

CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE

Minutes for Wednesday February 13, 2013

Present: Frank Gutierrez, Kathleen Eric, Tony Manrique, Monica Morita, Arpit Mehta, Irene Engard

Absent: Justin Fox, Debora Wondercheck, Eddie Iniestra and alternate Diana Gardiner and Lisa Grant

Council/Staff Present: Council Member Sandy Genis and Lisa McPherson

1. CALL TO ORDER

Frank called the meeting to order at 5:55 pm

2. APPROVAL OF January 10, 2013 minutes

Motion to approve the minutes was made by Irene; seconded by Kathleen; passed unanimously.

3. PUBLIC COMMENT

Tasha Mintzer and Ryan Cox from Art Cart and Tommy Martinez from Chalk Kart gave a presentation regarding their art non-profit organizations from Huntington Beach. They would like to provide their service to Costa Mesa. Lisa will provide them with Costa Mesa non-profit contract information and work with them on providing their art programs to the summer ROCKS program and at one of the Concerts in the Park.

4. OLD BUSINESS

Subcommittee Reports

A. Special Events

1. **SOBECA Art Walk** – ARTery at the LAB on Tuesday, January 29, 2013, 6-10 pm
 - Frank informed the Committee that attendance was up, almost double, from November
 - Frank discussed extending the art portion of the ARTery by having easels of art surrounding the ARTery
 - Next event is on Tuesday, February 26 from 6-10pm
 - Theme of art will be red and white
 - Eddie will DJ outside of the ARTery while SOY participants create a piece of art

2. **Artist Showcase XVII** – Location 1980 6-9 pm on Sat., March 16, 2013

- Seventeen artists submitted art, a total of 39 art pieces, five artists are from CM and six are new artists
 - Jury Committee (Arpit, Irene and Jesse) will inform Lisa of their selected art by Friday, February 22
3. **Arts in the Park** – Estancia Park 12-4 pm, May 11, 2013
- Finalized planning meeting will be on Thursday, March 14 at 5:30pm in 1A
4. **60th Anniversary**
- The Committee discuss their commitment for the 60th (\$7,650 was given to the Arts Program)
 - The Committee is going to start with a 60th celebration tester at the *Arts in the Park* event on May 11 (\$1,850 = for mural supplies and advisement)
 - Youth at the event will be painting 2 small murals (one of the Trains and one of Lions Park Airplane)
 - SOY participants will clean up the murals
 - Mid June-July the murals will be hanging in City Hall's *Youth Art Gallery* ; art will also be provide by MIKA and displayed at City Hall on easels
 - For the 2-3 day Kick off event (\$5,000= for CM artists live painting supplies) on June 28-30
 - The Committee will have a artists showcase gallery featuring *only* Costa Mesa resident artists
 - Past CM showcase artists will be invited, Frank, Irene, Jesse and Kayla will invite CM artists to showcase from their galleries
 - The Committee will also have a Chalk Artists create a couple of sidewalk pieces and a Chalk art area for youth (possibly partner with SOY or the Chalk Kart).
 - Kathleen will contact a professional chalk artist Phil Roberts and Lisa will contact the Chalk Kart
 - The Committee will also be showcasing Art Businesses (i.e. Volcom and Hurley) to have a tent of their own to display art and do live mural paintings.
 - Frank will contact Hurley and Lisa will contact Volcom
 - July SOBECAs Art Walk (\$600 prize money and assisting SOBECAs)
 - Frank will be working with SOBECAs on expanding the July 30 Art Walk onto Randolph Street (in front of the SOBECAs offices)
 - SOBECAs to take the lead on this and we will assist them with adding (performance arts, youth activities, live painting, etc)
 - Displaying *only* CM Artists in the ARTery for the July Art Walk and the *Live pieces* that were created at the June Kick off event

- For this day the public will be able to vote on their favorite piece; the 1st (\$300) 2nd (\$200) and 3rd (\$100) most voted will get a cash award
- Oct Artist Showcase XVIII at the ARTery on Oct 12 at the ARTery (\$200 advertisement)
 - Sectioning off a portion of the ARTery for just CM artists
 - Showcasing the 1st; 2nd and 3rd winners from the July Art Walk
 - CM artists live pieces from the June Kick off
- Public Affairs Manager Dan Joyce informed the Committee that the Kick off event will be June 29-30; on Fair Street and at the Fairgrounds. There will be three areas (Taste of CM with 30 restaurants; Community Stage with the fireworks show and Arts area). Fair Street will be closed to traffic.

B. Marketing/Promotions

Artist Showcase XVII

- The Committee reviewed the poster. Kayla volunteered to redo the poster. Monica made a motion to approve the poster with Kayla's revisions and print 100 copies to distributed around town; seconded by Kathleen; passed unanimously.
- Lisa will blast out the poster on City Website, Facebook and Artist Directory and create a meet up
- Eddie will create a Facebook page

Arts in the Park

- Arpit created a postcard for the Committee to review. Irene made a motion to approve the postcard after revisions and print 2500 postcards; seconded by Kathleen; passed unanimously.
- The postcards will be given to the organizations and the committee to pass out. Lisa will blast out the postcards on City Website, Facebook and Artist Directory and create a meet up. Eddie has a Facebook page created.
- Graphics can create an ad for the Daily Pilot

Committee Logo Redesign

- Arpit and Kayla passed around logo designs and will work together on a art theme logo to present at the March meeting.

C. Sponsorship/Fundraising

- No report

D. Youth Art Gallery

- Recreation Teen program- February
- Human Options Second Step – March

5. NEW BUSINESS

- Public Affairs Manager, Dan Joyce informed the Committee that the CEO's office is requesting \$50,000 for Fiscal Year 2013-14 budget to conduct a Arts

in Public Places program *In 2003 the program was presented to the Council; however it was not approved*

- Dan stated that businesses are interested in partnering in Arts in Public Places (Lab/Camp; OC Mart and Irvine Company)
- Council Member Genis give an idea of having a art competition

6. COMMITTEE MEMBER COMMENTS

- Monica – SOCO is holding a Art Walk on the 2nd Friday of every month from 5-8pm

7. COUNCIL/STAFF COMMENTS

- None

8. ADJOURNMENT

- Meeting was adjourned by Lisa at 7:37 pm.

Next Meeting: Thursday March 14, 2013, at 6:45 pm located in City Hall Conference Room 1A