

 Outlook

Fwd: Public comment regarding item 18 on 1/21 agenda: CDF

From myself@nealvonflue.com <myself@nealvonflue.com>
Date Mon 1/20/2025 9:00 PM
To *ALL CITY CLERKS <ALLCITYCLERKS@elsegundo.org>

This public comment was returned as undelivered when sent to publiccomments@elsegundo.org

Can it please be included in public comments for the 1/21 city council meeting?

Thank you,
—Neal Von Flue

Begin forwarded message:

From: "myself@nealvonflue.com" <myself@nealvonflue.com>
Subject: Public comment regarding item 18 on 1/21 agenda: CDF
Date: January 20, 2025 at 8:55:33 PM PST
To: PUBLICCOMMENTS@elsegundo.org
Cc: allelectedofficials@elsegundo.org

As a fifty-year resident, and a seven-year member of El Segundo's Arts and Culture Committee—who held Chair and Vice Chair positions for four of those years—I would like to speak to item 18 under D on the 1/21 agenda—the receive and file report regarding the Cultural Development Fund.

The report illustrates that a "percent for the arts" fund like this is very common in other cities, it also shows that El Segundo's current version is the most business-friendly iteration to be found. The report outlines the many benefits gained from this ordinance, though not included is the recently inaugurated Gateway sign which was paid for in part by funds of the CDF. Or future improvements such as the upcoming public art at the renovated Plunge, which will be paid for through this ordinance. These items are proof that the CDF is a critical source for important enrichment benefits to our town—benefits that often cannot be afforded through other funding sources. Your report also provides a comprehensive list of the other many initiatives, events, programming, education and cultural enrichment that the CDF makes possible. These facts alone make clear that the fund is integral to our city in its current iteration. I also think what should be considered this evening is how it might be grown and solidified.

Outside of the clear benefits of the in-lieu option, there have been concerns that the on-site art process is challenging and cumbersome to developers who decide to go that route. In

my experience while on the ACC, this process seemed to be very smooth for all parties. I believe this is for three main reasons—it's a plan written with developers in mind. Second, the ordinance outlines very clear and lenient expectations of what work might meet the requirements, as well as the process for its approval. And third, there has been staff dedicated to the management of this program, who have helped developers meet all requirements and prepared them for the ACC's approval. I understand that this coordinator position is currently empty, and may not be filled. So, if options for increasing the viability and stability of this ordinance are not under consideration at tonight's meeting, I urge you to dedicate some time to figuring out how to fill this personnel gap in a way that makes sense for this fund's size and scope. I could see that in an effort to streamline this fund to be less fiscally impactful for developers, you may run the risk of hardening the process for them through a lack of staff supervision—making it more cumbersome for the people you hope to alleviate. This Coordinator position also does much more than simply process developer's art, and those other jobs will be neglected without direction from council on how to adequately fill this clear need. I urge you to spend time with the ACC leadership and the director, to best understand the real duties of this key position.

I would welcome talking to any of you about this in further detail—including my experience working with this important fund, and my time as a volunteer for one of the city's CCBs.

Thank you for your time and your service to our city,
Neal Von Flue
740 Virginia St.