

**CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE**

Meeting Date February 13, 2014

MINUTES

1. CALL TO ORDER: 6:50pm by Frank

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

Absent: Irene Engard, Lisa Grant and alternate Diana Gardiner

Staff Present: Lisa McPherson

Council Member: Sandra Genis (absent)

2. APPROVAL OF MINUTES

Tony made a motion to approve the January 9, 2013 minutes, seconded by Kathleen; passed unanimously.

3. PUBLIC COMMENT

Brad Long CMTV Video Production Specialist informed the Committee about a show called "Community Report" which highlights community events and stories. He would like to highlight stories regarding the "Arts" in the City.

4. OLD BUSINESS

A. Special Events

Arts in the Park

- A planning meeting was held before the Committee meeting. *Reps from AABC; Historical Society; Shalimar Learning Center and SOY attended the meeting.*

Event Info

- Saturday, May 3 from 12-3pm at Estancia Park
- Set Up 11am-12pm
- Tear Down 3-4pm
- *PURPOSE:* Raise awareness of youth groups within our community and provide a fundraiser and networking opportunity amongst the non-profit youth organizations.

Participating Organizations

- AABC; Arts and Learning, CMHS; Historical Society (OCME/Scarecrow “Early California Days”), Girls Inc; Mika; Shalimar Learning Center and SOY

Historical Society Educational Component

- Adobe tours, vendors (quilting, leather making, Bowers Museum and others)

Advertisement

1) Arts OC “Imagination Celebration”

- Family events during April-May will be advertised to 310,000+ school children in the OC
- Each event will be featured on SparkOC.com

Banner on Adams Ave

- April 3 - May 3

Postcards to hand out and email to organizations participants

- *All organizations must assist in this effort*

Map of Event

- Event maps will be displayed at both main Park entrances
- Event performance schedules will be displayed under event map

Food

- Tony (AABC) will speak to Wahoo’s (to sell tacos and soda’s)
- If Wahoo’s doesn’t work out then Lisa will speak to Lions Club (hot dogs; chips and drinks) to be the main food provider

Commitments from Organizations

- Bring an EZ up; table; chairs
- Craft (Spring theme) or activity
- Information on your organizations
- Fundraising item

Fundraisings Idea

- OC Health Dept regulations “all food must come from a store or restaurant”
 - Ice cream products; popcorn; candy; store brought deserts
- Each organization can sell water for the same price (i.e. \$1 for a bottle)
- Sell non-edible items

Performances 30-45 mins (1 each hour; 12:15-1pm; 1:15-2pm; 2:15-3pm)

- 12:15- SOY
- 1:15 – AABC
- 2:15- Arts and Learning

Next meeting will be March 13 at 5:30pm

SOBECA Art Walk – ARTery at the LAB

- Lisa and Frank met with Ayla to partner with the Committee overseeing the ARTery.
 - To assist with the public awareness of the ARTery the Cultural Arts Committee proposes the following partnership with SOBECA:
 - Provide a resident artist to create live art in the ARTery four-five days a week from March –December 2014. The resident artist will open and close the ARTery during the days they are creating art.
 - Each month invite a guest artist to create art for three weeks in the ARTery and display their art during the Art Walk (in the ARTery). The fourth week the artist will take art down and clean the ARTery.
 - Invite other artists to paint live outside the ARTery during the summer Art Walks.
 - Promoting the ARTery by hosting two (2) (May & September) art receptions (on a Saturday) for the public to attend.
 - The concept is for a resident artist (Al McCoy) to use the right small container of the ARTery as a live art studio and open the ARTery four-five days a week.
 - Each month for three weeks a guest artist will create live art in the left small container and display their art during the Art Walk in the large gallery container. The fourth week the guest artist takes down art and cleans the ARTery for the next guest artist.
 - During the Feb Art Walk (2/25 6-10pm) wooden panels will be displayed and Artist Al McCoy will paint live.
 - The Committee discussed the other months
 - April – Barbara Owens
 - May – Engard Art
 - June – SOCALPAPA
 - July – Jesse Fortune
 - August – Lisa Grants
 - September – Mesa Arts and Framing
 - October – CMHS
 - November - Cal Fullerton
 - December – Al McCoy
- B. Arts in Public Places**
- The City is in the FY 14-15 budget process. Lisa has requested \$6,000 to be allocated in the FY 14-15 budget for the Committee to conduct the utility box art concept.

C. Marketing/Promotions

- Art Institute logo redesign and marketing materials
 - Lisa submitted a proposal to the Art Institute regarding the redesign of the Committee's logo as a class assignment for the spring semester.

D. Sponsorship/Fundraising

ARTery – Art Lab

- Al McCoy will donate 40% of his sold art proceeds to the Committee.
- Work with the guest artist to donate 25% of their sold art proceeds to the Committee.

E. Youth Art Gallery

- Recreation – February
- Human Options – March

5. NEW BUSINESS

- None

6. COMMITTEE MEMBER COMMENTS

- Debora
 - Arts & Learning Conservatory production of “Kiss Me Kate” 3/14-16 and Wizard Oz 4/24-26.
- Tony
 - AABC is recruiting new chorus members.
- Kathleen
 - Attended the Zocalo/Getty event at the Segerstrom Center for the Arts. A panel of arts luminaries (Segerstrom president Terrence W. Dwyer, New Yorker staff writer Susan Orlean and Getty Trust president and CEO James Cuno) spoke and answered questions on “Do the arts make us better people”.

7. COUNCIL/STAFF COMMENTS

- Lisa informed the Committee that the Historical Preservation Committee would like the Committee's assistance in providing notable artists.

8. ADJOURNMENT

- Meeting adjourned by Frank at 8:30 p.m.

Next meeting March 13 at 6:45 p.m. in 1A City Hall