



AGENDA
CITY OF EL SEGUNDO
DIVERSITY, EQUITY, AND INCLUSION
COMMITTEE
6:00 PM
CITY HALL - EXECUTIVE CONFERENCE ROOM
350 MAIN STREET
EL SEGUNDO, CA 90245
JANUARY 8, 2025

MEMBERS OF DIVERSITY, EQUITY, AND INCLUSION COMMITTEE

Christibelle Villena, Chairperson
Emily Atmore, Vice Chairperson
Steve Gebhart
Valerie Green
Lewis Hill
Marisa Janicek
Shad McFadden
Sean O'Brien

The Diversity, Equity, and Inclusion Committee, with certain statutory exceptions, can only take action upon properly posted and listed agenda items. Any writings or documents given to a majority of the Diversity, Equity and Inclusion Committee, regarding any matter on this agenda, that the City received after issuing the agenda packet are available for public inspection at the Checkout Building in Recreation Park, during normal business hours. Such documents may be posted on the City's website at www.elsegundo.org and additional copies will be available at the meeting.

Unless otherwise noted in the agenda, the public can only comment on city-related business that is within the jurisdiction of the Diversity, Equity, and Inclusion Committee and/or items listed on the agenda during the Public Communications portion of the Meeting. The time limit for comments is five (5) minutes per person. Before speaking to the Diversity, Equity, and, Inclusion Committee, please state: your name, residence, and organization/group you represent, if desired. Please respect the time limits.

REASONABLE ACCOMMODATIONS: In compliance with the Americans with Disabilities Act and Government Code Section 54953(g), the City Council has adopted a reasonable accommodation policy to swiftly resolve accommodation requests. The policy can also be found on the City's website at <https://www.elsegundo.org/government/departments/city-clerk>. Please contact the City Clerk's Office at (310) 524-2308 to make an accommodation request or to obtain a copy of the policy.

CALL TO ORDER/ROLL CALL

PUBLIC COMMUNICATION – (Related to City Business Only – 5-minute limit per person, 30-minute limit total) *Individuals who have received value of \$50 or more to communicate to the **Diversity, Equity, and Inclusion Committee** on behalf of another, and employees speaking on behalf of their employer, must so identify themselves prior to addressing the **Diversity, Equity, and Inclusion Committee**. Failure to do so shall be a misdemeanor and punishable by a fine of \$250. While all comments are welcome, the Brown Act does not allow action on any item not on the agenda.*

A. CONSENT

B. UNFINISHED BUSINESS

1. Scope of Workplan Discussion

Recommendation -

1. Determine the scope of the DEI Annual Workplan.
2. Alternatively, discuss and take other action related to this item.

C. NEW BUSINESS

2. Select the Chairperson and Vice Chairperson for the DEI Committee.

Recommendation -

1. Receive nominations for Chairperson and Vice Chairperson of the DEI Committee.
2. Alternatively, discuss and take other action related to this item.

3. Plunge RFQ Update.

Recommendation -

1. Receive and file the Plunge RFQ Update.
2. Alternatively, discuss and take other action related to this item.

4. Determine potential Joint Session dates to propose to the Arts and Culture Advisory Committee (ACC)

Recommendation -

1. Determine joint session dates to propose to the ACC.
2. Alternatively, discuss and take other action related to this item.

D. REPORTS - RECREATIONS, PARKS AND LIBRARY DIRECTOR

E. REPORTS - COMMITTEE MEMBERS

ADJOURNMENT

POSTED:

DATE: 01/03/2025

TIME: 6:00 PM

BY: Acting Senior Admin. Analyst, Chelsea Shafer

REGULAR MEETING MINUTES OF THE EL SEGUNDO DIVERSITY, EQUITY, AND
INCLUSION (DEI) COMMITTEE
WEDNESDAY, DECEMBER 11, 2024

CALL TO ORDER – Chairperson Villena called the meeting to order at 6:09 pm.

ROLL CALL

Chairperson Villena	-	Present
Vice Chairperson Atmore	-	Present
Member O'brien	-	Present
Member Green	-	Present
Member Hill	-	Absent
Member McFadden	-	Present
Member Steven Gebhart	-	Absent
Member Janicek	-	Present

PUBLIC COMMUNICATIONS – (Related to City Business Only – 5-minute limit per person, 30-minute limit total)

Chairperson Villena read public comment received from Richard Arabian on their behalf.

