

**CITY OF COSTA MESA  
CULTURAL ARTS COMMITTEE**

**Meeting Date July 10, 2014**

**MINUTES**

**1. CALL TO ORDER: 7:05 pm by Frank**

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

Absent: Frank Gutierrez and Tony Manrique

Staff Present: Lisa McPherson

Council Member: Sandra Genis (absent)

**2. APPROVAL OF MINUTES**

Irene made a motion to approve June 12, 2014 minutes, seconded by Monica; passed unanimously.

**3. PUBLIC COMMENT**

Kristin Storey- resident informing the Committee about bringing National Dance Institute to Costa Mesa for elementary kids.

**4. OLD BUSINESS**

**A. SOBECA Art Walk (Art Lab)**

- Bill Easton displayed art during the month of June.
  - Opening reception was on Sat, July 5
- Location 1980 will display art during the month of July.
- Rec Guide back cover will promote the Sept-Dec Art Walk
- Debora will look into providing music (Waldorf students) for the September Art Walk.

**B. Arts in Public Places**

- The sub-committee met to discuss the utility boxes and presented the Committee with the following:
  - San Francisco, Glendale, Union City, Mission Beach, Stockton, San Clemente, Santa Ana, Long Beach and Livermore are cities that have utility box art.
  - It was suggested by the subcommittee to use San Clemente's existing model as the platform for our project.

- The subcommittee suggested boxes in high traffic areas, either foot or vehicle. Locations suggested were Triangle Square, South Coast Plaza, SOCO, SOBECA, 19<sup>th</sup>/Placentia and 17<sup>th</sup> between Tustin/Westminster.
  - The subcommittee will visit the locations and suggest the best visible boxes in those locations.
- Lisa will work with Public Services to get dimensions of the boxes and contact San Clemente for their program information.

#### D. Marketing/Promotions

- The Committee reviewed four logo art design concepts created by three students from the Art Institute.
- Monica made a motion to use Chris Setchell's design as the Committee's logo; seconded by Lisa G., approved unanimously.
- Lisa will contact the City Attorney to confirm if an artist release will be necessary.
- To thank the Artist, the Committee discussed adding the Artist's name on a banner or poster with the new logo and displaying it in the ARTery.

#### E. Sponsorship/Fundraising

- Tabled

#### F. Youth Art Gallery

- July – Recreation
- August – Christ Lutheran Church

### 5. NEW BUSINESS

- Southland Opera - Tabled

### 6. COMMITTEE COMMENTS

- Debora – A&LC will be hosting a tour of their facility on July 17 from 9-10:30am. Arts OC awarded A&LC the 2014 "Outstanding Arts Organization".
- Lisa – photo that was submitted to Think Tasman was chosen. Her friend's movie "About a Zombie" (set in Dublin) is available for purchase.

### 7. COUNCIL/STAFF COMMENTS

- None

### 8. ADJOURNMENT

- Meeting adjourned at 8:10 p.m.

Next meeting: August 14 at 6:45 p.m. in 1A City Hall