

**CITY OF COSTA MESA  
CULTURAL ARTS COMMITTEE**

**Meeting Date September 12, 2013**

**MINUTES**

**1. CALL TO ORDER: 6:50 pm by Lisa**

Present: Kathleen Eric, Monica Morita, Irene Engard, Lisa Grant, Tony Manrique and alternate Diana Gardiner

Absent: Frank Gutierrez Arpit Mehta, Eddie Iniestra, Debora Wondercheck, and alternate Alan Remington

Staff Present: Lisa McPherson

Council Member: Sandra Genis (absent)

**2. APPROVAL OF MINUTES**

Irene made a motion to approve the June 24 minutes, seconded by Kathleen; passed unanimously.

**3. PUBLIC COMMENT**

Marelen Sullivan, Operation Manager for the Arts & Learning Conservatory is interested in being involved with the Committee. She wants to expand the community with arts.

**4. OLD BUSINESS**

**A. Special Events**

➤ **Concerts in the Park**

- Kids loved the face painting facilitated by the Costa Mesa High School cheerleaders.
- Kids were not interested in the patriotic coloring activity books, instead the cheerleaders passed them out amongst the crowd.
- The Center's Arts Teach provided an artist that had the kids create harmonicas; however, it was hard for kids under 5 to create the craft. Next year, the Committee will work closer with Segerstrom to offer a craft that has a wider age appropriate audience.
- The partnership with non-profits to facilitate crafts was successful. The Committee will partner with non-profits during the 2014 Concerts.

➤ **Artist Showcase XVIII – ARTery Sat, Oct 12, 6-9pm**

- Wooden panels from the 60<sup>th</sup> Kick-Off event will be displayed in the ARTery and the bigger panels will be displayed in the “Living Room” area.
  - Live painting will be done on 30 x 30 inch wooden panels by Location 1980; As Issued; Mesa Art and Framing and SOY
  - DJ Kaboom will DJ.
  - The Committee has \$1,100 left from the 60<sup>th</sup> Committee budget to utilize for the event.
  - Monica make a motion for Lisa to purchase wine from the Wine Lab (one case of white and one case of red); chocolates and water; seconded by Irene, passed unanimously.
  - The Committee has enough cups and napkins to use for the event.
  - Monica made a motion to approve the event flyer and to purchase 1000 postcards (5x7); seconded by Tony, passed unanimously.
  - The Committee chose four photos for the front of the postcard with date, time, and title and two photos for the back with the copy logo venue, map and free admission listed.
  - The event was promoted in the Recreation Guide and Lisa will create a Facebook event page and post it on Meet Up.
  - Diane will edit her 60<sup>th</sup> kickoff video, create a Youtube account to post the video and send the link to Lisa to post on Facebook.
  - Purchase of wooden art panels will be facilitated via Silent Auction. Opening bid will be furnished by the organization/artists, \$50 raise increments, bidders will be assigned a number upon check in and there will be a triplicate form for each wooden art panel. Multiple sections and will close at 10-minute intervals.
- SOBECA Art Walk – ARTery at the LAB
    - Recap Tues, August 27, 6-10pm – SOBECA had art displayed by TED X in the ARTery.
    - Next Art Walk - Tues, Sept 24, 6-10pm – SOBECA will be displaying local artists in the ARTery
    - October Art Walk
    - Wooden panels from the Kick-Off event will be displayed in the ARTery

#### B. Marketing/Promotions

- Diana made a motion to reimburse Frank for the Meet Up renewal; seconded by Irene; passed unanimously.
- The Committee discussed a Mock Up logo redesign
  - Tabled
- The Committee discussed ideas for marketing materials
  - Tabled

#### C. Sponsorship/Fundraising

- Funds raised by the Oct 12 Artist Showcase from the wooden panels will go toward supporting youth art organizations.

#### D. Youth Art Gallery

- Girls Inc. – September
- Waldorf School of OC – October

#### 5. NEW BUSINESS

- None

#### 6. COMMITTEE MEMBER COMMENTS

- Diana created and showed the Committee a video of the 60<sup>th</sup> Art Walk. The video will be added to the Committee's Facebook page.
- Arts & Learning will be hosting auditions for youth for "Cinderella" on Sept 14 and auditions for adults for "Into the Woods" on Sept 21.
- Sister City exchange program will be offered at Newport Harbor High School.
- Irene was selected as an artist for the Community Focus Space at John Wayne Airport from September 6 through October 4.
- Lisa G. will be opening a Jack Otterson exhibit "Gears, Gremlins and Monsters" at OCC from October 25 –November 8.
- AABC will be hosting a "Veterans" performance on October 24 at 6:30pm at the Costa Mesa Neighborhood Community Center.
- Scarecrow Festival, part of the city's 60th year-long celebration, will be on October 12 & 13 at Fairview Park (train station) from 10am-3pm.

#### 7. COUNCIL/STAFF COMMENTS

- Lisa informed the Committee that \$19,848.48 is in the Signs of Support fund.

#### 8. ADJOURNMENT

- Meeting adjourned by Lisa at 8:20 p.m.