

**CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE**

Meeting Date June 13, 2013

MINUTES

1. CALL TO ORDER: 7 pm by Frank

Present: Kathleen Eric, Frank Gutierrez, Monica Morita, Tony Manrique, Debora Wondercheck, Irene Engard, Lisa Grant, and alternates Diana Gardiner and Alan Remington

Absent: Arpit Mehta and Eddie Iniestra

Staff Present: Lisa McPherson and Alma Reyes

Council Member: Sandra Genis (absent)

2. APPROVAL OF MINUTES

Debora made a motion to approve the May 9 minutes, seconded by Tony; passed unanimously.

3. PUBLIC COMMENT

None

4. OLD BUSINESS

A. Special Events

- Concerts in the Park - Fairview Park from 5-8pm on July 2, 9, 16, 23 and 30
 - Crafts were purchased for the concerts (July 2 - Patriotic Activity books; July 16 - foam gliders; July 23 - visors).
 - The Art Cart picked up their two panels for the July 9 concert.
 - Irene will be at the July 2 concert to assist CMHS Cheerleaders, Frank will be at the July 9 concert to assist with Art Cart, Debora will be at the July 16 concert to assist CMHS Cheerleaders, Eddie will be at the July 23 concert to assist with SOY and Monica will be at the July 30 concert to assist with Segerstrom.

- Arts in the Park – Estancia Park 12-4pm, May 11, 2013 recap
 - AABC provided the stage and sound system; SOY provided a DJ; Recreation provided a generator and 80 chairs for the performance area.

- Waldorf School of OC; AABC; Arts and Learning and SOY provided entertainment.
 - SOY participants painted the wooden panels for the Youth Art Gallery.
 - Crafts or an activity were provided by all groups (AABC, Arts and Learning, Love&Art, CMHS, Girls Inc, Historical Society, MIKA and SOY).
 - The Historical Society conducted Adobe tours and would like to have a tent next year.
 - About 300 attended
 - The Committee discussed the following improvements:
 - Post a performance time schedule.
 - Put a banner on the gate that faces Adams Ave. a month before the event.
 - Day of event put a sign on the corner of the park.
 - Get the flyer on NMUSD school loop.
 - Have organizations participate in promoting more.
 - Participants did not partake in the passport raffle idea.
 - A sub committee (Tony, Debora, Eddie, Kathleen) will discuss the 2014 logistics and bring back ideas at the September meeting.
- 60th Anniversary update
- Kick-Off Event 6/28-30
 - Wooden panels have been picked up by the participating organizations.
 - Each member needs to sign the 60th volunteer waiver and provide a copy of their driver's license.
 - Wooden panels will be placed at each tent on Thursday, June 27.
 - Art from organizations will be set up on Friday, June 28 from 8am-noon.
 - The Committee will have a "60th Hollywood Sign" for the public to take photo's in front of and Lisa G will do interviews.
 - The Committee will have a canvas sign for the public to sign.
 - The Committee will provide water and snacks for the participating organizations.
 - Tony made a motion to purchase banners for each organization's tent; seconded by Diana; passed unanimously.

B. Marketing/Promotions

- Committee logo redesign – Table until August meeting
- Marketing materials design – Table until August meeting

C. Sponsorship/Fundraising

- The Committee will be promoting the Sponsorship program at the 60th event.

D. Youth Art Gallery

- SOY “Wooden Panels” from the Arts in the Park event – June & July
- Christ Lutheran School – August

5. NEW BUSINESS

- Monica made a motion to hold a special meeting on Monday, June 24 at 5:30pm to discuss the 60th Kick-OFF event Art Walk area; seconded by Irene; passed unanimously.

6. COMMITTEE MEMBER COMMENTS

- None

7. COUNCIL/STAFF COMMENTS

- Management Analyst Alma Reyes will be attending the July meeting in Lisa’s absence.

8. ADJOURNMENT

- Meeting adjourned by Frank at 8:28 p.m.