GCI), is also involved with way finding to encourage walkability, such as on Great Street Venice Blvd. Lenore considered the existing challenge of the area functioning as an art walk location since there are two (2) blocks of residential area on either side of the galleries located on Great Street Venice Blvd. Lenore discussed community art projects and the idea of being able to move forward using the will of people to help. She stated the need to examine how often to have events. She explained about the ancillary benefit of art walks and art zones. Lenore also mentioned the need to distinguish a Mar Vista Art Walk from Venice or DTLA art walks.

Negar Shariatmadari mentioned possibly incorporating the Mar Vista Farmers Market with respect to art projects or art walks.

Mitchelito shared that the Atmosphere Cafe has monthly art events and that Grand View Fine Arts Studios has open houses on the first Sunday of each month. He also brought up the idea of have a live painting event, perhaps in the residential area of perhaps in the cul-de-sac in the Vintage on Venice/LA Brakeless area.

Elaine Wood said that she recently met with Scout Idea Ranch - which might be a good location for live painting to take place during the 11/28/15 Make It Mar Vista event.

Mitchelito said that he works with a partner and has already done projects with them that from start to finish take three (3) hours for live painting.

Jessie Holzer mentioned the question of having art inside vs. outside and the possible need for Caltrans/LA City permits depending on whether private driveways, parking lots or sidewalks are used for live painting locations.

Lee Ann Goya brought up the concept of having art walks be similar to progressive dinners with art and private screenings.

Esther mentioned a program airing on PBS on the subject of art walks that might be a good reference

- c. Public Comment
- d. Future Agenda Items
- e. Adjournment at 7:57 p.m.

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