



Outlook

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**Please Fill the Position of Cultural Arts Coordinator**

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**From** Natalie <nataliekstrong78@gmail.com>

**Date** Mon 3/31/2025 2:16 PM

**To** ALL ELECTED OFFICIALS <ALLELECTEDOFFICIALS@elsegundo.org>

Hello Elected Officials-

I am very proud to have been a part of the creation of the Cultural Development Fund, and I believe whole-heartedly in the programs and projects that have come from that Fund. I want to see it continue, and I believe it is in the best interest of the community to have a dedicated staff member to implement the program. Further, I believe that staff member, once chosen, deserves the confidence and support of the City Council.

Sincerely,

Natalie Strong

Former Chair of the ACC

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**4/1 City Council Meeting | Public Comment | Item 17**

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**From** John Pickhaver <jpickhaver@elsegundoccb.org>

**Date** Mon 3/31/2025 5:54 PM

**To** ALL ELECTED OFFICIALS <ALLELECTEDOFFICIALS@elsegundo.org>

**Cc** Jane Burrell <janeburrell1972@gmail.com>; Jason Haffley <jhaffley@elsegundoccb.org>; Mitchell, Brian <bmittchell@elsegundoccb.org>; Elizabeth Kennedy <ekennedy@elsegundoccb.org>; \*ALL CITY CLERKS <ALLCITYCLERKS@elsegundo.org>

 1 attachment (60 KB)

Letter\_ACC Coordinator.pdf;

Dear Mayor Pimentel, Mayor Pro Tem Baldino, and City Councilmembers:

As members of the Arts & Culture Advisory Committee and the Sub-Committee for the Cultural Arts Master Plan, we appreciate the opportunity to share our perspective regarding the importance of dedicated leadership in advancing El Segundo's cultural goals.

A full-time, qualified, and professional Cultural Arts Coordinator is essential to running a high-profile cultural arts program. Eliminating, or reducing in scope and responsibilities, the currently vacant Cultural Arts Coordinator position would undo years of progress and weaken El Segundo's cultural infrastructure—at a time when neighboring cities are expanding theirs. This is a pivotal moment for the City of El Segundo to solidify its position as a leader in the arts, fostering economic and cultural growth ahead of major global events, like the 2026 World Cup, the 2027 Super Bowl, and the 2028 Olympics.

A strong commitment to the arts drives economic growth and reinforces El Segundo's identity as both a creative and business-friendly city. Thriving Arts & Culture programs attract visitors, increase property values, and enhance the City's appeal to businesses and residents alike. To build on this momentum, the City needs a dedicated professional to lead cultural efforts, manage public art and events, and coordinate with developers making significant financial and artistic contributions through the Percent for Arts program.

The Cultural Arts Coordinator fulfills this essential role—bringing the expertise and continuity needed to guide complex projects, steward developer investments, and ensure impactful results. This position not only strengthens El Segundo's cultural infrastructure but also supports a business-friendly environment through clear communication, efficient processes, and strategic alignment. Acting as a liaison between the City, businesses, artists, and community partners, the Coordinator ensures the program remains collaborative and effective. The specialized leadership of a Cultural Arts Coordinator is also key to delivering long-term value—from securing grants and drafting RFQs/RFPs to expanding arts education and forging strong partnerships.

El Segundo may be “Where Big Ideas Take Off,” but it can also be where the arts take root—complementing our innovation economy with cultural vibrancy. A full-time Cultural Arts Coordinator will help ensure we get it right.

Signed,

**Sub-Committee for Cultural Arts Master Plan**

Chairperson John Pickhaver

Member Jane Burrell

Member Jason Haffley

Member Elizabeth Kennedy

Member Brian Mitchell

Dear Mayor Pimentel, Mayor Pro Tem Baldino, and City Councilmembers:

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Signed,

**Sub-Committee for Cultural Arts Master Plan**

Chairperson John Pickhaver  
Member Jane Burrell  
Member Jason Haffley  
Member Elizabeth Kennedy  
Member Brian Mitchell

## Cultural Arts Coordinator

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From Stephanie Altemus Lopez <altemusst@gmail.com>

Date Tue 4/1/2025 8:16 AM

To ALL ELECTED OFFICIALS <ALLELECTEDOFFICIALS@elsegundo.org>

Hello,

My husband and I are El Segundo residents and we urge the city to fill the vacant position of Cultural Arts Coordinator. We appreciate the growing cultural arts scene in El Segundo and want to live in a town that prioritizes fostering a vibrant culture. The position is essential in carrying out this work.

Best,

Stephanie Altemus Lopez

## Keep the Cultural Arts Coordinator Position

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**From** Anya Goldstein <anyagoldstein@gmail.com>

**Date** Tue 4/1/2025 8:45 AM

**To** ALL ELECTED OFFICIALS <ALLELECTEDOFFICIALS@elsegundo.org>

Dear Mayor Pimentel, Mayor Pro Tem Baldino, and Council Members Giroux, Keldorf, and Boyles,

As you know, I'm a decade-plus resident of El Segundo, homeowner and small business owner here in town. I write today to support the Arts in El Segundo, and to ask that you maintain the full time Cultural Arts Coordinator position, and hire for it.

In the three months that the position has been vacant, we've seen how essential a full-time Cultural Arts Coordinator is to keeping El Segundo's arts programming active, well-managed, and aligned with the City's goals.

It was already a stretch to combine Rec, Parks, and Library, but having the director of those three functions attempt to manage Arts & Culture is proving penny wise, pound foolish, as we lose legacy programming due to lack of capacity.

Arts & Culture are proven drivers of economic growth, tourism, and quality of life for residents and employees alike. I have a friend from Culver City who makes it a point to attend our excellent arts and cultural events, spending money in town each time she and her family come.