A. CONSENT

1. MOTION by Member Green, SECONDED by Member McFadden, approving the Regular Committee meeting minutes of November 13, 2024. MOTION PASSED. 4/0/1

B. UNFINISHED BUSINESS

2. Committee Discussion Regarding the DEI Annual Workplan. Cultural Arts Coordinator, Randy Niessen discussed interest from the Arts and Culture Committee (ACC) to collaborate during various events throughout the upcoming year.

Chairperson Villena discussed the due dates for the 2025 Work Plan and staff report to be presented to City Council in February 2025. Members of the committee asked questions regarding the presentation, the swearing in process for incoming members, rebranding the DEI slogan and events. Cultural Arts Coordinator, Randy Niessen, and Acting Senior Admin. Analyst Chelsea Shafer provided additional feedback.

Chairperson Villena requested that staff agendaize discussing potential joint meeting dates to present to the ACC during the next regular DEI meeting.

3. 2025 Subcommittee Scope, Assignments, and Strategy

Chairperson Villena discussed the need for subcommittees to have regularly scheduled meetings outside of the DEI meetings and requested that selection of Chairperson and Vice Chairperson be agendaized for the next regular DEI meeting.

C. NEW BUSINESS

4. December Event Debrief – Joy Around the World / Festival of Holidays

Acting Senior Admin. Analyst Chelsea Shafer discussed the event and the DEI Booth. Members of the committee discussed booth logistics for 2025, more involvement opportunities, and promoting the committee's mission.

5. DEI Vacancy

Moved up the agenda to be presented after C3 at the request of Chairperson Villena

Chairperson Villena discussed the three interviews and approvals for vacancies on the committee, the El Segundo Unified School District Pilot Program, and outreach opportunities to promote vacancies.

Members of the committee asked questions regarding application requirements. City Attorney provided additional information.

Chairperson Villena requested staff to determine when the next round of DEI applications will be received.

D. REPORTS – RECREATION, PARKS, AND LIBRARY DIRECTOR

Cultural Arts Coordinator Randy Niessen spoke on the behalf of Director Aly Mancini regarding potential joint meetings with the ACC.

F. COMMITTEE MEMBER COMMENTS

Vice Chairperson Atmore thanked staff and volunteers for the holiday events.

Member Green commented on the volunteer nature of the DEI and its members and commented on the city engagement subcommittee for DEI.

Member O'Brien commented on the volunteer nature of the DEI, focus points for the city engagement subcommittee, and DEI-related art.

Member Janicek commented on the continued relationship between the City, the school district, and the DEI committee.

Chairperson Villena expressed the importance of DEI, wished everyone happy holidays and new year, and requested the following be agendized for the upcoming regular meeting:

- Scope of workplan discussion.
- Selecting Chairperson and Vice Chairperson for 2025.
- The Plunge RFQ.

Adjourned at 7:35 PM

Chelsea Shafer

Chelsea Shafer, Acting Senior Admin. Analyst

**THE PLUNGE MOSAIC TILE MURAL REQUEST FOR QUALIFICATIONS
EI SEGUNDO CULTURAL DEVELOPMENT PROGRAM SEEKS MOSAIC ARTIST
DEADLINE: February 6, 2025**

I. INTRODUCTION

The City of El Segundo ("City") Cultural Development Program ("ESCDP" or "Program") is soliciting applications from qualified artists for the creation of a mosaic mural as part of the ongoing renovation of the historic Urho Saari Swim Stadium, commonly known as "The Plunge." Built in 1940 as a Works Progress Administration (WPA) project, The Plunge is a beloved community landmark, currently undergoing a significant renovation to restore its infrastructure while maintaining its architectural and historical integrity.

Three (3) artists from the qualification pool will be selected to advance to proposals. The three selected artists will be invited to a site visit to The Plunge and paid an honorarium of \$750 to develop proposals for consideration of The Plunge Mosaic Mural Public Art Project. The artist with the successful proposal will be awarded a contract and tasked with designing, fabricating, and installing a mosaic tile mural that reflects both the history of The Plunge and its continued role as a vibrant hub for community and athletic life in El Segundo. The total budget for this project is \$125,000.

