

Council/Agency Meeting Held: _____	City Clerk's Signature
Deferred/Continued to: _____	
<input type="checkbox"/> Approved <input type="checkbox"/> Conditionally Approved <input type="checkbox"/> Denied	
Council Meeting Date: 4/18/2005	Department ID Number: CS05-014

**CITY OF HUNTINGTON BEACH
REQUEST FOR CITY COUNCIL ACTION**

SUBMITTED TO: HONORABLE MAYOR AND CITY COUNCIL MEMBERS

SUBMITTED BY: *Penelope Culbreth Graft*
PENELOPE CULBRETH-GRAFT, CITY ADMINISTRATOR

PREPARED BY: JIM B. ENGLE, DIRECTOR, COMMUNITY SERVICES *[Signature]*

SUBJECT: APPROVE INSTALLATION OF BUTTERFLY SCULPTURE AT
NORMA GIBBS PARK

2005 APR -7 A 12:27
 CITY CLERK
 CITY OF
 HUNTINGTON BEACH, CA

Statement of Issue, Funding Source, Recommended Action, Alternative Action(s), Analysis, Environmental Status, Attachment(s)

Statement of Issue: The City of Huntington Beach, Community Services Department is participating with KOCE and other community organizations throughout Orange County in the Butterfly Initiative. Staff is requesting Council approval for the installation of the "Huntington Beach Butterfly" sculpture at Norma Gibbs Park.

Funding Source: Park Acquisition & Development Fund Account #20945101.63100.

Recommended Action: Motion to:
Approve the installation of the "Huntington Beach Butterfly" sculpture at Norma Gibbs Park, and use of Park Acquisition & Development Fund Account #20945101.63100 for installation costs in the amount of \$500.

Alternative Action(s): Do not recommend approval of the installation of the "Huntington Beach Butterfly" sculpture in Norma Gibbs Park, and recommend alternate site for installation or refer back to Community Services Commission for recommendation.

Analysis: The City of Huntington Beach, Community Services Department is participating with KOCE and other community organizations throughout Orange County in the Butterfly Initiative (Attachment 1). The Butterfly Initiative is a series of art projects that are designed to engage the community and promote creativity. This project, which was officially launched on February 5, 2005, California Migrating Monarch Butterfly Day, endeavors to unite the Huntington Beach community and have a lasting impact on the future of Orange County.

E-3

REQUEST FOR ACTION

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The first project of the Butterfly Initiative will be comprised of several different elements. Examples: Middle school children are writing "butterfly grams" to troops in Iraq; the children's library is working on a butterfly curriculum for May when the "Huntington Beach Butterfly" artwork will be on display at Central Library. Many cities in Orange County have also contributed by creating their own sculptures and Huntington Beach is no exception! Huntington Beach has been participating by designing the "Huntington Beach Butterfly". Huntington Beach resident, Robin Repp, was selected to design the butterfly through a "call for artists" for the butterfly project during the annual "Centered on the Center" exhibition. Robin is an Artist in Residence at the Huntington Beach Art Center.

Robin's design for the butterfly was inspired by the California Western Monarch Butterfly, which travels along the coast and rests on various beachside spots as it migrates from the north to the south. Her concept for the "Huntington Beach Butterfly" was to compose a surface of photographic images of the people and places of Huntington Beach (Attachment 2). Robin took the photos on her digital camera in several Huntington Beach areas: Main Street, the Pier, on side streets downtown, along the beach, in parks, at the Fourth of July Parade, and in the wetlands. Robin has been an advisor for outdoor sculpture for the City of Brea for nine years. She is using only permanent and archival materials in the production on the "Huntington Beach Butterfly".