As you likely know since we just lost our Coordinator to Manhattan Beach, neighboring cities are expanding their arts infrastructure. El Segundo should continue to lead, not fall behind.

Thank you,  
Anya Goldstein

## Keep the Cultural Arts Coordinator

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**From** Beth Schodorf <beth.schodorf@gmail.com>

**Date** Tue 4/1/2025 9:17 AM

**To** ALL ELECTED OFFICIALS <ALLELECTEDOFFICIALS@elsegundo.org>

Mayor Pimentel and City Council Members,

I urge the City Council to support the arts in El Segundo. A thriving arts scene can only benefit our community, our residents and our businesses.

Keeping El Segundo's business friendly policies and reputation is very important. However, the amount that ES businesses are required to contribute to the arts is already less than surrounding communities. In some cases, much less.

I know budgets are tight but please make supporting the arts in our City a priority and fill the vacant position of Cultural Arts Coordinator. A dedicated staff person is needed to manage and maintain our current arts and culture program, let alone increase programming. It's frustrating to hear that the person who previously held the position left El Segundo for a similar role in Manhattan Beach. We don't want to lose strong employees because the position is always first in line for the chopping block.

Thank you.

Beth Schodorf  
428 W Palm Ave  
El Segundo, CA 90245

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## Funding Creativity Is a Smart Investment for El Segundo

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From Sean OBrien <smobrienla@gmail.com>

Date Tue 4/1/2025 12:00 PM

To ALL ELECTED OFFICIALS <ALLELECTEDOFFICIALS@elsegundo.org>

Dear Council,

My name is Sean O'Brien, and I'm writing to you today not only as a resident of El Segundo, but as someone who has dedicated my professional life to the arts. As a documentary film producer and arts advocate, I've seen firsthand how art can transform a community—how it can make people feel connected, welcomed, and proud of where they live. It fosters a sense of belonging and helps shape the character of a place. In El Segundo, art and culture are part of the unique charm that draws people in—whether they live here, work here, or visit. It's the intangible quality that makes our downtown vibrant and inviting, encouraging people to return, engage, and invest.

Art doesn't just beautify a city—it energizes it. It makes people feel seen, inspired, and valued. And in a time when neighboring cities are doubling down on their commitment to the arts, choosing not to prioritize this role sends the wrong message. It risks undermining the momentum we've built as a creative and culturally engaged community.

A full-time Cultural Arts Coordinator gives us a critical advantage in shaping and growing our identity. This role isn't something that can simply be absorbed by volunteers or part-time help. To do it well requires dedicated time, expertise, and continuity. At a bare minimum, maintaining one full-time position shows that we take the arts seriously—that we see them as essential to who we are and who we want to become.

With major global events coming to Los Angeles in the next few years, El Segundo has an opportunity to stand out as a place that values creativity and culture. These are the very things that attract people with vision—and with resources. While cutting this role may appear to be a cost-saving measure, in truth it would be a short-sighted move that could cost us far more in lost opportunity, vibrancy, and community impact.

I strongly urge you to fully fund this position and bring on a new Cultural Arts Coordinator. Funding creativity is a smart investment for El Segundo—and one that will continue to pay off for years to come.

Sincerely,  
Sean O'Brien  
El Segundo Resident

## ACC Coordinator

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**From** Keith Puckett <keithp@wokeurbanapparel.com>

**Date** Tue 4/1/2025 1:56 PM

**To** ALL ELECTED OFFICIALS <ALLELECTEDOFFICIALS@elsegundo.org>

Dear El Segundo City Council Members,

I urge your support for establishing a full-time Cultural Arts Coordinator position to ensure El Segundo's arts programming remains vibrant, effectively managed, and strategically aligned with the city's goals.

Neighboring cities are actively enhancing their cultural infrastructure; it is essential for El Segundo to maintain its leadership and avoid falling behind. Arts and culture are proven drivers of economic development, tourism, and improved quality of life for residents and employees alike.

A dedicated coordinator will effectively manage the Arts program, collaborating with developers to guarantee high-quality cultural projects that reflect and enhance our community values. With major events like the World Cup, Super Bowl, and Olympics approaching, this role represents a unique opportunity to elevate El Segundo's profile significantly.

Thank you for prioritizing culture, creativity, and community in El Segundo.

Sincerely,

Keith E. Puckett

Owner

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## Investing in El Segundo's Cultural Future

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From David Holop <dholop@gmail.com>

Date Tue 4/1/2025 2:14 PM

To ALL ELECTED OFFICIALS <ALLELECTEDOFFICIALS@elsegundo.org>

Cc Jules <jmfishman@gmail.com>

Dear City Council,

We, the Holop family, urge you to continue supporting a full-time Cultural Arts Coordinator for El Segundo. This position is critical to maintaining vibrant, well-organized arts programming that aligns with the city's vision and enhances our community's cultural landscape.

Surrounding cities are expanding their arts initiatives, recognizing the undeniable benefits they bring. El Segundo has built a reputation as a creative hub, and we must ensure we stay at the forefront rather than falling behind. A thriving arts scene doesn't just enrich lives—it also attracts visitors, boosts local businesses, and strengthens our city's identity.

The Cultural Arts Coordinator plays a crucial role in managing the Percent for Arts program, working with developers to turn investments into meaningful, high-quality projects that reflect our community's character. Without dedicated leadership in this area, we risk missing valuable opportunities to shape El Segundo's cultural future.

With major global events like the World Cup, Super Bowl, and Olympics approaching, now is the time to elevate El Segundo's profile. Strategic investment in arts and culture will position our city as a dynamic destination for both residents and visitors.

We encourage you to reaffirm your commitment to the arts by ensuring this essential role remains a priority. Thank you for your time and dedication to our community.

Sincerely,

Dave & Julie Holop