II. BACKGROUND

The City of El Segundo—is a thriving coastal community in the South Bay region of Los Angeles County. The City is named after Standard Oil Company's second oil refinery in California ("the second") and was incorporated on January 18, 1917. El Segundo is 5.46 square miles—with a current population of 16,504 and is renowned for maintaining a quaint, small-town atmosphere as well as a dynamic business community that includes some of the world's most prestigious companies. It is home to the *Los Angeles Lakers*, *Los Angeles Kings*, *Los Angeles Chargers*, *Raytheon Technologies*, *Boeing*, *Los Angeles Air Force Base - Space Base Delta 3/Space Systems Command*, *Mattel*, *L'Oreal*, *Beyond Meat*, and the *Los Angeles Times*.

In 2018, El Segundo City Council adopted legislation that requires new commercial developments valued over \$2 million to contribute an equivalence to 1% of their project costs towards public art, cultural events, and arts programming. The El Segundo Cultural Development Program (ESCDP) stewards this fund and facilitates the valuable contributions from developers in the pursuit of making El Segundo a place where arts and culture can thrive. To date, the Cultural Development Program has generated over \$2.1 million for arts and culture in the City, including over a dozen public artworks and year-round programming.

The ESCDP's mission is to expand the City's artistic, cultural, and creative resources by enhancing the environment and quality of life. The intent is to achieve high-quality and site-specific artwork and art experiences, increase public access to the arts, encourage civic engagement, help drive tourism and revenue to local businesses, contribute towards realizing cultural equity and inclusion, create opportunities for artists and art organizations in the region, and to transform people, places and communities. For more information, visit <https://www.elsegundolibrary.org/about-us/cultural-development-program-268521>.

The Program works with established and emerging artists from all disciplines to create permanent artwork, creative place keeping projects, public engagement activities, temporary art exhibitions and event-based programming.

The Plunge’s History and Renovation

The Urho Saari Swim Stadium, affectionately known as The Plunge, first opened in 1941 and was named after Urho Saari, a prominent local figure who developed El Segundo’s swimming program. The Plunge has been an essential facility for aquatic training, recreation, and community events for over 80 years. It holds a special place in El Segundo’s history, serving as a training ground for several Olympians and many water polo champions.

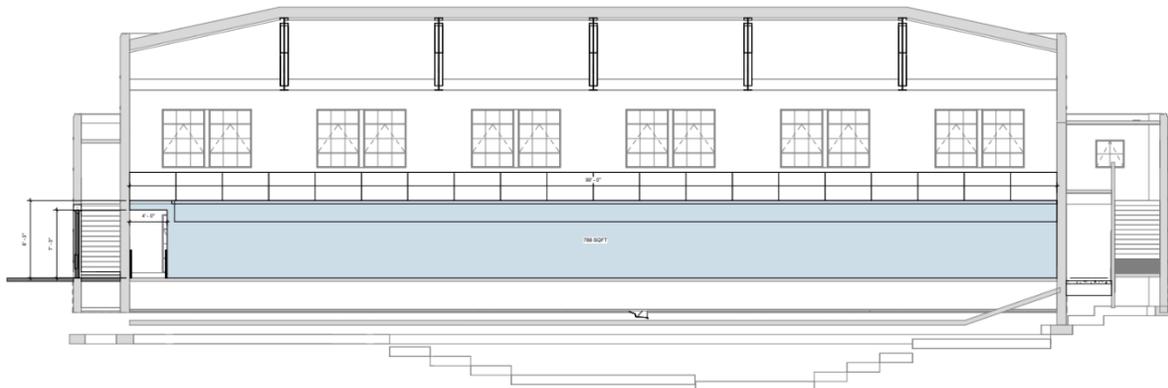
The Plunge, designed by architect John C. Austin, is also notable for its artistic elements, including two 30-foot by 8-foot bas-relief sculptures on the building’s exterior by renowned muralist Tony Heinsbergen. These sculptures, depicting swimmers, are integral to the building’s historic character, underscoring its significance as a WPA-era facility.

The current \$14 million renovation project, set for completion in 2025, aims to preserve the historical charm of the stadium while updating critical systems and enhancing its usability. This project includes restoring the bas-reliefs and upgrading the building’s mechanical and filtration systems to support a modern aquatics program, offering fitness classes, adaptive programs, and community events for all ages

III. PROJECT DESCRIPTION AND SCOPE OF SERVICES

SITE:

The mosaic tile mural will be located within the interior of the aquatic facility along a 788 sqft wall measuring 8 ft 3 in. x 99 ft. The wall is situated along the pool deck and spans the length of the interior pool. Due to the nature of the facility, the conditions of this site include exposure to moisture, chlorine, humidity, and frequent contact with facility patrons.



