

**CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE**

Meeting Date April 10, 2014

MINUTES

1. CALL TO ORDER: 7 pm by Frank

Present: Frank Gutierrez, Monica Morita, Kathleen Eric, Irene Engard and Lisa Grant, Tina Wlasick and Debora Wondercheck

Absent: Tony Manrique and alternate Diana Gardiner

Staff Present: Lisa McPherson

Council Member: Sandra Genis (absent)

2. APPROVAL OF MINUTES

Irene made a motion to approve March 13, 2014 minutes, seconded by Monica; passed unanimously.

3. PUBLIC COMMENT

Anna Vrska – Is a resident interested in all City Committees and wanted to learn about the Committee.

Barbara Owens – is the April guest Artist at the ARTery Art Lab. She informed the Committee about herself and about her art work (coffee filter art).

4. OLD BUSINESS

A. Special Events

Arts in Parks - Sat May 3 12-3pm Estancia Park

➤ Adverting

- Banner is hanging on the fence facing Adams. Since 4/3
- Postcards are available to distribute.
- Information has been posted on the City Website, CMTV and Facebook as well as been given to the participating organizations.
- Historical Society dropped off postcards at the libraries, businesses and passed out cards at the Historical Society.
- The following Committee members will drop off postcards to participating non-profits:
 - Frank – Shalimar Learning Center, Wilson Learning Center and SOY
 - Debora – Arts and Learning
 - Kathleen – Girls Inc and MIKA

- Irene – OC Fine Arts and Rock Harbor
 - Monica – School sites and South Coast Plaza
 - Lisa G – OCC Children’s Center
- Food
 - Frank contacted Wilson Learning Center and they will sell hot dogs and chips.
- Crafts and Fundraising
 - MIKA - magnetic clothes pins and soda
 - CMHS - face painting and stamp art
 - AABC – ice cream and buzz wire game
 - Historical Society – popcorn and friendship bracelets
 - THINK Together at Shalimar – chips/guacamole and tissue paper flowers
 - Cultural Arts Community – Lisa purchased fans and stickers for the craft (\$102.75)
 - SOY – 4x4 wooden panels
 - Arts & Learning – organic frames
 - Girls Inc – bookmarks

SOBECA Art Walk

- The Committee received an email confirmation from SOBECA that the ARTery will be operated by the Committee until the end of the year. The following guest artist will be in the Art Lab:
 - April – Barbara Owens
 - May – Engard Arts
 - June – Bill Easton
 - July- Jessie Fortune
 - August – OCC artist
 - September - Mesa Art and Framing
 - October – CMHS
 - November – SOCALPAPA
 - December- Artists Co-Op
- Irene will create an ARTery layout with floor plan and dimensions for artists
- Resident Artist hours 12-6pm, 12-9pm in the summer
- Lisa will email Barbara, Irene and Al the standard liability waiver and create an agreement/liability waiver form for the Committee to discuss at the May meeting.
- The Committee discussed making the outside of the ARTery an “art piece”. Frank is going to contact Hurley about painting a mural on the entire ARTery.
- Artists are responsible to set up and tear down their displayed art during their month; attend the Art Walk as well as promote their works of art and the ARTery.

B. Art in Public Places

- Committee requested a subcommittee for the utility box project. The following Committee members: Monica, Lisa G. and Kathleen, will begin working on the project and report back at the June meeting.
- Lisa requested \$6000 for 6 boxes
- 1st step is to meet with the transportation group for the city

C. Marketing/Promotions

- The logo project was selected as an Art Institute spring class assignment. Lisa attended the Art Institute class on April 7 to discuss the logo redesign.
- The class should have the first draft completed by early May.
- 9 designers are working on the logo.

D. Sponsorship/Fundraising

- Tabled

E. Youth Art Gallery

- April – EHS
- May – Waldorf

5. NEW BUSINESS

- Kathleen made a motion for Frank to continue as Chairperson and Monica to continue as Vice Chairperson; seconded by Irene; passed unanimously.

6. COMMITTEE MEMBER COMMENTS

- Lisa G.
 - April proclamation given to “Donate for Life” by City Council.
 - At OCC’s Frank M Doyle Arts Pavilion
 - Pop Up Show “Decay” 4/21-23
 - Juried showcase “Mass Appeal” 5/14-24, opening reception with ice cream social on 5/15 from 5-8pm.
 - Art Showcase “Project Cluster Hex”
- Debora
 - Arts & Learning
 - A family donated a truck for the organization to move theatre equipment.
 - Wizard of Oz performance at Segerstrom High School on 4/24-26 at 7pm and 1pm
 - 200 seats were donated to non-profits to come see performance for free.

7. COUNCIL/STAFF COMMENTS

- None

8. ADJOURNMENT

- Meeting adjourned by Frank at 8:25 p.m.

Next meeting: May 8 at 6:45 p.m. in 1A City Hall