Norma Gibbs Park is known as "Butterfly Park" because it is on the migratory route of the Monarch Butterfly, and a goal when the park was developed was to recreate the butterfly habitat within the eucalyptus grove that had existed prior to the Australian Long-Horn Beetle infestation. The park includes a 35-foot diameter, ground-level mural depicting a swarm of Monarchs. Therefore, staff feels it would be appropriate to make Norma Gibbs Park the permanent home for the "Huntington Beach Butterfly" sculpture. City staff has been in communication with Norma Brandel Gibbs, and is recommending, with her approval, the installation of the "Huntington Beach Butterfly" at Norma Gibbs Park (Attachment 3). Staff will work with Ms Gibbs to select the specific location within the park for this art piece.

Community Services Commission Action: The Community Services Commission reviewed the art project on March 9, 2005. It recommended approval of the concept of placing the sculpture in Norma Gibbs Park as well as the allocation of \$500 from the PA&D Fund for installation costs.

Environmental Status: N/A

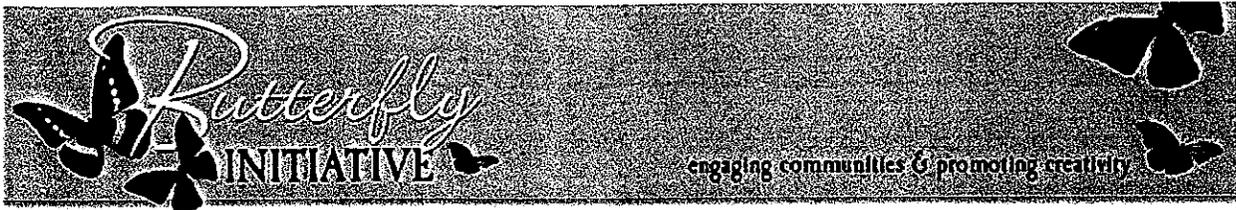
Attachment(s):

City Clerk's Page Number	No.	Description
3 5 7	1.	Butterfly Initiative
	2.	<u>Independent News</u> article with photo of the sculpture
	3.	Location Map and Park Pictures

E-3.2

ATTACHMENT #1

E-3.3



Butterfly Initiative

Case Statement

Prepared by Jaimee C. Niles, KOCE-TV Head of Community Marketing and Strategic Alliances

The *Butterfly Initiative* is KOCE's relationship with and commitment to the communities we serve. Unlike classic outreach programs, *Butterfly* is a bold attempt to transform the station's image in the community by being "out there" as a positive change agent.

The *Butterfly Initiative* develops strategic alliances and provides community marketing for KOCE. The station's goal is to MAKE GOOD THINGS HAPPEN by engaging communities, promoting creativity and revealing the best of OC.

Butterfly is vital to KOCE's overall mission to unite, promote and reveal Orange County.

Butterfly is OC's community brand representing strength, beauty and transformation.

The *Butterfly Initiative* is an umbrella for a number of individual projects but should not be viewed simply as a sum of its parts. It is an exciting and dynamic concept that will allow KOCE to create and cultivate strategic alliances and together make a more significant, positive and lasting impact on the future of OC and beyond.

Every project will have a rich set of partnerships and alliances. Collectively, the projects will position KOCE at the center of the community and allow KOCE to leverage the "Switzerland" status in the community.

The *Butterfly Initiative* is a catalyst and convener for innovative ideas, concepts and methods that will make KOCE more relevant to community, partners, investors and audiences.

In summary, the success of *Butterfly* is aligned with the success of KOCE and the future of OC. *Butterfly* will MAKE GOOD THINGS HAPPEN by unifying communities; advancing the creative process; revealing good ideas, concepts and methods of doing things; forming and cultivating strategic alliances; expanding funding opportunities; and solidifying KOCE's position as Orange County's irreplaceable asset.

