

**CITY OF COSTA MESA  
CULTURAL ARTS COMMITTEE**

**Meeting Date: October 10, 2013**

**MINUTES**

**1. CALL TO ORDER: 7 pm by Frank**

Present: Kathleen Eric, Monica Morita, Irene Engard, Tony Manrique, Frank Gutierrez and alternate Diana Gardiner

Absent: Lisa Grant, 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 September 12 minutes, seconded by Tony; passed unanimously.

**3. PUBLIC COMMENT**

None

**4. OLD BUSINESS**

**A. Special Events**

- Artist Showcase XVIII – ARTery Sat, Oct 12 6-9pm
  - Lisa created bid sheets and registration bid cards.
  - Majority of the panels starting bids are at \$1,000; the lowest is \$600 and the highest is \$1,800. Frank lowered his artist bid by 45%. Monica will speak to Kayla about lowering her artist bids.
  - Wine Lab's cost per bottle is \$6.50 (one case of white and red) and uncorked bottles can be returned.
  - Frank will set up the wooden panels on Friday in the ARTery at 3pm. He will set up the bigger panels in the Living Room area on Saturday at 4pm.
  - SOY will do a live painting.
  - Postcards and flyers were distributed at the LAB, CAMP and Art institute.
  - Irene will handle the ID check, registration bid cards and sign in book. Monica will assist as needed.
  - Diana will video the event.
  - Frank and Tony will assist with closing the auction.

- Lisa and Monica will bartend; tips will be donated back to the committee.
  - Monica made a motion to have Frank create two banners directing attendees to the ARTery and paid for by the Committee; seconded by Irene; passed unanimously.
  - Lisa will bring the sponsorship pamphlets, committee and artists name tags.
- SOBECA Art Walk – Artery at the LAB on
    - Oct Art Walk on Oct 29, Tuesday 6-10pm
      - Wooden panels from the Kick-Off event will be displayed in the ARTery.
- Arts in the Park
    - The Committee discussed the following
      - Having a (local) food sponsor at the event; Tony will contact Wahoo’s.
      - Partnering with the “Festival of Children”; Tony will contact.
      - Contacting Arts Orange County to be part of the “Imagination Celebration”; Lisa will contact.
      - Targeting younger and bigger performing groups (more adults will come)
      - Holding event from 12-3pm (1 hour shorter)
      - Possible dates of May 10 or May 17, 2014. To be determined at the November meeting.
      - Increasing pre-publicity.

#### B. Marketing/Promotions

- The Committee discussed a Mock Up logo redesign
  - Tony is going to contact the Arts Institute to find out if the logo and marketing materials can be a class assignment.
- 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

- Waldorf School of OC – October
- CMHS – November

### 5. NEW BUSINESS

- None

**6. COMMITTEE MEMBER COMMENTS**

- 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 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.
- Frank asked the Committee to come up with goal ideas for 2014 to discuss at the November meeting.
- Frank asked Lisa to contact Arpit, Allan and Eddie regarding their meeting absences since June.

**7. COUNCIL/STAFF COMMENTS**

- None

**8. ADJOURNMENT**

- Meeting adjourned by Frank at 8:10 p.m.