

CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE

Minutes for Thursday, February 9, 2012

Present: Frank Gutierrez, Tony Manrique, Debora Wondercheck, Irene Engard, Monica Morita and Kathleen Eric

Absent: Eddie Iniestra and Justin Fox

Staff Present: Lindsay Cutrell

Council Member: Eric Bever Absent

1. CALL TO ORDER

Frank called the meeting to order at 6:54 pm

2. APPROVAL OF January 12, 2012 minutes

Motion to approve the minutes was made by Tony; seconded by Debora; passed unanimously.

3. PUBLIC COMMENT

Valkyrie Yuill- introduced herself and would like to volunteer in donating her time. Her brother Alrik Yuill has a private art show on 2/11.

4. OLD BUSINESS

Subcommittee Reports

A. 2011 Accomplishments and 2012 Goals

- The Committee added “Partnering and collaboration with other organizations” as key priorities. Monica will create a template of past, current and potential partners.
- The Committee will finalize and approve the Accomplishments and Goals at the March meeting.

2012 GOALS/OBJECTIVES:

1. Partnering and collaboration with other organizations
 - Partner with non-profits to provide “Art in the Park” events, community art/performing workshops and programs
2. Continue to seek Sponsorship donations
3. Develop and implement institutional marketing plan to raise visibility and awareness of the Cultural Arts Committee.
4. Implement and maintain an Artist and Gallery Association

- Directory of Costa Mesa Artists (Free Membership- includes artist name; art media; email address and website info)
- Networking opportunities for Costa Mesa Artists and Gallery owners (meet & greet mixers at CM galleries or CM businesses)
- Directory map of Costa Mesa Galleries and event advertisement

5. Conduct 2 Juried Artist Showcases

- Incorporate Performing Art at each Artist Showcase
- Provide an Art Broker to sell Art at Artist Showcases
- Integrate local businesses and galleries involvement in each Artist Showcase

6. To obtain measurable achievements (i.e. surveys at Showcases)

7. Staff Liaison continues to monitor and promote upcoming Committee and CM Gallery/Artist events on Facebook page.

LONG TERM

1. Permanent Community Art Center to display art work and conduct performing arts of Costa Mesa artists
2. Provide City Council with advice relative to issues relating to Cultural Arts

2011 ACCOMPLISHMENTS

1) Artist Showcase XIV

- Held at Whittier Law School (3333 Harbor Blvd) on Saturday, March 12 from 6-9pm. All art was juried and 40 artists (16 new artists) exhibited juried selected piece(s) (75 pieces shown) of art. A featured artist was selected to use their art piece as the graphics for the flyer and allowed to display all three submitted pieces. Mesa Art and Engard Arts displayed pieces. The venue and water were donated. SOY provided youth volunteers to set up and tear down the event. 150 people visited the showcase.
- Over 300 artists are emailed on upcoming Artist Showcases

2). Donated face painting and craft supplies for each of the five concerts during the Summer Concerts in the Park series.

3) Cultural Arts Committee Facebook page promoted Vanguard University Theatre and Arts & Learning Conservatory productions, Engard Arts and Mesa Arts openings and Artist Showcase XIV.

4). Youth Art Gallery booked for entire year

B. Artist Showcase XV

- Irene is still checking on the dates for the next showcase at Whittier Law School on either Saturday April 21 or 28. Once the date has been confirmed Irene will inform Lisa of the date and Lisa will email the Artist Call Out list.
- The Committee does not have the man power to set up each Artist's area; selected artists will be responsibility for their set up.
- Debora will look into entertainment. Possible considerations are a quartet and live singers. SCTFA maybe able to provide entertainment as well.

B. Marketing/Promotions

- Tony will speak with Daily Pilot, Spark OC, Theaters and Web Spark E about advertising the Artist Showcase.
- Monica will ask her contacts for ideas. The Committee will come up with ideas to discuss at the March meeting.
- Continue to post flyer on City's Website, Facebook and email flyer to Artist Call list and galleries.

C. Sponsorship/Fundraising

- No report

D. Special Events

- The Committee will discuss art youth/family programming during the Concerts in the Park series (July 3, 10,17, 24 and 31) at the March meeting.

E. Youth Art Gallery

- Rec Teen Center and Friends of the Library in February and Human Option Step in March.
- Debora stated that Waldorf had art that could be display in April; if it was available

5. NEW BUSINESS

SCFTA Partnerships

- Lisa met with Krista Ratnaweera, Manager, Community Partnership of SCFTA. She would like to promote art activities during Concerts in the Park in July (such as chalk artists). Supplying the artists is somewhat dependent on the theme for a better match. Concert talents have not been secured at this time. Krista would like to support and collaborate with the CAC for future partnerships.

6. COMMITTEE MEMBER COMMENTS

- Frank: discussed "Open Art Night" various artists can discuss their stories at a chosen venue. The Committee will discuss this item as New Business at the March meeting.

- Debora: Bye Bye Birdie performance March 16-17 at Tustin Village Theatre. March 4 Arts and Learning Conservatory will have a fund raising event at Flemings.
- Irene is featuring a Mother-Daughter art show at Whittier Law School in May to commemorate Mother's Day.

7. COUNCIL/STAFF COMMENTS

- None

8. ADJOURNMENT

- Meeting was adjourned at 7:44 pm.

Next Meeting: Thursday, March 8, 2012 at 6:45pm located in City Hall Conference Room 1A