PUBLIC ART APPLICATION:

Due to the conditions of this site, the artwork must be created and applied using materials and installation methods suitable for an environment that has high humidity, chlorine and other chemical agents, exposure to moisture, and potentially frequent contact with facility patrons. Mosaic tile or stone is the required medium for this public art project; the final installation must meet building and safety standards, present no danger or risk to the public, be able to withstand the elements of the site, and withstand regular cleaning using common custodial supplies.

VISION:

The Urho Saari Swim Stadium, aka “The Plunge,” is a cherished historical recreation facility in El Segundo. The public art project for The Plunge will be a prominent component of the facility’s renovation, located in a highly visible and central location. The public art will complement the restored aesthetic and architectural elements of The Plunge and reflect the facility’s history and significance to the community.

GOALS:

The Plunge Tile Mosaic will:

- Contribute to the renovation of an inspiring and cherished historical facility
- Develop from the design concept of the Urho Saari Swim Stadium renovation project and be an integral component of the restoration
- Be community and site responsive
- Express the rich history of the Urho Saari Swim Stadium and its significance as a place for sport, leisure, recreation, and play
- Be designed and installed with appropriate materials and applications to sustain harsh conditions while posing minimal risk to safety for the public
- Include content that is appropriate for all-ages and contain no text, logos, or branding.

IV. BUDGET

The total, all-inclusive budget for this public art project is \$125,000.00 USD, and includes (but is not limited to) the following costs associated with this public art project:

1. Artist fees (including artist design, research, administration, supervision and studio expenses);
2. Concept;
3. Detailed Design (to include material and installation specifications);
4. Professional Design Fees;
5. Community Engagement (If Applicable);
6. Travel and Accommodation(If Applicable);
7. Materials, Services and Equipment;
8. Artwork Fabrication and Creation;
9. Site Preparation;
10. Freight, Transportation, Shipping, Taxes, Customs and Brokerage Fees;
11. Artwork Installation

12. Contingency
13. Minimum Two (2) Year Warranty; and
14. Maintenance Plan

Disbursements will be made throughout the project as per a negotiated schedule of deliverables.

V. ELIGIBILITY

Only one application per Artist will be accepted.

An eligible applicant must:

- Be a resident of and have legal authorization to work in the US.
- Be 18 years of age or older. No preference will be given to race, color, religion, national origin, gender, military status, sexual orientation, marital status, physical or mental disability.
- Be a professional artist; The City of El Segundo recognizes a professional artist as someone who:
 - has specialized training in the artistic field (not necessarily in academic institutions).
 - is recognized as a professional by their peers (artists working in the same artistic tradition).
 - is active in and committed to their art practice.
 - has a demonstrated history of public presentation or publication of their artwork.

ELIGIBILITY RESTRICTIONS:

Individuals with conflicts of interest are not eligible for contract award under this solicitation. Elected officials, commissioners, board members, committee members, agents, officers, and employees of the City of El Segundo and their business partners and their immediate family members are not eligible for a contract award under this RFP.

VI. APPLICATION SUBMITTAL REQUIREMENTS

Required Submission Materials (Letter of Interest, Résumé or Curriculum Vitae, Samples of Past Work, Concept Proposal & References in one MERGED PDF format document):

1. Letter of Interest shall include full contact information and contain information for the selection panel that may not be conveyed through the resume or work samples.

The Letter of Interest (**1000 words maximum**) should address the applicant's interest in the project and inspiration for a proposal submitted. This includes, but not limited to, research of the Urho Saari Swim Stadium ("The Plunge") and El Segundo, approach of the design concept, and how the applicant will align their proposal with the goals of the project.

2. Professional Résumé or Curriculum Vitae. The résumé should demonstrate the applicant's history of publicly presenting works of a similar nature and ability to manage a public art project of similar scope and budget.
3. Samples of Past Work. Submit 10 images of previous works that accurately reflect the applicant's art practice and demonstrate skill in the required medium for the public art project.

4. References. Submit the names, addresses, current telephone numbers and/or e-mail addresses for three authorities on your work. Do not submit letters of recommendation.