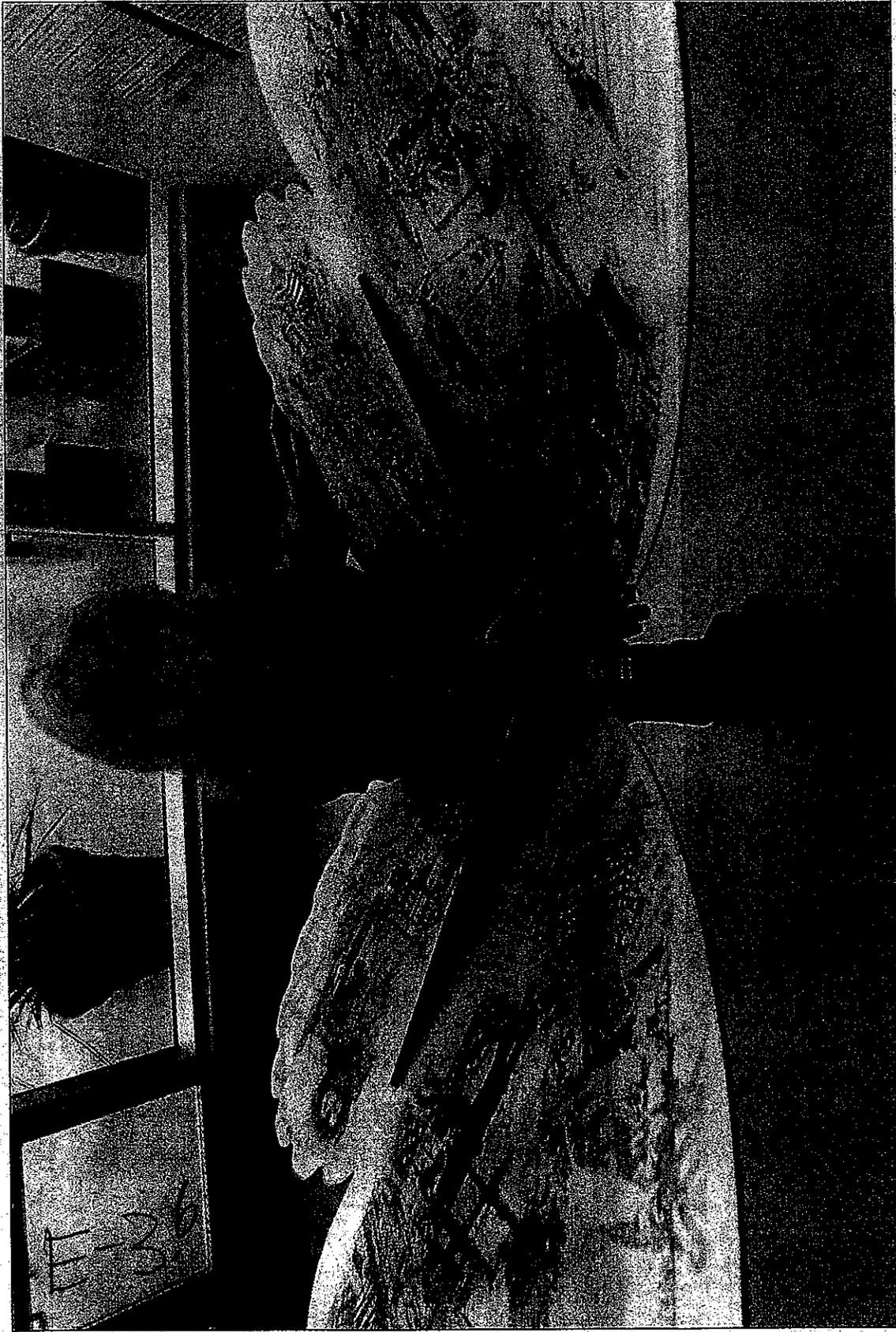
For information about Orange County's community owned and operated PBS station, KOCE-TV, log onto www.koce.org. For more information about The Butterfly Initiative and butterfly projects like The Arts and Science Legacy Project, log onto www.butterflyinitiative.org or contact Jaimee C. Niles at 714-895-0815.

12/7/2004

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ATTACHMENT #2

E-3.5



DOUGLAS ZIMMERMAN / INDEPENDENT

Artist Robin Repp with her butterfly sculpture on temporary display at the Huntington Beach Art Center.

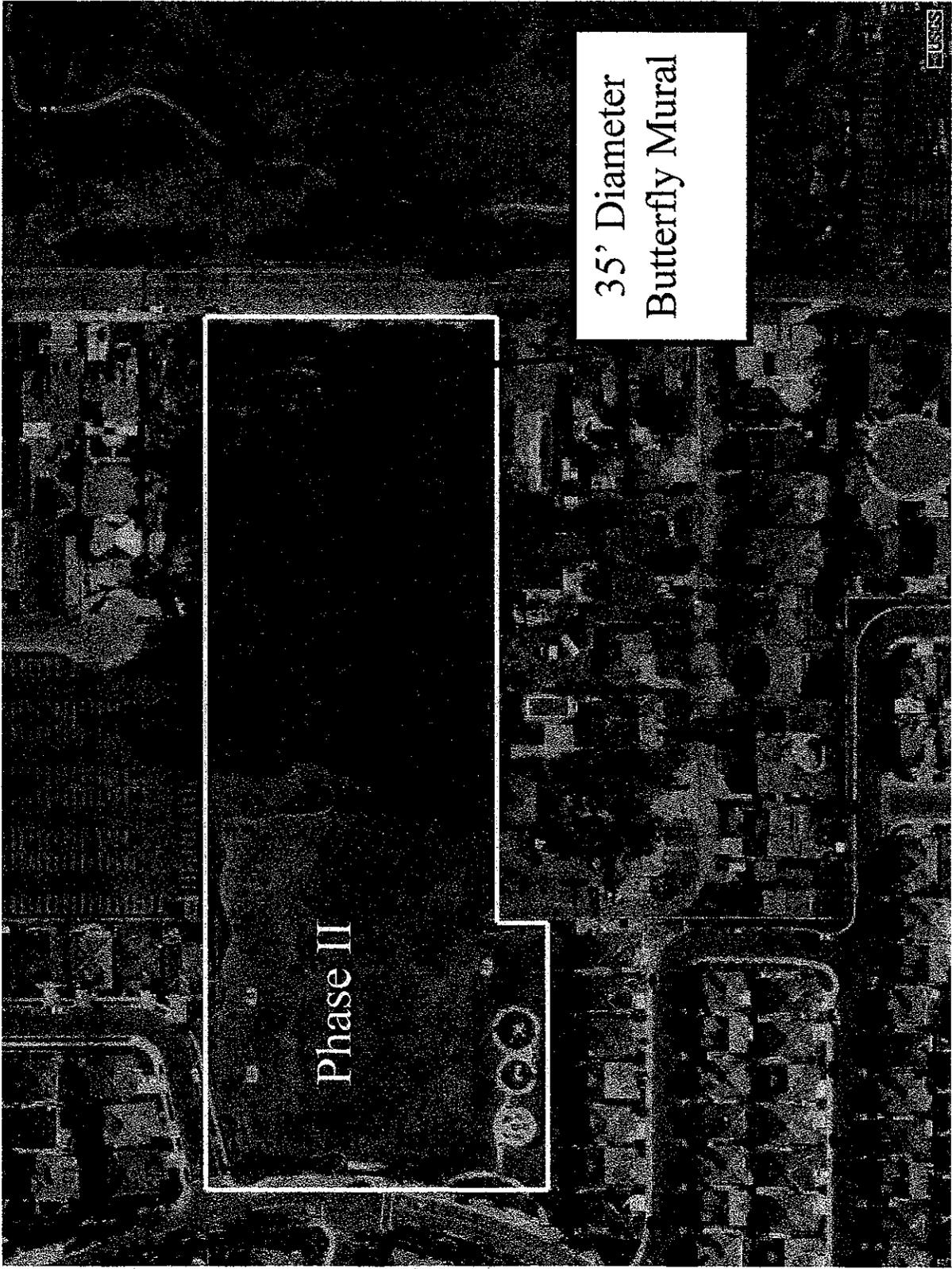
New wings in the air

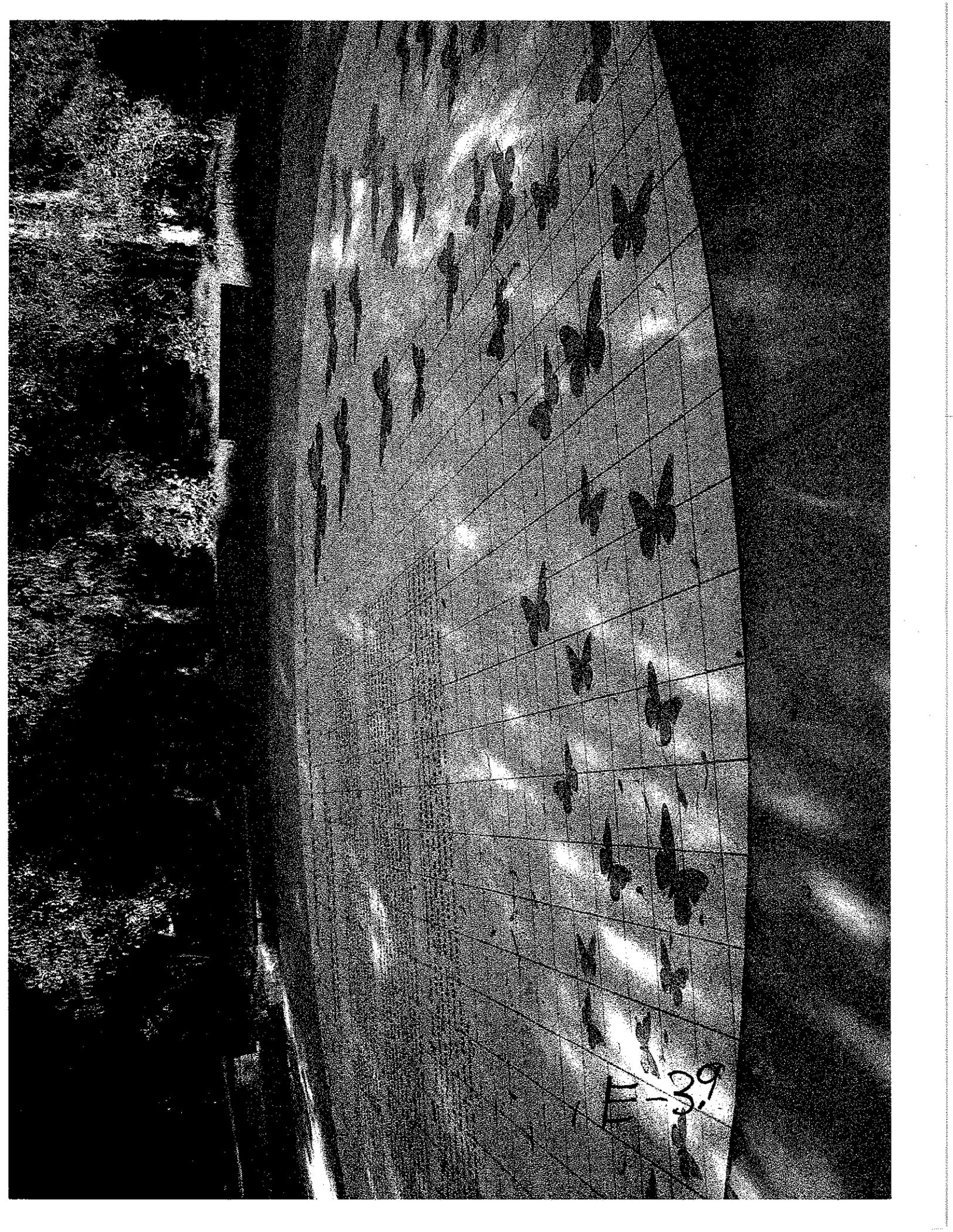
ATTACHMENT #3