Submission materials must be submitted as ONE SINGLE PDF (2MB Maximum) format document. Submittal is due no later than 5:00PM, FEBRUARY 6, 2025. Please e-mail submissions with “THE PLUNGE PUBLIC ART” in the subject line to Cultural Arts Coordinator, Randy Niessen at rniessen@elsegundo.org. Late or incomplete submissions will not be considered.

VII. SELECTION CRITERIA

A panel of five members, comprised of community members, artists, Arts & Culture Advisory Committee members, and City of El Segundo staff, selected by ESCDP staff, will convene to review the The Plunge Public Art applicant qualifications. The selection panel will recommend three (3) finalists to advance to developing proposals to the Arts & Culture Advisory Committee. The panel will convene to review the shortlisted proposals before making a final selection.

Each application will be reviewed and evaluated based on the following matrix:

Item	Evaluation Criteria	Weight	Rating	Score
7.1	Letter of Interest – Stated Interest and Approach	25		
7.2	Qualifications	20		
7.3	Demonstrate Excellence of Past Work in Conceptual, Aesthetic and Technical Terms	30		
7.4	Ability to Create a Work(s) of Art that Meets the Project Goals	25		
MAXIMUM POSSIBLE TOTAL SCORE				/1000

Proposals will be evaluated and ranked according to the outline below. The evaluation will be based on a 0 to 10 scale.

Rating	Description
10	Exceeds expectations; Proponent clearly understands the requirement, excellent probability of success.
8	Somewhat exceeds expectations; high probability of success
6	Meets expectations; Proponent has good understanding of requirement, good probability of success.

4	Somewhat meets expectations; minor weakness or deficiencies, fair probability of success.
2	Does not meet expectations or demonstrate understanding of the requirements, low probability of success.
0	Lack of response or complete misunderstanding of the requirements, no probability of success.

VIII. ADMINISTRATION

The selected applicant must enter into an agreement with the City. The applicant must coordinate their schedule with ESCDP staff and adhere to project timelines and deliverable deadlines.

The selected applicant will be asked to obtain, at the applicant’s sole cost and expense, all insurance required by the City.

The selected applicant may be asked to obtain, at the applicant’s sole cost and expense, a City of El Segundo business tax license.

Any changes, alterations, or modifications of conceptual design must be approved by ESCDP staff and the Arts & Culture Advisory Committee. Applicant must agree to submitting required documents and designs for approval as outlined in their scope of work before commencement of activities.

ESCDP reserves the right to terminate the applicant’s agreement at any time, with or without cause.

IX. ADDITIONAL TERMS AND CONDITIONS

- For questions about the Request for Proposals: Randy Niessen, Cultural Arts Coordinator; rniessen@elsegundo.org.
- ESCDP staff reserves the right to accept or reject any applications or portions thereof without stated cause. In selection of a finalist, ESCDP staff shall attempt to negotiate and reach a final agreement with the finalist. If the ESCDP, for any reason, is unable to reach a final agreement with the finalist, the ESCDP then reserves the right to reject such finalist and negotiate a final agreement with another finalist who has the next most viable proposal. The ESCDP may also elect to reject all proposals and re-issue a new RFP.
- ESCDP is not responsible for the loss or damage of any submitted materials. All information contained herein does not constitute either an expressed or implied contract and these provisions are subject to change without notice at any time and for any reason in the sole discretion of the ESCDP.
- ESCDP is committed to fostering a diverse and inclusive workforce. Diverse applicants are encouraged to apply.

X. TENTATIVE SCHEDULE

Application Deadline	February 6, 2025
Review of Qualifications (Selection Panel & ACC)	February 20, 2025
Notices to Selected Shortlist	February 21, 2025
Site Visit	March 20, 2025
Shortlist Proposals Due	April 17, 2025
Final Selection	May 8, 2025
Agreement Executed with Final Scope	May 29, 2025
Project Start Date	May 30, 2025
On-Site Installation	November 1, 2025
Project Completion	December 15, 2025

THE REMAINDER OF THIS PAGE INTERNATIONALLY LEFT BLANK.

XI. SIGNATURE BLOCK

Please return this page with your application or duplicate the information in your cover letter.

The undersigned hereby certifies:

- () familiarization with all terms, conditions, and specifications herein stated,
- () artist/organization is qualified to perform work and services as proposed,
- () that the application submitted is valid until _____(date).

Name

Authorized Signature

Mailing Address

E-mail Address

City, State, Zip

Phone Number