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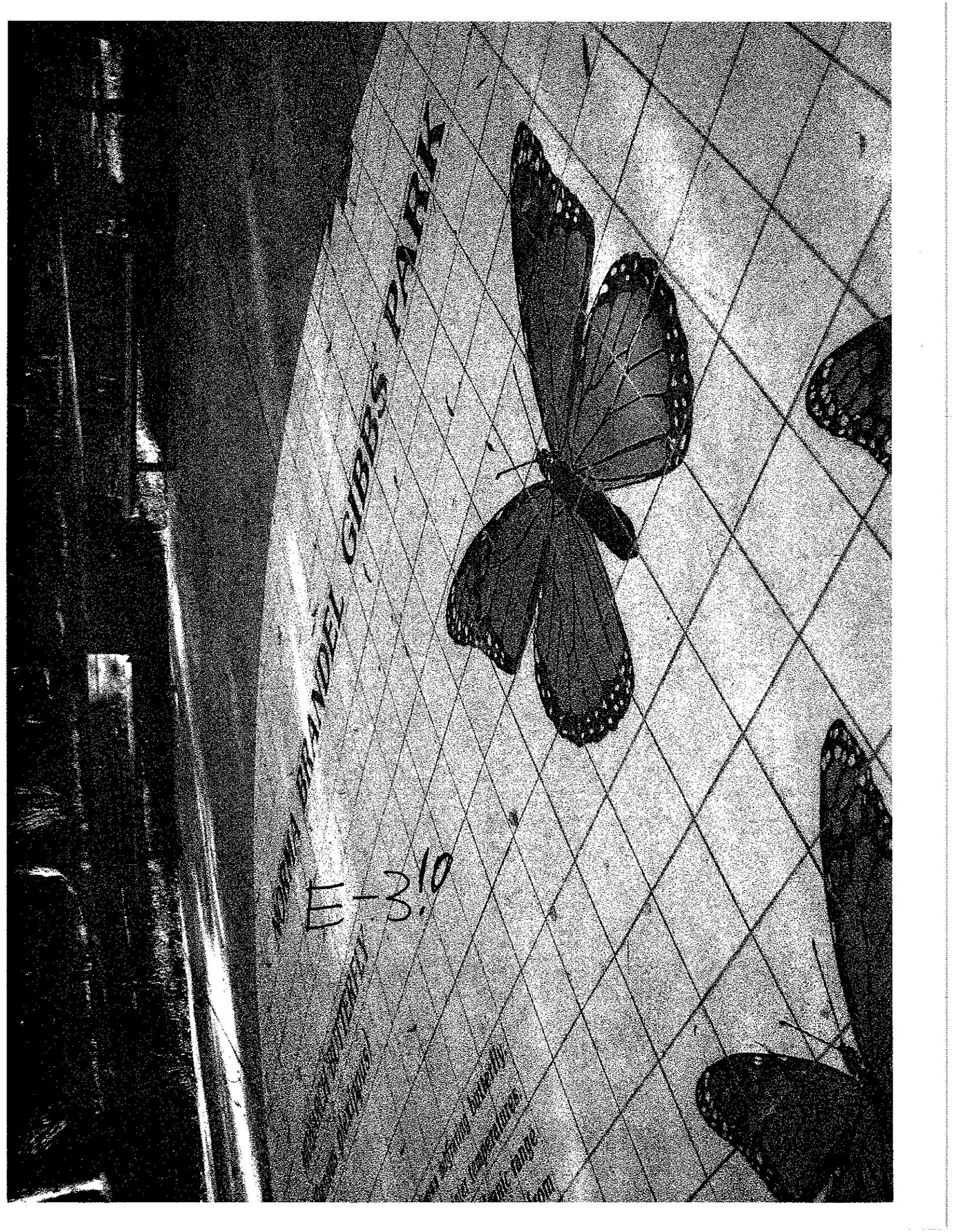
Gibbs Park

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GIBBS PARK

III - 3.10

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